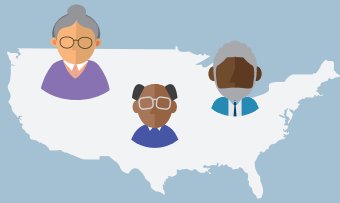
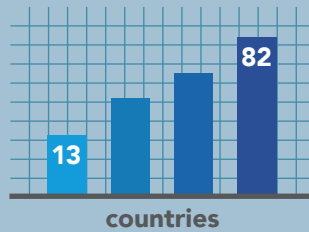


# FIVE SENIOR-FRIENDLY IMPROVEMENTS TO HEALTHCARE PACKAGING



Seniors will make up **24%** of the entire U.S. population by 2060, compared to just 15% today.



By 2050, seniors will comprise at least **20%** of the population in 82 countries, an increase from just 13 countries in 2018.



**76%** of adults over the age of 50 in 2018 want to stay in their homes as they age.

## ADDRESSING PACKAGING PAIN POINTS

1



**80%** of seniors take at least one prescription medication.

- Seniors can have trouble reading small labels.
- Alter the size and clarity of label text for easier reading.
- Use pictures and symbols to convey instructions.

2



**60%** of Boomers will be managing multiple chronic diseases by 2030, and 33% take multiple prescriptions.

- Make it easier for seniors to identify desired medication accurately.
- Bold, contrasting colors and patterns help products stand out.

3



**40%** of consumers report injuries from opening packaging.

- Use lower-strength closures and rubber features for easier gripping.
- Avoid small tabs that are difficult to grasp.
- Punch-out blister pack models are ideal for the senior population.

4



**20%** of patients do not take once daily medications as instructed, and 50% do not properly take four times daily medications.

- Dosage tracking technology can increase compliance.
- RFID or NFC-enabled packaging signals when a package is opened and a dose is removed.

5



**20%** of products in the cold chain are compromised during transport and packaging.

- Smart packaging technology and QR codes enable product verification.
- 40% of seniors own a smartphone, and 67% use the internet.



March 3-5, 2020  
 Pennsylvania Convention Center  
 Philadelphia, PA USA

Visit [pmmi.org/research](https://www.pmmi.org/research) to access the report and other industry intelligence.

Packaging industry professionals can find the latest solutions at PACK EXPO East (March 3-5, 2020; Pennsylvania Convention Center, Philadelphia). To register and learn more, visit <https://www.packexpoeast.com>.