



While health care companies are among the biggest beneficiaries in the longevity value chain at present, CIO also expects a growing number of beneficiaries in the consumer, financial services, and real estate sectors. (UBS)

Three reasons now is an opportune time to invest in longevity

02 May 2025, 5:17 pm CEST, written by UBS Editorial Team US Editorial Team

CIO have recently published its third Transformational Innovation Opportunity—Longevity. As people live longer and the share of the elderly in the population grows amid demographic shifts, the customer base across various sectors is evolving. This transformation is reshaping demand and fueling growth in new economic segments.

CIO project the longevity market to grow from USD 5.3tr in 2023 to USD 8tr by 2030.

Here are three reasons now is an opportune time to invest in longevity:

The share of older people is rising. The global population is aging rapidly, with the number of individuals aged over 60 expected to double by 2050 to surpass 2 billion, according to the United Nations World Prospectus 2024. This demographic shift presents substantial market opportunities, particularly in sectors catering to the needs of older adults.

Life expectancy is climbing. Advancements in medical science and technology have significantly increased life expectancy. Breakthroughs such as antibiotics, vaccines, and advanced surgical techniques have drastically reduced mortality rates from infectious diseases like tuberculosis and polio. According to UBS Research, vaccines have saved one billion lives by preventing diseases such as smallpox, measles, and more recently, COVID-19. As people live longer, there is a growing demand for products and services that enhance the quality of life during retirement.

The focus on being healthy for longer is intensifying. People increasingly seek to live both longer and healthier lives. Significant medical advances driven by improvements in diagnostic tools, enhancing preventive care, and drug innovation mean chronic diseases can now be adequately managed. A 2020 UK Biobank study found that adopting a healthier lifestyle, regardless of existing health conditions, leads to longer life expectancy, with quitting smoking offering the greatest survival advantage. Additionally, public health initiatives and improved access to health care have contributed to better health outcomes and longer lives. Lifestyle changes, such as healthier diets and increased physical activity, have also been crucial in preventing chronic diseases and promoting longevity.

So while health care companies are among the biggest beneficiaries in the longevity value chain at present, we also expect a growing number of beneficiaries in the consumer, financial services, and real estate sectors. We believe that longevity can comprise up to 5% of an investor's allocation to global equities. For investors with existing exposure to our "AI" and "Power and resources" portfolios, investing in the longevity value chain may provide potential growth and diversification benefits, in our view.

Original report: [Investing in longevity, 28 March 2025.](#)

Disclaimer

This document is prepared and published by the Global Wealth Management business of UBS Switzerland AG (regulated by FINMA in Switzerland), its subsidiaries or its affiliates ("UBS"), part of UBS Group AG ("UBS Group"). UBS Group includes former Credit Suisse AG, its subsidiaries, branches and affiliates. In the USA, UBS Financial Services Inc. is a subsidiary of UBS AG and a member of FINRA/SIPC. Additional Disclaimer relevant to Credit Suisse Wealth Management follows at the end of this section.

This document and the information contained herein are provided solely for your information and UBS marketing purposes. Nothing in this document constitutes investment research, investment advice, a sales prospectus, or an offer or solicitation to engage in any investment activities. This document is not a recommendation to buy or sell any security, investment instrument, or product, and does not recommend any specific investment program or service.

Information contained in this document has not been tailored to the specific investment objectives, personal and financial circumstances, or particular needs of any individual client. Certain investments referred to in this document may not be suitable or appropriate for all investors. In addition, certain services and products referred to in the document may be subject to legal restrictions and/or license or permission requirements and cannot therefore be offered worldwide on an unrestricted basis. No offer of any product will be made in any jurisdiction in which the offer, solicitation, or sale is not permitted, or to any person to whom it is unlawful to make such offer, solicitation, or sale.

Although all information and opinions expressed in this document were obtained in good faith from sources believed to be reliable, no representation or warranty, express or implied, is made as to the document's accuracy, sufficiency, completeness or reliability. All information and opinions expressed in this document are subject to change without notice and may differ from opinions expressed by other business areas or divisions of UBS Group. UBS is under no obligation to update or keep current the information contained herein. **The views and opinions expressed in this material by third parties are not those of UBS.** Accordingly, UBS does not accept any liability over the content shared by third parties or any claims, losses or damages arising from the use or reliance of all or any part thereof.

All pictures or images ("images") herein are for illustrative, informative or documentary purposes only and may depict objects or elements which are protected by third party copyright, trademarks and other intellectual property rights. Unless expressly stated, no relationship, association, sponsorship or endorsement is suggested or implied between UBS and these third parties.

Any charts and scenarios contained in the document are for illustrative purposes only. Some charts and/or performance figures may not be based on complete 12-month periods which may reduce their comparability and significance. Historical performance is no guarantee for, and is not an indication of future performance.

Nothing in this document constitutes legal or tax advice. UBS and its employees do not provide legal or tax advice. This document may not be redistributed or reproduced in whole or in part without the prior written permission of UBS. To the extent permitted by the law, neither UBS, nor any of its directors, officers, employees or agents accepts or assumes any liability, responsibility or duty of care for any consequences, including any loss or damage, of you or anyone else acting, or refraining to act, in reliance on the information contained in this document or for any decision based on it.

Additional Disclaimer relevant to Credit Suisse Wealth Management: Except as otherwise specified herein and/or depending on the local entity from which you are receiving this document, this document is distributed by UBS Switzerland AG, authorised and regulated by the Swiss Financial Market Supervisory Authority (FINMA). Your personal data will be processed in accordance with the Credit Suisse privacy statement accessible at your domicile through the official Credit Suisse website <https://www.credit-suisse.com>. In order to provide you with marketing materials concerning our products and services, UBS Group AG and its subsidiaries may process your basic personal data (i.e. contact details such as name, e-mail address) until you

notify us that you no longer wish to receive them. You can optout from receiving these materials at any time by informing your Relationship Manager.

Please visit <https://www.ubs.com/global/en/wealth-management/insights/chief-investment-office/marketing-material-disclaimer.html> to read the full legal disclaimer applicable to this document.

© UBS 2025. The key symbol and UBS are among the registered and unregistered trademarks of UBS. All rights reserved.