

Market Intelligence Digest

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The Department of Trade and Industry - Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.

Export Marketing Bureau

G/F and 2/F DTI International Bldg.
375 Sen. Gil Puyat Avenue
Makati City 1200, Philippines
Tel. No.: (632) 8465.3300
Fax No.: (632) 8899.0111
<http://www.dti.gov.ph/exports/>
<http://tradeline.dti.gov.ph/>

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Gamers for Life

A new training facility has opened to cater to Japan's untapped potential for seniors-only competitive e-gaming.



News brief

Japan's first seniors-only e-gaming facility, ISR e-Sports, has opened its doors in Kobe City.

The facility offers a variety of e-games with ranging difficulty levels, from point-and-click programs to professional e-sports games. Members may attend for two-hour sessions: 90 minutes of screen time and a 30-minute cooling down period to reduce the strain on the players' eyes.

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Why it matters

Japan's ageing demographic is often seen as opposite to the nation's digital transformation movement; innovations such as e-sports and virtual reality (VR) telecommunication are usually catered primarily towards younger markets. By expanding the target audience to seniors, companies can tap into a relatively foreign market which has potential to grow exponentially. Gaming, for instance, can have health benefits by training reflexes and sharpening cognitive capabilities. In addition, basic training in computer skills can help to create new job opportunities for seniors who may have challenges finding employment, especially in the current COVID-19 economy.

What we've seen

Superstar Seniors: Elderly South Koreans enjoy the limelight and new opportunities on social media platforms.

Grandpa's Night Out: Yokohama-based clinic Atata announced plans to expand its "kaigo sunakku bar" concept through franchising, a place where elderly citizens can drink, dance, and receive nursing care.

Urban eSports Economy: A Japanese city plans to invest in e-sports facilities to create new job opportunities for young people.

What's next?

As Mintel Trend Driver Wellness states, consumers are investing in goods and services to support their psychological health. Especially since COVID-19, companies have begun to invest in indoor activities to stimulate and maintain wellbeing. For seniors, gaming services can assist with maintaining cognitive health and social networking from a safe distance. Future innovations may include expanding into VR and artificial intelligence (AI) technologies and professional training for national seniors-only e-sports competitions. Yet companies must also be mindful of the impact on physical health and avoid triggering potential risks from overstimulation (eg flashing visuals, loud noises, etc).



SCAN ME