



One of the challenges that impacts our business is the ageing population. The social phenomenon recognized as the “graying” of Europe, according to the research of William H. Frey of the Brookings Institution think tank, stems from the finding that the median age in Europe will increase from 37.7 years old in 2003 to 52.3 years old by 2050. These figures are especially significant in terms of the future percentage increase of Europe’s elderly population relative to its workforce.

The phenomenon itself is strongly connected to a higher life expectancy, which is, going one step back in this process, related to better medication and pharmaceuticals. Better formulas, ingredients and substances in pharmaceuticals have led to people having healthier and longer lives. There are also changes in the ways that an ageing population purchases, consumes and chooses its lifestyle. Besides product pricing, product quality or method of recycling, the consumption of a consumer good will become more heavily reliant on new ways of presenting convenience of use. The average elderly consumer will be the main target for the consumer products industry and, especially the Western World, will have enough money to afford a convenience lifestyle. The drive for more “convenience for the grey” in combination with further essential features will define

general product design from dosage to usage.

The steadily increasing demand for self and home medication will challenge both brand owners and their suppliers. New designs for the more convenient use of pharmaceuticals are needed. But how will this develop in combination with child resistance, dosage form or production efficiency? Is it possible to design convenient packaging for elderly people, which is, at the same time, child resistant?

Products such as Burgopak are typical of highly convenient packaging styles. They support patient compliance and are child resistant at the same time. Other new applications, such as those that combine confectionery products (Conf-Med) with active pharmaceutical ingredients (API),

Meeting the challenges of an ageing population

As one of the leading suppliers to the pharmaceutical packaging and processing industry, we are committed to meeting future challenges and satisfying changing market demands for our customers to help them prosper in an increasingly competitive environment.

may represent future dosage forms and will challenge producers to find new and effective processing and packaging.

Maybe the blister package will undergo a renaissance. In particular, for applications that require daily intake for a period of weeks, such as birth control or antibiotics, the well-proven blister still represents state-of-the-art packaging. For long-term medication with a standard assortment of tablets and capsules, the

weekly blister could be a solution for mass market applications.

More than ever, experience and innovation are the tipping points. For research and production, the pharmaceutical industry relies on its suppliers and partners to provide consumers with the “all-in-one package”. Such relationships are essential for success and survival. The scientists and engineers at Bosch Packaging Technology are already

working today on solutions for the next decades. Together with our customers, we develop technologies and partnerships to give the “graying” of Europe a colorful future.

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