

Annotation of the paper

1. Title: Les conséquences du vieillissement de la population Européenne sur les entreprises

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5. Content

The aim of this work is to try to understand and analyze the consequences of the aging of the European population on entrepreneurship. Indeed, the significant increase in the number of seniors in Europe is one of the major challenges of the economy and the companies for the years to come.

To carry out this study, we have helped ourselves with various scientific writings dealing with the subject, but also with websites.

Demographic aging is a major challenge for companies for years to come. Indeed, it is important to understand that companies risk falling productivity, but also a lack of workforce in futures years. Moreover, becoming old, the seniors change their purchasing behavior. Therefore, it will be necessary for companies to adapt to the new demands of seniors in order to remain competitive. That's why we sought to identify the profile of the elderly consumer in order to understand how to meet his needs. So, although the aging of the population is a source of concern within Europe, we have seen this is not a fatality. Indeed, it's a real chance for many companies,

which can take advantage of this phenomenon to develop. In this work, we also saw that there are potential solutions to the increasing share of seniors.

Therefore, the aim of this work is to show the duality between threats and opportunities arising from the demographic aging of Europe. Through it, we will be able to understand how, by learning how to manage the changes related to the aging of the population, it will be possible to attenuate the negative aspects on the businesses.

6. Key words