

## LEAD MARKETS IN AGE BASED INNOVATIONS%0A

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Lead markets are characterized by their early adoption of innovations and their influence on design choice in a subsequent international diffusion process. Finally, two boundary conditions to the applicability of lead market theory are being identified and described.

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fact, presuming markets for age-based innovations to be entirely driven by a dominant logic , of a self-interested homo economicus be it as a single businessman or in its various , collective

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Lead markets in age-based innovations : demographic change and internationally successful innovations. [Nils Leysen] -- Nils Leysen focuses on the international diffusion of product and service innovations for elderly users. In particular, the existence and location of lead markets is being investigated. Lead markets

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In particular, the existence and location of lead markets is being investigated. Lead markets are characterized by their early adoption of innovations and their influence on design choice in a Lead markets are characterized by their early adoption of innovations and their influence on design choice in a

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**Japan Lead Market Age Based Innovations?**  
26.09.2013 4 Contents Population Aging and Innovations The Role of Lead Markets Case Studies Observations and Conclusions 7 Lead market is the market of the first, broad application of a new

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| This working paper is based on the doctoral thesis Lead Markets in Age-Based Innovations by Nils Levsen, submitted at Hamburg University of Technology in 2014. Working Paper No. 80 N

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Lead markets in age-based innovations . By Nils Levsen and Cornelius Herstatt. Abstract. The trend of population aging is affecting an increasing number of countries around the world, especially advanced economies. One consequence of a growing population share of aged persons is a shift in consumer needs, reflected by a rising number of products and services designed particularly for elderly

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Do such lead markets exist within the field of age-based innovations? Moreover, is there possibly a single lead market which consistently leads adoption and diffusion

across the heterogeneous range of age-based innovations?  
Finally, is extant lead market theory applicable to the  
entirety of age-based innovations - a field of business,  
where innovation is driven not only by profitability