



**BROWN SHIPLEY**  
A QUINTET PRIVATE BANK

# FUTURE HEALTH

THE ECONOMICS OF LONGEVITY  
AND THE FUTURE OF HEALTH



THEMATIC INVESTING

Marketing material

## INTRODUCTION

The global healthcare sector is entering a period of fundamental change. Demographic shifts, rapid technological progress and evolving consumer expectations are reshaping how health is delivered, financed and maintained. The transition from reactive treatment to preventive and data-driven care is creating one of the most significant long-term healthcare investment opportunities of the coming decades.

The Future Health theme covers a wide set of innovations in biotechnology, digital health, medical supplies, pharmaceuticals and genomics that aim to extend healthy life expectancy, reduce inefficiencies and improve quality of care. The COVID-19 pandemic accelerated many of these changes, pushing both public and private sectors to adopt digital solutions, and remote health solutions at unprecedented speed.

Global healthcare market size is expected to exceed USD 11 trillion by 2035, from USD 6.8 trillion in 2025 (source: [Precedence Research, "What is the Health and Wellness Market Size?"](#)). This growth is underpinned by three structural forces: ageing populations, technological disruption and consumer empowerment. As these trends converge, they are giving rise to a new ecosystem of companies driving medical breakthroughs, operational efficiency and personalised care.

## WHAT IS “FUTURE HEALTH”?

Future Health refers to the integration of technology, data and preventive strategies into healthcare systems to improve outcomes and efficiency. It moves beyond traditional models focused solely on curing illness and instead emphasises early detection, wellbeing and patient engagement.

The key pillars of this transformation include:

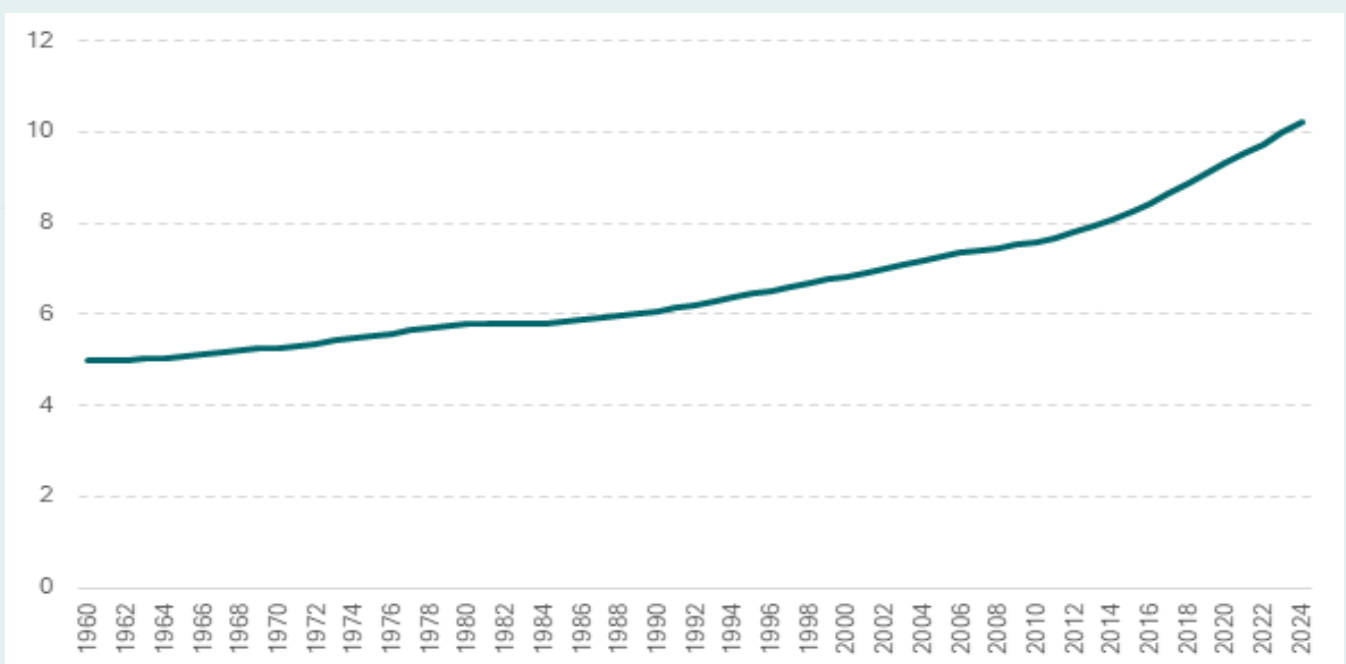
### Biotechnology and Genomics

Advances in genetic sequencing and synthetic biology enable targeted therapies and personalised medicine. The cost of sequencing a human genome has dropped from USD 100 million in 2001 to less than USD 1,000 today (source: [National Human Genome Research Institute, "The cost of sequencing a human genome"](#)), paving the way for mass adoption.

### Digital and Remote Health

Telemedicine, wearable devices and mobile health apps allow patients to monitor their own health and access care remotely, reducing the strain on hospitals and clinics. Data is collected as well to establish statistics on patients, and to be trained on Artificial Intelligence (AI) models.

## World population ages 65 and above (% of total population)



Source: [World Bank Group – Population ages 65 and above \(%of total population\) data](#)

### Artificial Intelligence and Data Analytics

AI systems process medical images, patient records and real-time bio signals to support faster diagnosis, more accurate treatment planning and predictive healthcare.

### Preventive and Lifestyle Medicine

The focus on prevention through nutrition, exercise and behavioural science helps reduce chronic disease, which currently accounts for roughly 70% of global healthcare costs (source: [World Health Organization, "Noncommunicable diseases"](#)).

### Smart Infrastructure

Hospitals and clinics increasingly use connected devices and digital platforms to monitor equipment, manage energy use and streamline patient flows, to improve the service but also to ease the medical teamwork.

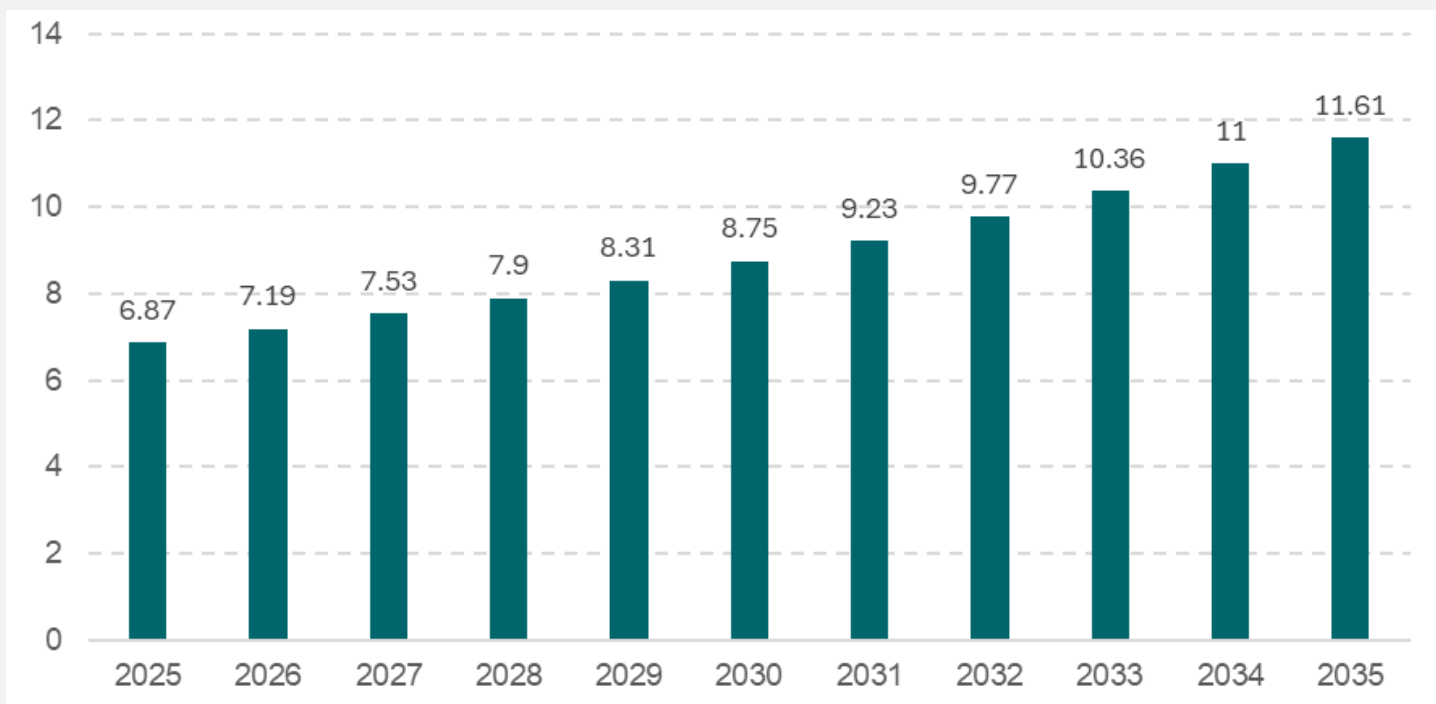
Together, these developments mark a shift toward healthcare that is more efficient, qualitative, personalised and sustainable.

## WHY INVEST IN FUTURE HEALTH?

By 2050, the global population over 65 is projected to double to 1.6 billion (source: [United Nations, "UN report calls for re-thinking social protection as the world ages"](#)) fuelling sustained demand for healthcare, chronic disease management, and advanced assisted-living technologies. Technological advancements in biotechnology and artificial intelligence are accelerating drug development and enabling innovative treatments, while government initiatives like the European Health Data Space and the US Inflation Reduction Act support progress by improving data access and affordability. At the same time, rising health awareness is driving growth in preventive care and wearable devices, a global market worth around USD 90 billion by 2024 (source: [Statista](#)).

These factors, combined with continuous government funding and private sector innovation, underscore healthcare's role as both a resilient and evolving growth sector.

### Health and wellness expected market size 2025 to 2035 (USD trillion)



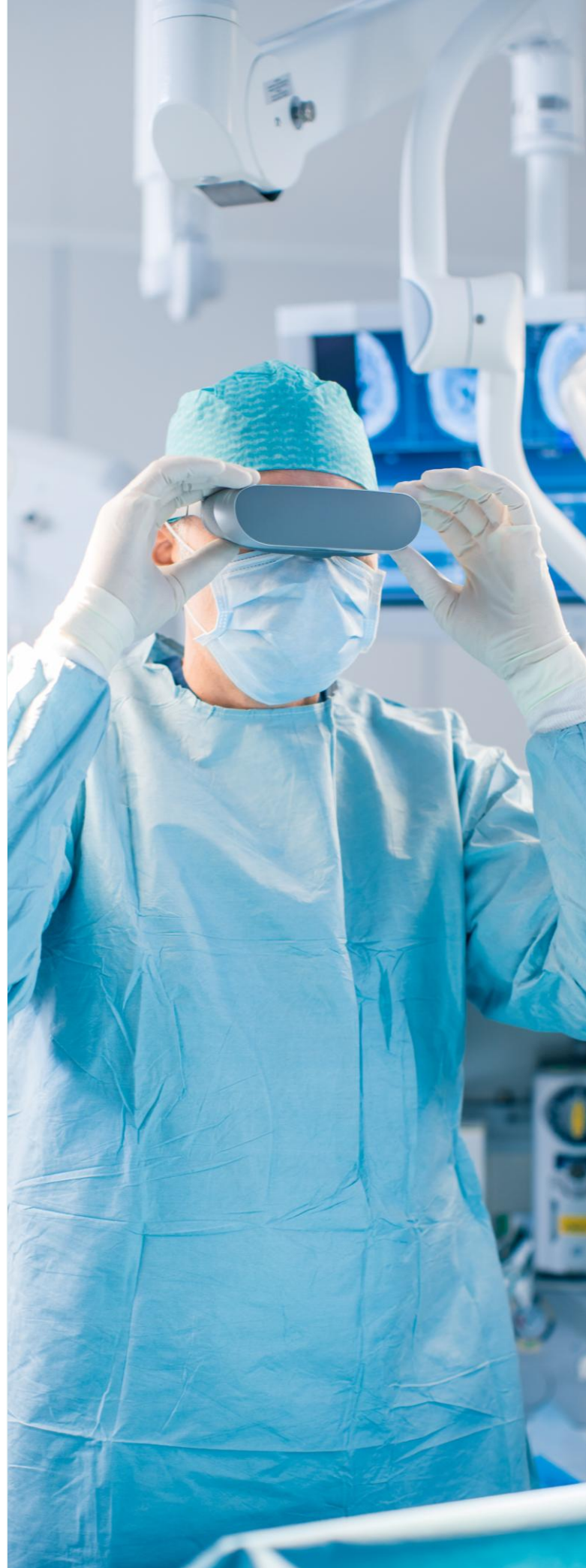
Source: [Precedence Research, Health and Wellness Market Size 2025 to 2035](#)

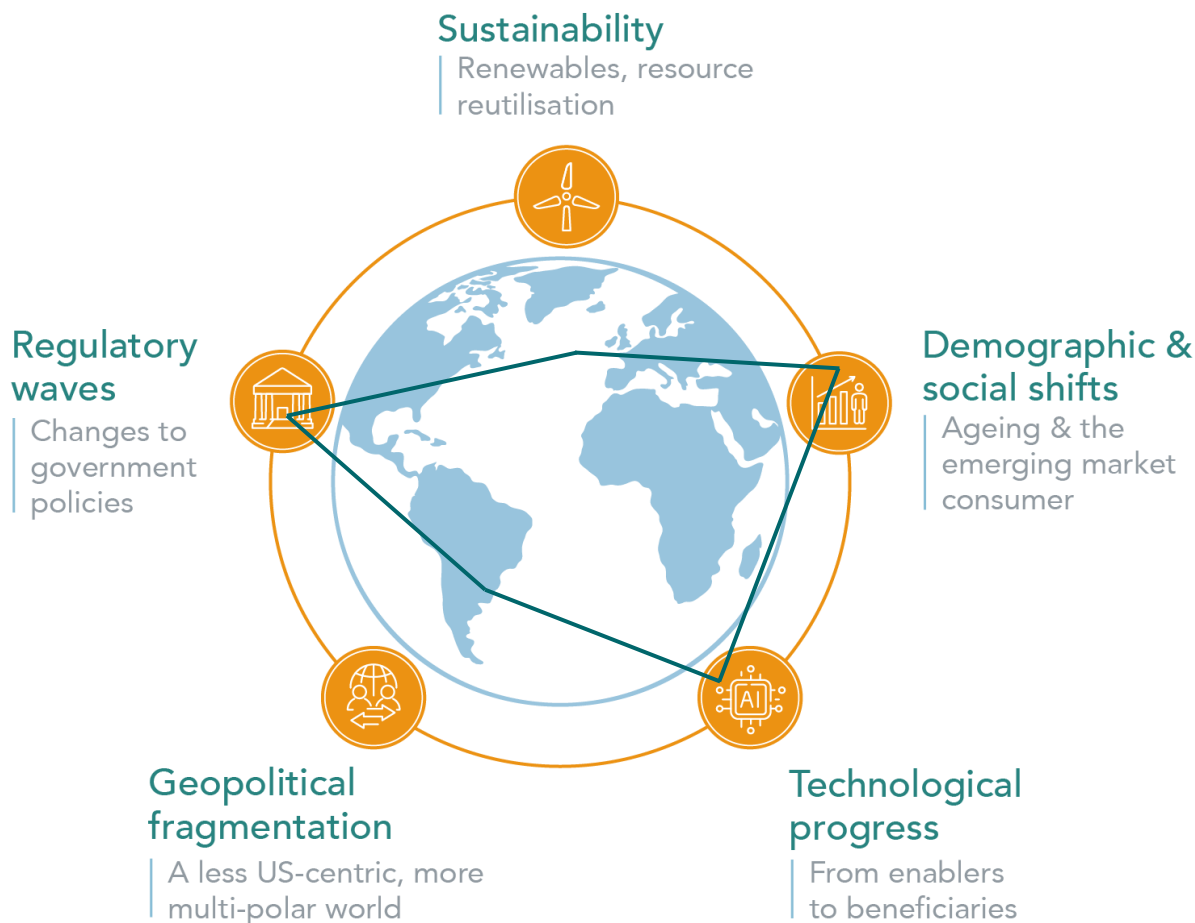
## WHY IS FUTURE HEALTH IN OUR THEMATIC PORTFOLIO?

Future aligns strongly with the five structural trends that guide our thematic investment process:

- 1. Technological progress** – AI, genomics and biotechnology are enabling breakthroughs once unimaginable. Technology improves the way we develop medicines, but not only as services are benefiting from a medical, connected network, that enable more efficient treatment, but is also preventing more dangerous disease.
- 2. Geopolitical fragmentation** – Countries are investing in domestic pharmaceutical production to secure the value chain and to be able to respond the demand in case of urgency. Developed markets in particular aim to avoid dependencies as was the case during the pandemic.
- 3. Demographic and social shifts** – Ageing populations and greater health awareness are increasing demand for modern healthcare. In addition, the increasing emerging market middle class is supporting the case for a growing demand of medicines and treatments.
- 4. Regulatory waves** – Policymakers are supporting the shift toward digital and preventive care. If governments are regulating medicine prices too hard it could slow or interrupt the R&D of pharmaceutical and biotechnology companies.
- 5. Sustainability** – Preventive medicine reduces wasteful spending and contributes to long-term wellbeing. On the other way, limitation of CO2 emissions of lower chemical use that could harm our environment and by extent human wealth is also to be considered.

Together these trends make Future Health a theme that combines structural growth with resilience, adding both diversification and long-term value to a portfolio.





## ECONOMIC BACKDROP AND CHALLENGES

Macroeconomic factors play a major role in shaping the future health sector. Economic growth encourages investment and research in healthcare, while the industry remains vital, hence resilient, even during downturns. Inflation and rising interest rates can increase financing costs and put pressure on company valuations, especially in biotech, but overall demand for healthcare has stayed strong. Governments, facing aging populations, are expanding healthcare budgets and encouraging innovation with new incentives. Meanwhile, global supply chains for medicines and devices are still vulnerable to geopolitical tensions, particularly from large producers like China and India. Advances in AI and automation are helping to ease staff shortages but also raise concerns about job losses and the management of sensitive data. The sector also faces challenges such as data privacy, complex regulations, ethical issues with gene editing and artificial intelligence, and ensuring everyone has fair access to new treatments. Despite these hurdles, healthcare's digital transformation is progressing rapidly, driven by strong, long-term structural trends.

## CASE STUDY: NOVO NORDISK: A GLOBAL LEADER IN PREVENTIVE HEALTH

Novo Nordisk exemplifies the Future Health theme through its leadership in diabetes and obesity management. Initially focused on insulin production, the company has evolved into a pioneer in metabolic health.

Its drug Wegovy (semaglutide), originally developed for diabetes treatment, has transformed the obesity-care market and reduced cardiovascular risk in millions of patients. Demand for the therapy has surged globally, making Novo Nordisk one of Europe's most valuable companies.

The firm also invests in digital-health ecosystems, offering connected devices and AI-driven support tools that help patients manage chronic conditions. By combining pharmaceuticals with data-driven solutions, Novo Nordisk demonstrates how companies can integrate science, technology and lifestyle to create both societal and shareholder value.

## How to invest in the theme

Our dedicated funds solution team selected a strategy investing in qualitative healthcare related companies, diversifying its investment across geographies, market-cap spectrum to pursue the best opportunities in a wide variety of healthcare industries, including biotechnology, pharmaceuticals, healthcare providers & services, healthcare equipment & supplies, healthcare technology, and life sciences tools & services. This solution allows us to offer our client the best exposure to the Future Health theme.



## CONCLUSION

Future Health represents a defining long-term opportunity. The convergence of biotechnology, data science and preventive care is reshaping healthcare systems worldwide, making them more efficient, accessible and personalised.

Investors can gain exposure through diversified strategies that include biotech innovators, AI and analytics providers, digital-health leaders and pharmaceutical companies shifting toward personalised and preventive medicine.

By investing across these layers of the ecosystem, portfolios can benefit from both defensive stability and structural growth. The evolution of healthcare is not only about curing disease but about sustaining wellbeing for future generations.

## CONTRIBUTORS



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## LET'S TALK

We hope this has been a helpful overview of the future of healthcare.

Do you have any more questions? Get in touch.

Visit [brownshipley.com/contact-us](https://brownshipley.com/contact-us)

### Important Information

- Investing puts your capital at risk.
- The value of your investments or any income from them can go down as well as up, and you could lose some or all of the money.

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