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VERITAS

SENIOR HOUSING KAZAKHSTAN

2025

Better never settles

SENIOR HOUSING ALMATY

2025

165 738 people

Almaty (employed population aged 63 and over)

1,6 mln people
Kazakhstan's population 60+

2,5 mln people
Forecast for 2035

31,1 (+1,6 p.p. by 2023)
Aging index (by country)

Almaty – 288,922 people
The TOP region in terms of the number of elderly (60+)

Index 33,4
Urban area

60,6%
Women among 60+

Less than 5 (without premium format)
Private boarding houses

₸ 500,000 - 600,000 /month
Average cost of care

GLOBAL TRENDS

Senior Housing is a specialized residential format designed for older adults (typically aged 60–75 and above), providing comfortable, safe, and socially active living with access to medical, household, and service support. These complexes are developed with age-specific needs in mind, including:

- barrier-free environments,
- personalized care,
- leisure and socialization opportunities,
- medical supervision.

A rapid increase in demand is expected in the coming years, likely to surpass the current supply of rental housing. This will intensify market shortages and create a strong need for new senior housing projects with a high standard of care and comfort.

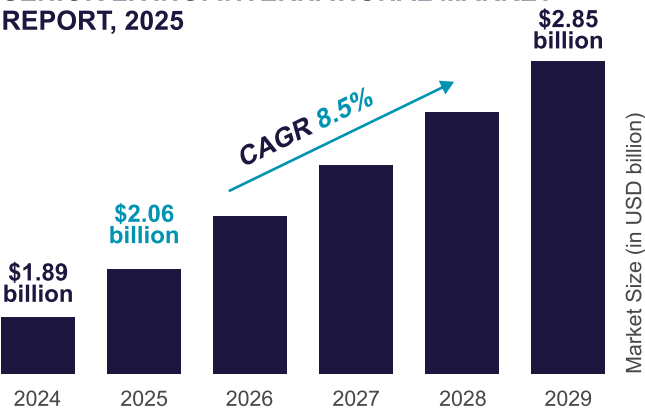
WHY IS THIS RELEVANT NOW

The global senior living market is showing steady growth: its volume increased from \$1.89 billion in 2024 to \$2.06 billion in 2025, with a compound annual growth rate (CAGR) of 8.9%. This growth is driven by population aging—particularly among the baby boomer generation—increased life expectancy, rising incomes among retirees, and growing demand for personalized and wellness-oriented living formats.

According to forecasts, the market will reach \$2.85 billion by 2029, with a CAGR of 8.5%.

Key trends include the development of eco-friendly and sustainable housing solutions, the expansion of remote care programs, a stronger focus on mental health and cognitive support, and rising interest in luxury and multi-format residences that integrate medical and leisure services.

SENIOR LIVING: INTERNATIONAL MARKET REPORT, 2025



MAIN SENIOR HOUSING FORMATS

Format	Brief Description	Target Audience
Independent Living (IL)	Apartments, meals, leisure, without medical services	Active 60-75+
Assisted Living (AL)	Help in daily life +IL	People with moderate disabilities
Memory Care (MC)	Dementia care, special staff	People with Alzheimer's and disorders
Skilled Nursing (SNF)	24/7 care, medical services	Difficult cases, rehabilitation
CCRC	Combined complex: IL–AL–SNF	Well-off elderly

Source: The business research company

Source: Bureau of National Statistics, Kazinform International News Agency

CURRENT SITUATION IN KAZAKHSTAN

There are currently no senior housing projects in Kazakhstan that meet European standards. The market is represented by only a limited number (3–5) of private care homes, such as Serebryany Vek in Astana and Almaty. All existing facilities mainly operate in a basic care and accommodation format, lacking brand development, service infrastructure, and a comprehensive medical base.

At present, the country has no integrated solutions that combine high-quality housing, medical support, comfortable infrastructure, and a full-fledged social and leisure environment—the key components of the modern senior housing model.

POTENTIAL

The increasing demand for specialized senior housing is inextricably linked to the ongoing process of urbanization and the corresponding transformation of the traditional family structure. The historically prevalent format of three-generation cohabitation, which provided natural care for elderly relatives, is becoming less common in urban settings, thereby generating new demand for alternative care and living solutions. Furthermore, there is already a significant segment of families in which one of the working partners is forced to leave their job or reduce their employment to provide constant care for aging parents. Although this group is not yet the primary consumer of formal senior living formats, their existence clearly demonstrates an unsatisfied need for professional, convenient, and accessible care, thus underscoring the long-term potential and social significance of the senior housing market's development.

ANALOGUES IN KAZAKHSTAN



SEREBRYANYI VEK (ALMATY)

Establishment date: 2018

Number of facilities: 3

Addresses:

- 160/1 Kerei-Zhanibek Khans St., Tau-Samal microdistrict, Medeu District
- 8 ST Energiya-3 territory, Khan-Tengri microdistrict, Bostandyk District
- 5 Igisheva St., Gorny Gigant microdistrict, Medeu District

Living formats: Combined complex: IL → AL → SNF (Independent Living → Assisted Living → Skilled Nursing Facility)

Housing and services: 4-story premium-class cottage with basic furniture and a private bathroom

Services: 24-hour care, meals, health monitoring, assistance with hygiene and mobility

Cost: Calculated individually based on health condition and living requirements

Model: Care + basic living, with no privacy, leisure activities, or full medical infrastructure.



SEREBRYANYI VEK (ASTANA)

Number of facilities: 2

Addresses:

- 11 Boris Yerkovich St., Saryarka District
- 5 Kegen St., Yugo-Vostok (Right Side) residential area, Almaty District

Living formats: Complex: IL → AL → MC (Independent Living → Assisted Living → Memory Care)

Housing and services: Shared accommodation for 2–4 residents with basic furniture and a private bathroom, as well as recreation, social, and personal areas

Services:

- 24-hour care (caregivers with medical education)
- Medical support: general practitioner and specialized doctors if needed
- Individual meal plans
- Organization of leisure activities and hobby clubs
- Social adaptation and communication
- Psychological support

Cost: Calculated individually depending on health condition, chosen format, and living conditions

Model: Care + accommodation + basic medical and rehabilitation services, with no privacy or full medical infrastructure.

Almaty has the largest number of elderly residents in the country.

There is sustained demand from:

- children living abroad,
- the urban intelligentsia, former civil servants, and academics.

Existing infrastructure includes thermal zones, natural surroundings, clinics, and spas.

There are no competitors in the premium segment — creating a strong window of opportunity.

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