

Forbes
INSIGHTS

The Future Of Wealth Is Well-Being: A Longevity- Planning Imperative

IN ASSOCIATION WITH



Introduction

While high-net-worth individuals recognize the importance of health in achieving a fulfilling life, a significant confidence gap exists in their ability to maintain health into retirement—highlighting a critical need for integrated longevity planning.

The correlation between health and financial planning is inextricable. Financial wellness begets good health, and sound financial planning involves longevity strategies that give people confidence that they will experience active, healthy lives.

Forbes Insights, in partnership with Manulife Singapore, explored how individuals are managing their wealth and approaching longevity planning to achieve financial success today and for future generations.

We conducted a comprehensive survey of 250 high-net-worth individuals based in Singapore, Hong Kong and mainland China— 96% of whom agreed that “nothing is more important than health”—to uncover trends affecting how this group incorporates long-term care, wellness investments and life-style planning into their financial strategies. We found:

- Respondents feel positive about their longevity and place a high value on health
- Wealth plays a crucial role in individuals’ health and longevity
- People can use financial planning to optimize health and longevity
- Barriers to including health and longevity planning into financial strategies vary with age

Overall, respondents overwhelmingly feel that financial wealth is necessary to healthy, long lives, but less than half of respondents are very confident or extremely confident that they’ll be in good health and active after they retire. Strengthening the integration of health and financial planning to build that confidence is paramount.

Health And Wealth: A Dual Priority With Diverging Confidence

It's clear that many people prioritize both health and financial security—and consider them somewhat interrelated. Eighty percent said financial wealth is necessary to live happier, longer lives.

And yet, less than half (47%) felt very or extremely confident they'll be in good health and active post-retirement. An additional 31% selected "moderately confident."

Interestingly, the cohort with the most investable assets (\$5 million or more) were the least confident they would be active and in good health after retiring: 39% were either very or extremely confident. In contrast, 52% of those with \$1 million to \$3 million in assets had the same level of confidence.

The survey also broke down answers by age: respondents 18 to 40, whom we'll refer to as the younger adults; respondents 41 to 60, whom we'll call the middle-age group; and respondents 61 and older, whom we'll call older adults.

Health and wellness goals differ with wealth and age. Those with \$5 million or more in assets had a top goal of enhancing longevity and future quality of life while those with \$1 million to \$3 million had a top goal of helping their families with longevity and health issues. And although older adults have a top goal of ensuring financial stability to cover health care costs, the top goal for younger adults is to help their families with longevity and health issues. Respondents 41 to 60 most want to stay active as they age.

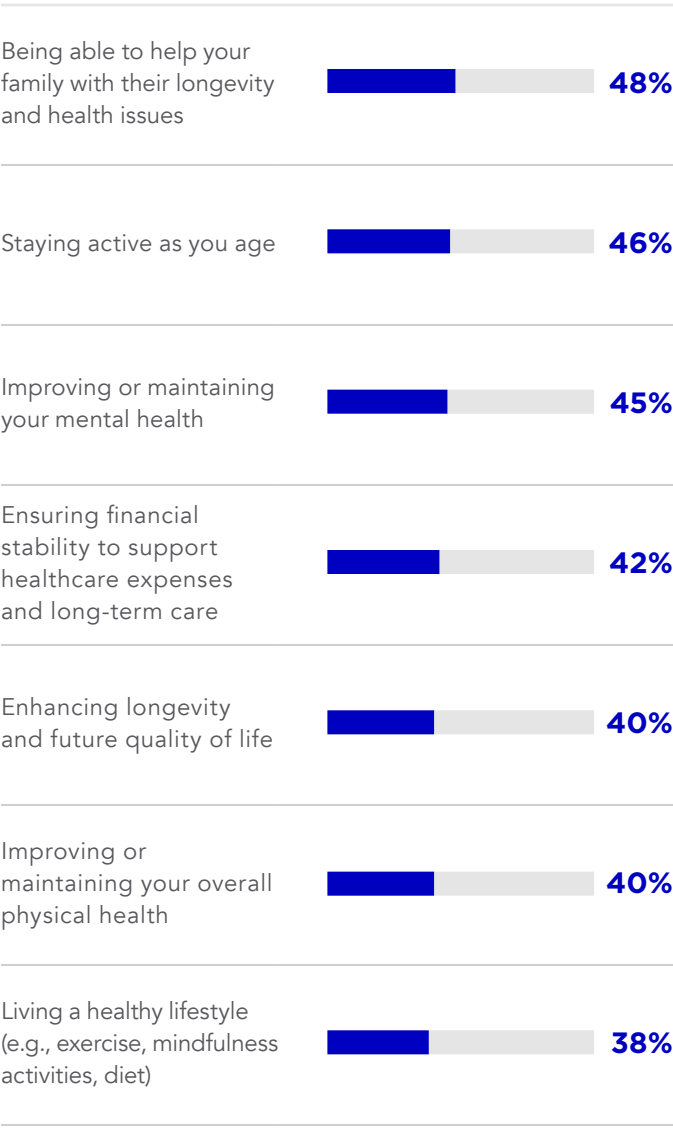
And when we assess confidence by age, a gap emerges. The older the respondent, the less likely they are to feel that they'll be active and in good health after they retire. Fifty-eight percent of older high-net-worth individuals are at least moderately confident that they'll be in good health after retirement, compared with 79% of the middle-age group and 92% of the younger cohort.



FIGURE 1.

Helping Family With Health Issues And Staying Active Are Top Priorities

What are your top health and longevity goals?



*Respondents selected up to three options.



Financial Readiness Versus System Complexity

Most respondents express confidence that their financial planning has prepared them to handle their long-term medical needs.

The survey found that 62% of affluent individuals are either very or extremely confident that their wealth management plan will support their families over a longer life.

When it comes to health insurance, a vast majority (89%) view having a health insurance plan as a necessity, and 73% say insurance enhances quality of life and financial security by covering unexpected costs.

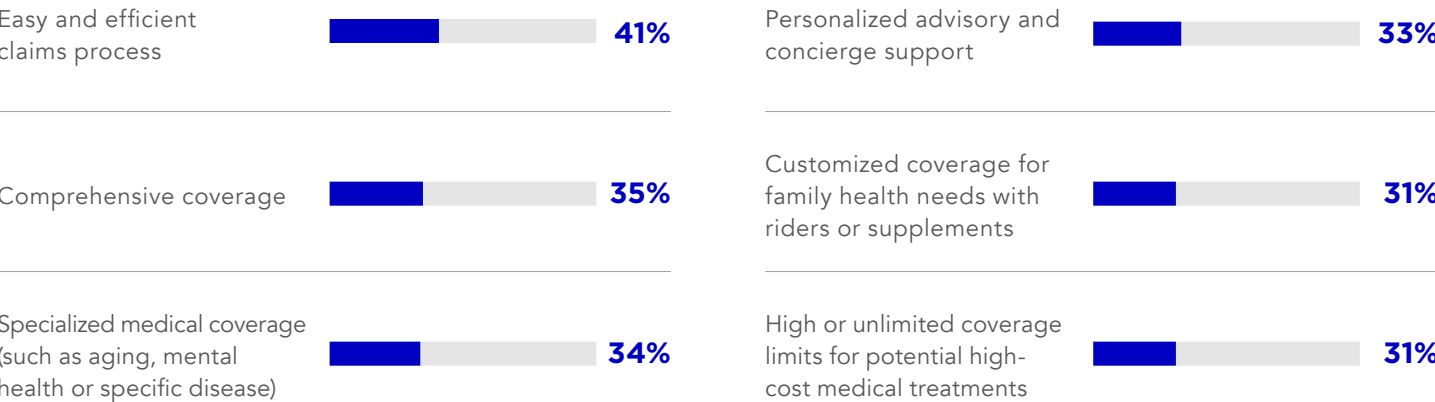
Once again, there’s a difference when it comes to respondents’ ages: The older the respondent, the more likely they are to view insurance as important to longevity. Ninety-six

percent of older adults say health insurance is necessary. In the youngest cohort surveyed, nearly 1 in 4 didn’t view health insurance as a necessity. Of those who do, older adults prioritize specialized medical coverage while younger adults prioritize comprehensive coverage.

In addition to comprehensive and specialized coverage options, people who view health insurance as a necessity want their care plans to have an easy and efficient claims process. Above all, more than half of respondents say insurance coverage makes them feel financially secure and is crucial in providing peace of mind.

FIGURE 2.
When Shopping Plans, People Seek An Easy Time With Claims

What are your top priorities when choosing a health insurance plan?



**Only asked to respondents who said having a health insurance plan is a necessity. Respondents selected their top three options.*

Confidence Undermined By Complexity And Knowledge Gaps

Even with a majority being assured about their financial ability to handle their health and longevity goals long term, respondents pointed to these areas as the most challenging:

- 1 Difficulty navigating health care systems and insurance
- 2 Limited knowledge about best treatments and hospital
- 3 Difficulty making lifestyle changes
- 4 Increasing mental health issues from high pressure work

Challenges remain somewhat consistent across generations, with both younger adults and middle-age respondents citing the difficulty of navigating healthcare systems and insurance as the top barrier to achieving their health and longevity goals (35% and 38%, respectively).

Younger adults cited integrating healthcare and long-term costs into financial and estate planning as another top challenge (32%) while middle-age adults cited trouble prioritizing health and wellness due to professional demands (32%).

Older adults diverged from their younger counterparts: Limited knowledge about best treatments and hospitals was their top challenge (39%), followed by difficulties making life-style changes (36%).



33%

of respondents said difficulty navigating healthcare systems and insurance is a top challenge to achieving their health goals.

Proactive Longevity: Strategies HNW Individuals Are Embracing

People are trying to optimize their health and longevity to achieve these top goals:

- 1

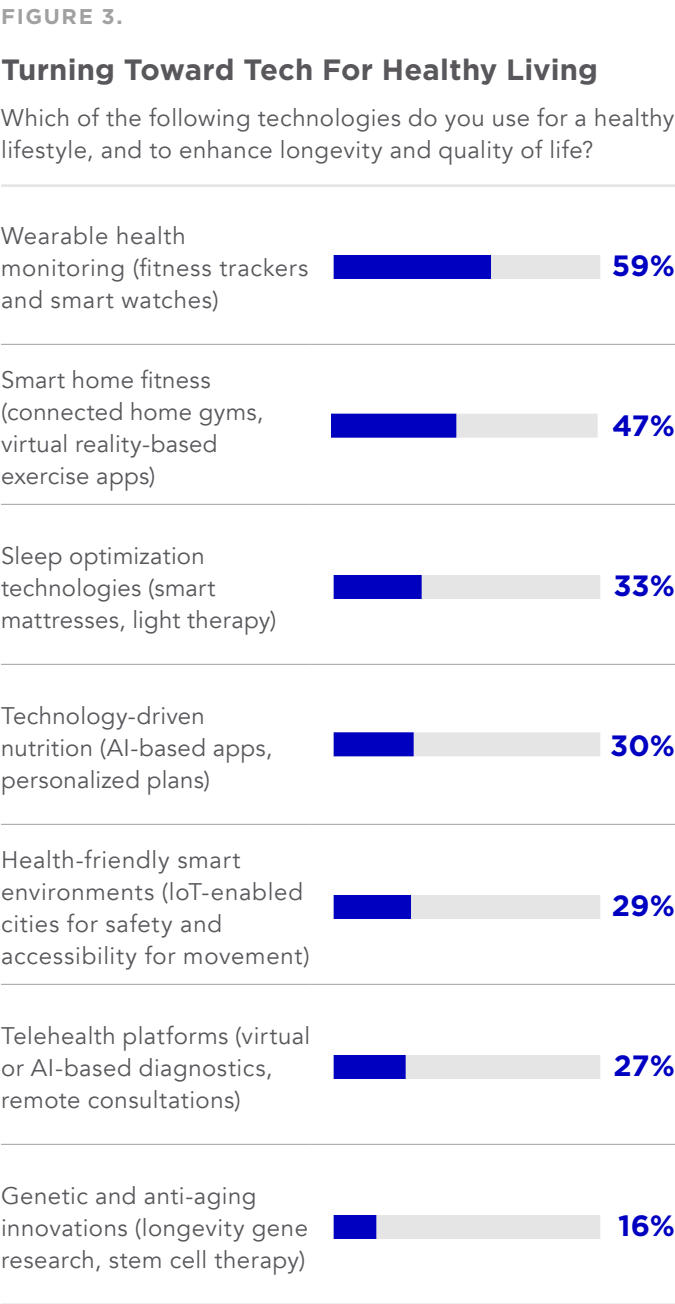
Help their families with longevity and health issues
- 2

Stay active as they age
- 3

Improve or maintain their mental health

To make success more likely, respondents are taking steps to diligently maintain preventative care and wellness visits, subscribe to state-of-the-art health insurance plans and live healthy lifestyles that include a focus on nutrition, mindful movement such as tai chi and longevity therapies such as cryotherapy and intermittent fasting.

They’re also leveraging digital technologies for an edge—whether for tracking their health performance, improving diet and nutrition or easing access to care providers via virtual platforms.

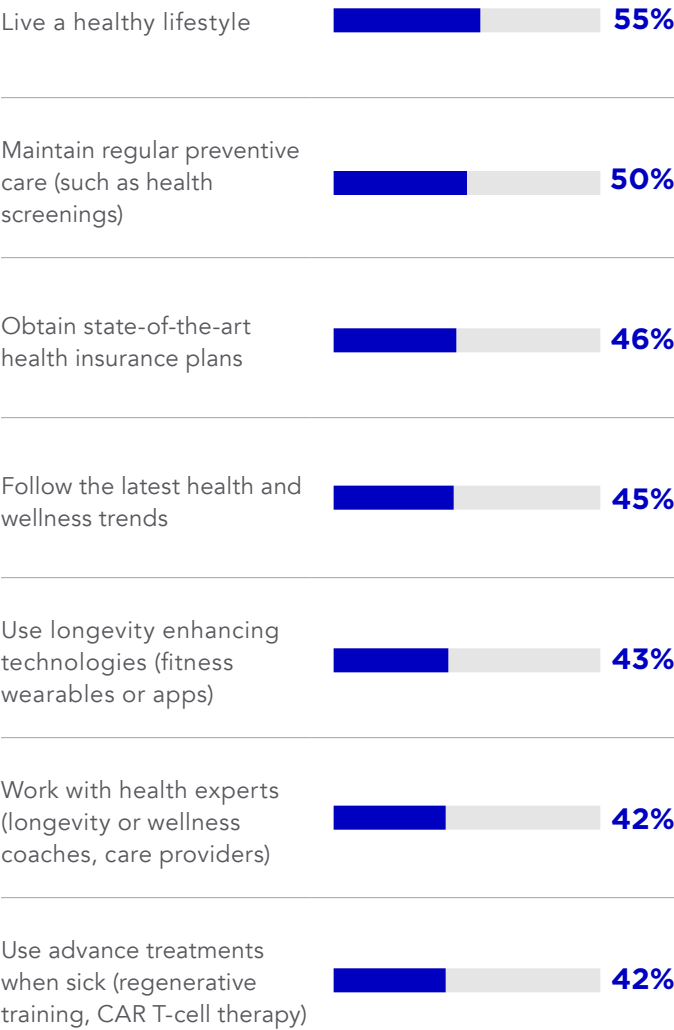


**Respondents selected all that applied.*

FIGURE 4.

A Focus On Living Healthy Lifestyles And Preventative Care

What are you doing to achieve your longevity goals?



*Respondents selected all that applied.



Conclusion

While the study shows that HNW individuals do have moderate confidence in their future health, the results also point to two striking opportunities:

- There's room for improvement when it comes to wealthy individuals' sense of longevity security
- Generational differences in confidence and priorities exist—and that should be accounted for with more personalized and integrated longevity planning and financial approaches

According to Manulife Singapore, a life insurance and wealth management provider, the research signals a need to approach health and wealth planning in tandem: “[The results challenge] the assumption that greater wealth automatically translates to greater peace of mind,” says Mark Czajkowski, chief marketing officer of Manulife Singapore and chief analytics officer for Manulife Asia. “Even those with significant financial means remain uncertain about their long-term health, highlighting the need for more integrated longevity planning.”

A more integrated approach first requires fine-tuning financial strategies to closely account for each person's specific life stage, health priorities and challenges standing in the way of longevity confidence.

“Our clients increasingly view health and wealth as intertwined,” says Czajkowski. “Financial security opens doors to better healthcare, preventive care and wellness resources. In turn, good health allows individuals to enjoy their wealth, stay active and reduce long-term care costs. When we help clients plan for both, we're not just growing their wealth—we're helping them live longer, healthier and more fulfilling lives.”

“

When we help clients plan for both [financial security and good health], we're not just managing wealth growth—we're helping them live longer, healthier and more fulfilling lives.”

MARK CZAJKOWSKI

CHIEF MARKETING OFFICER,
MANULIFE SINGAPORE AND CHIEF
ANALYTICS OFFICER, MANULIFE ASIA

ERIN CHAN DING

Forbes Insights Contributor

Methodology

Forbes Insights, in partnership with Manulife Singapore, surveyed 250 high-net-worth individuals based in Singapore (36%), Hong Kong (24%) and mainland China (40%) in March and April 2025.

Respondents represented age groups 18-40 (36%), 41-60 (36%) and 61 and older (28%). Of those, 56% identified as male, 40% identified as female, 1% identified as nonbinary and 3% preferred not to disclose. Net investable assets for each household ranged from \$1 million-\$3 million (43%), \$3 million-\$5 million (38%), \$5 million-\$10 million (11%) and more than \$10 million (8%).

About Manulife Singapore

Serving Singapore since 1899, Manulife Singapore has progressed significantly to become a leading life insurer that provides a broad range of insurance, retirement and wealth management solutions to meet the financial needs of our customers across their various life stages. Manulife Singapore's insurance, retirement and wealth management solutions are distributed through our own affiliated financial adviser representatives and our specialist partners, including banks and other financial advisory firms. For more information on Manulife Singapore, please visit manulife.com.sg.