Singlife Dementia Care Study

Key insights on understanding the perspectives and experience of caregiving for dementia

Singlife

The **Singlife Dementia Care Study** analysed consumers' perspectives around dementia and provides a deep dive into caregivers' experience, including their challenges and needs as well as the financial impact of dementia care.

The Study was conducted in June 2024 among 1,075 Singaporeans, including 249 caregivers of persons with dementia. Qualitative in-depth interviews were also conducted with 4 caregivers of persons living with dementia (PLWD) at their home to better understand their experience and the challenges faced by caregivers.

Misconceptions Towards Dementia

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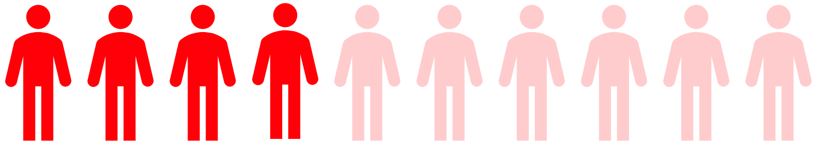
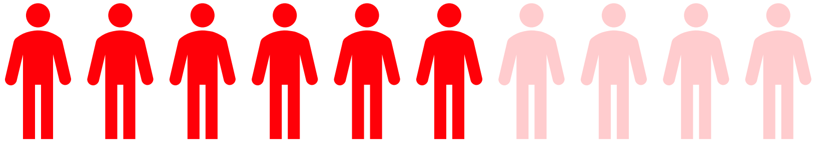
The common **misconceptions** towards dementia

Myth 1



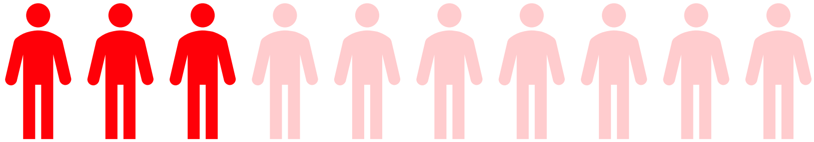
4 in 10 believe dementia is a **normal part of ageing**.

Myth 2



6 in 10 believe dementia can be **prevented entirely through lifestyle changes**.

Myth 3



3 in 10 believe dementia is **solely a mental health issue and does not affect physical health**.

Base: All respondents

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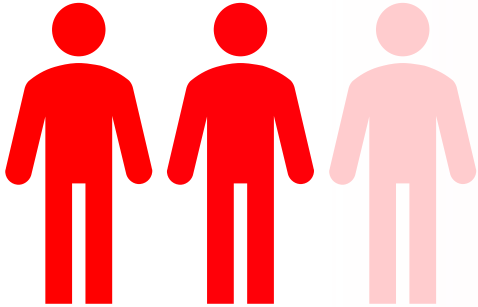
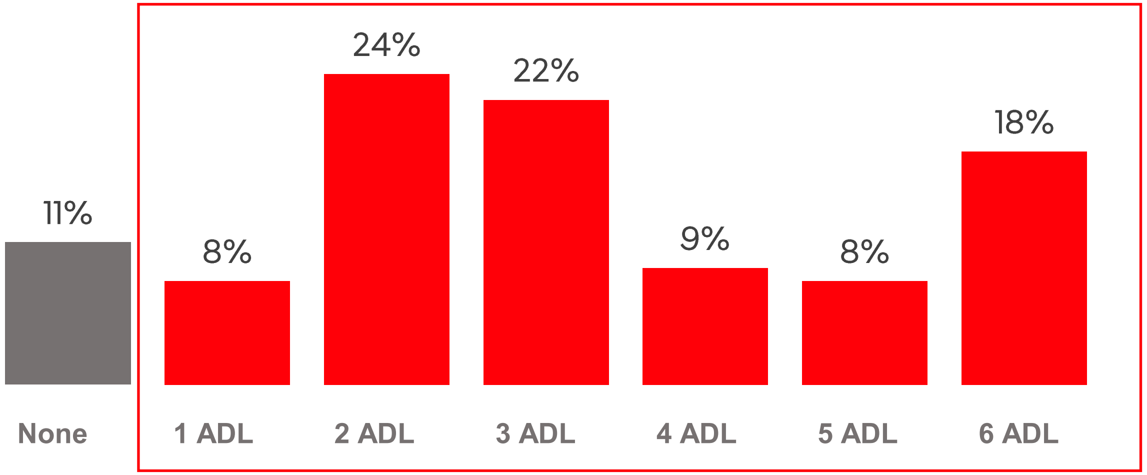
2 in 3 overlook the relationship between dementia and disability; in reality, majority of PLWDs are unable to perform at least 1 Activity of Daily Living.



2 in 3

believe dementia is
**solely a mental health issue,
and does not affect physical health.**

Number of ADL the PLWD is Unable to Perform Independently*
(Base: All caregivers)



6 Activities of Daily Living (ADLs) | Washing, Dressing, Feeding, Toileting, Moving Around and Transferring

*This is based on self-reported claims from caregivers; data might not reflect ADLs that have been formally assessed by an MOH-accredited assessor.

Base: All Respondents

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Concerns and Challenges Around Caregiving for Dementia

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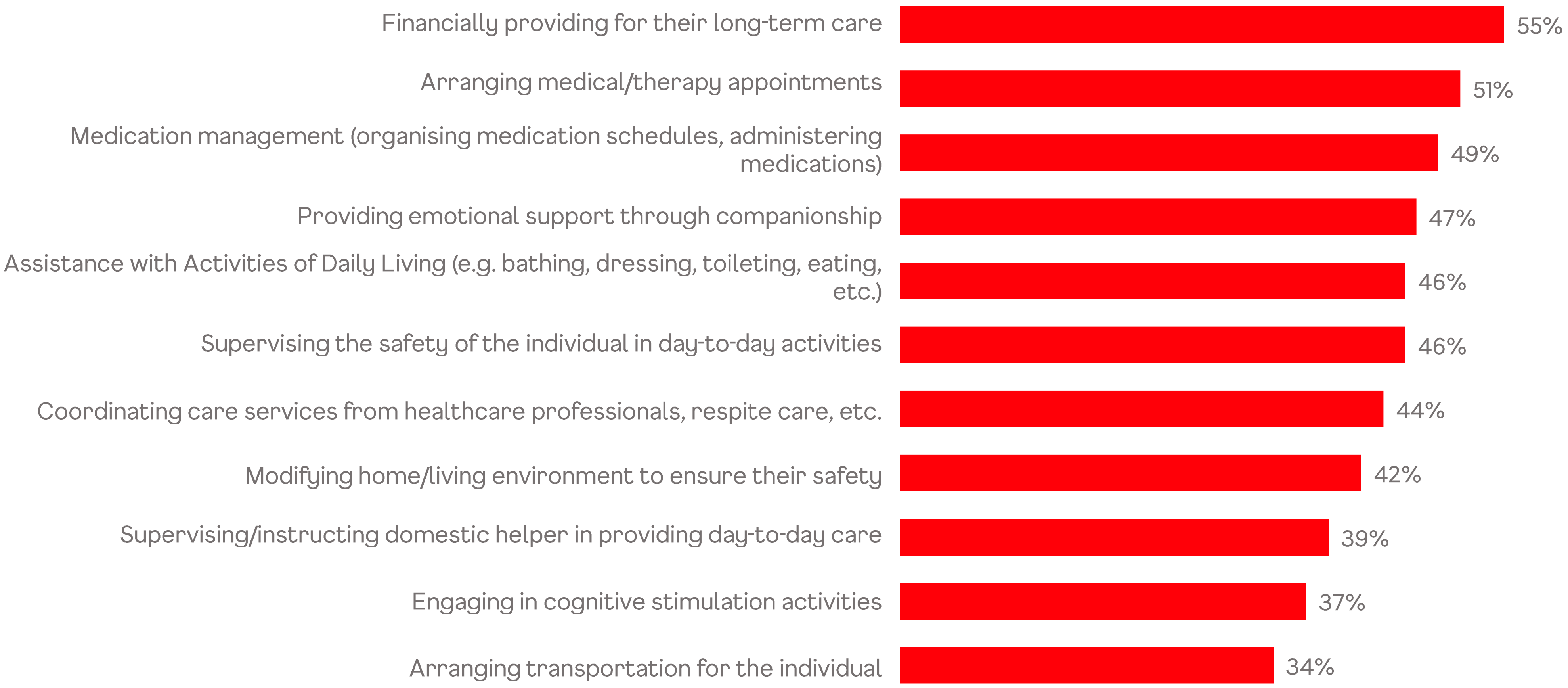
On average, caregivers juggle 5 responsibilities which can be **financially, emotionally and physically exhausting.**

Day-to-Day Caregiver Responsibilities



Avg. ~5
responsibilities handled by caregivers

Base: Primary caregivers

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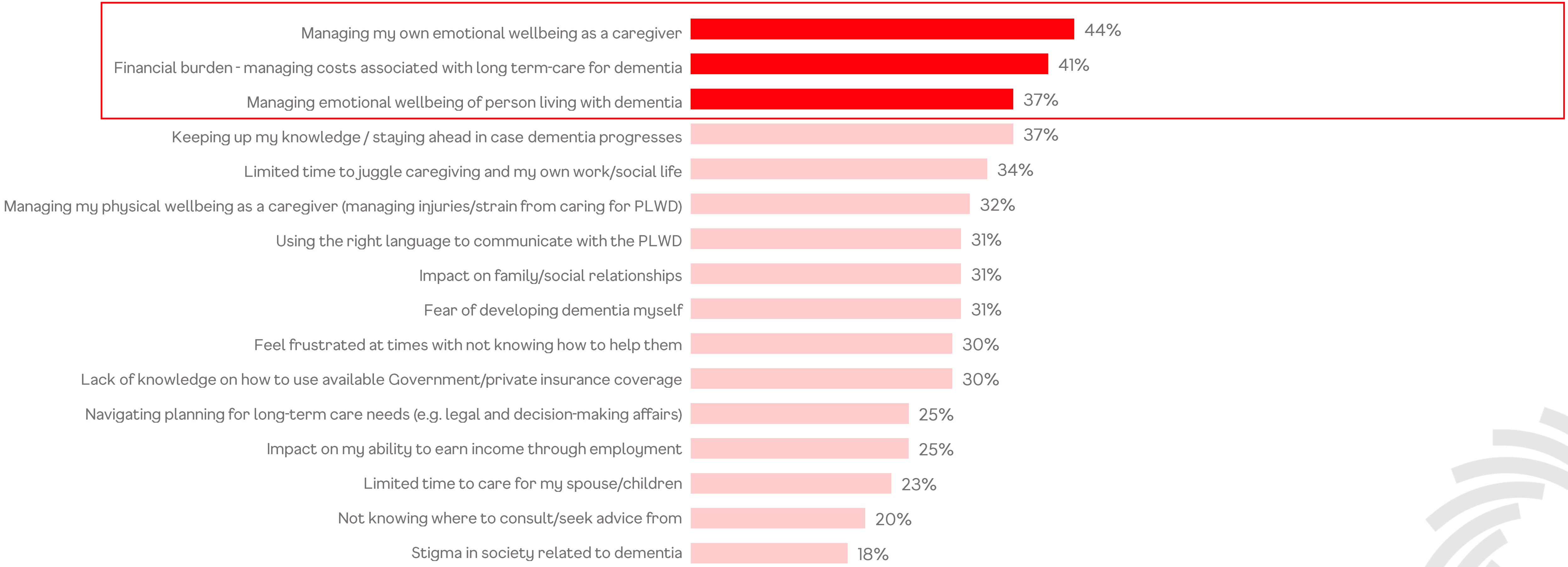
Beyond the financial burden, caregivers are most concerned with managing their **own emotional wellbeing** as well as the **emotions of the PLWD**, highlighting the immense emotional toll of dementia

Concerns as a Caregiver for a PLWD



Base: Primary caregivers

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A responsibility that never switches off

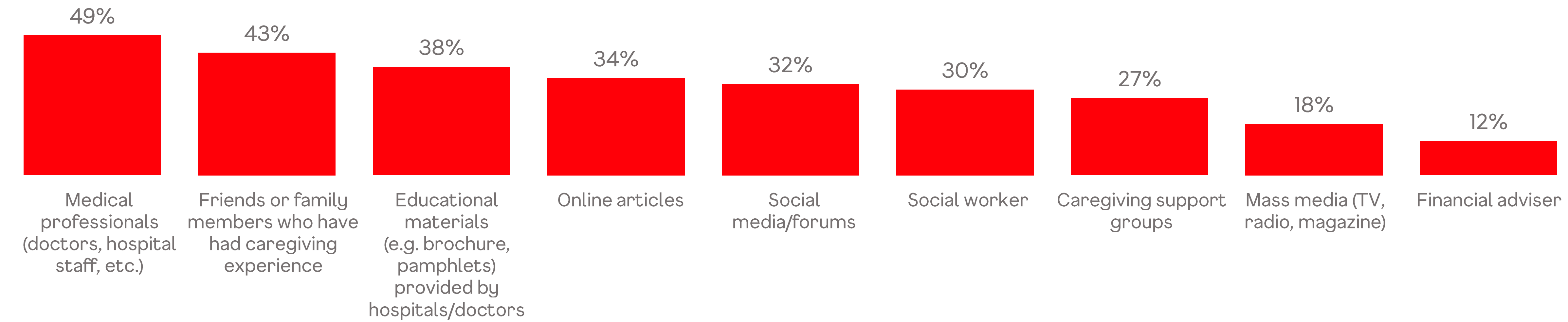
Caregiving does not begin and end with the patient's immediate needs. For many caregivers, it is **added to responsibilities** they are already carrying – raising children, supporting ageing parents, managing a household and keeping up with work.

"People often forget that I'm caring for six people – my four children and my two elderly parents. Every day is spent looking after them, including helping my children with their schoolwork. The responsibility never really stops. I cannot remember the last time I had time for myself."

– Caregiver, aged 59, who retired to provide full-time care for her elderly parents, including her father who has dementia

With no single source of information, caregivers **struggle to find tailored information** on what to expect at each stage or phase

Information Sources Used to Learn About Dementia Care



Challenges With Current Sources of Information:

Information is not tailored

"Everyday is a different drama, I don't know what to expect. The information I get **feels very generic**, and not specific enough. So I just google different situations or symptoms as and when they happen." – **A, Caregiver**

Unsure of where to seek information

"I didn't use any information source, **just learning by experience."** – **M, Caregiver**

Don't know what to expect if dementia progresses

"Healthcare professionals are busy, they won't be able to give you all the information. I need one pack of information on the **dos and don'ts of different phases**, and what to expect." – **AN, Caregiver**

Base: Primary caregivers

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Financial Impact of Dementia Care

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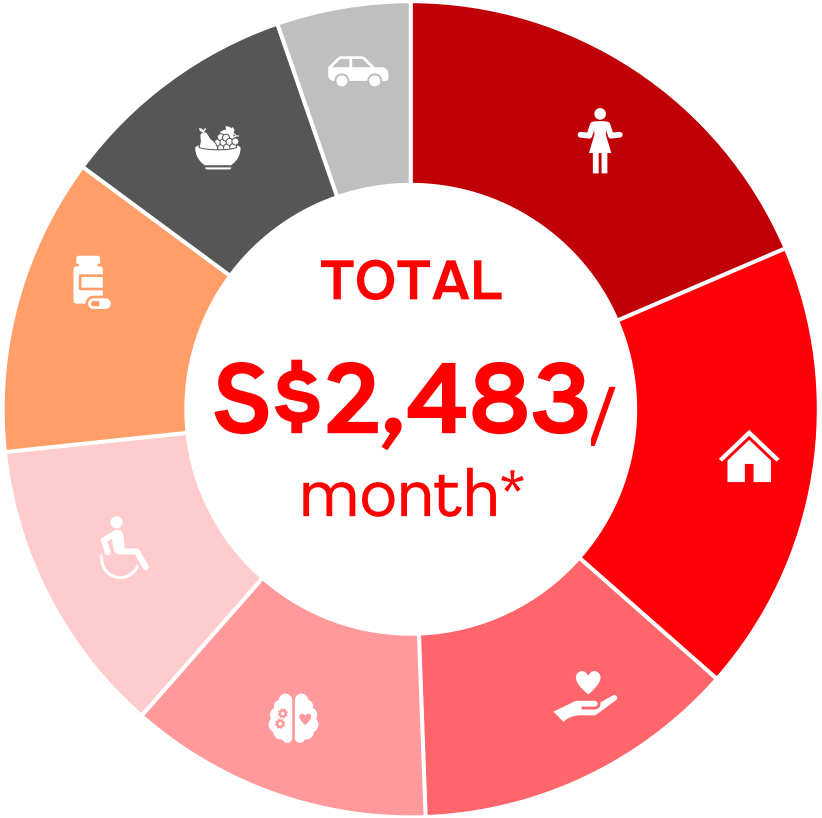
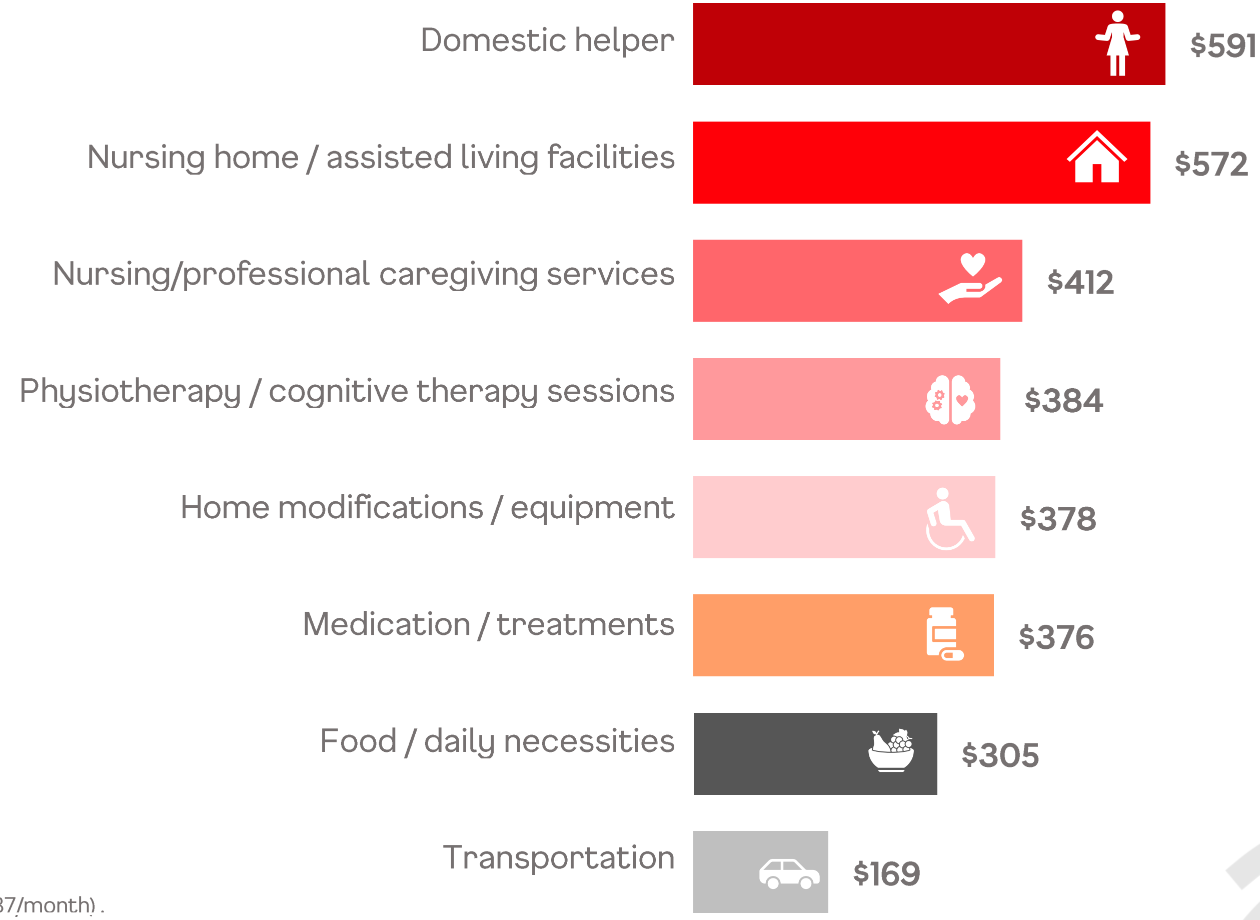
Average Monthly Cost of Dementia Care is Nearly S$2,500/month

Average Spend on Dementia Care per Month



Breakdown by Cost Component (average per month)



*Note: This amount does not match the total sum of all reported components (S$3,187/month).
This is because not all caregivers reported having a cost for every single line item.
(e.g. some PLWD do not stay in a nursing home, not all PLWD require medication, etc.)

Base: Primary caregivers

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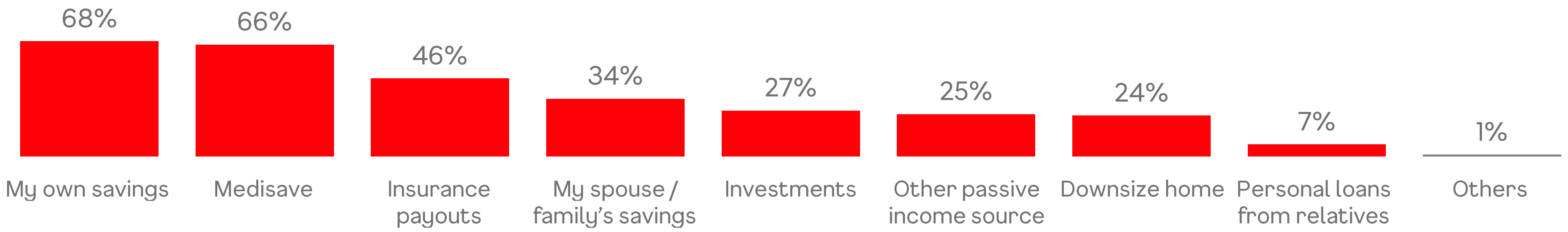
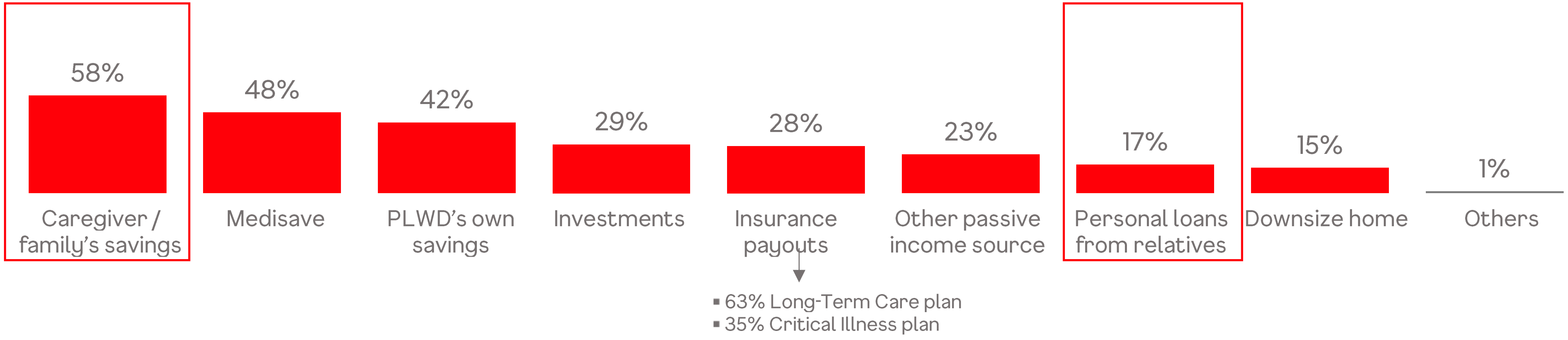
People expect their own savings and Medisave can tide them through dementia care, but caregivers report **“family’s savings”** is the most used source of funds – and it is **not enough to cover all expenses**

Planned Source of Funds to Finance Long-Term Care, if I am Diagnosed with Dementia (n=1,075 total sample)



Actual Source of Funds to Finance Long-Term Care of PLWD (n=142 caregivers only)



87%
of caregivers report these source of funds are not sufficient to cover all expenses

Base: Primary caregivers

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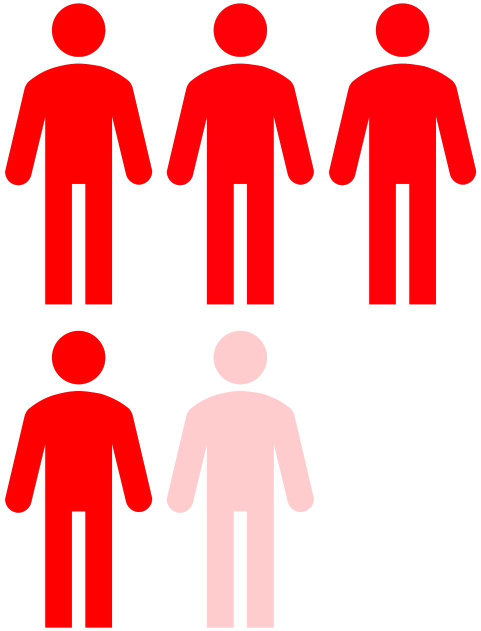
4 in 5 **have not started** financial planning for dementia care; among those who have planned, they have set aside their **savings / investments** to cover expenses for dementia care



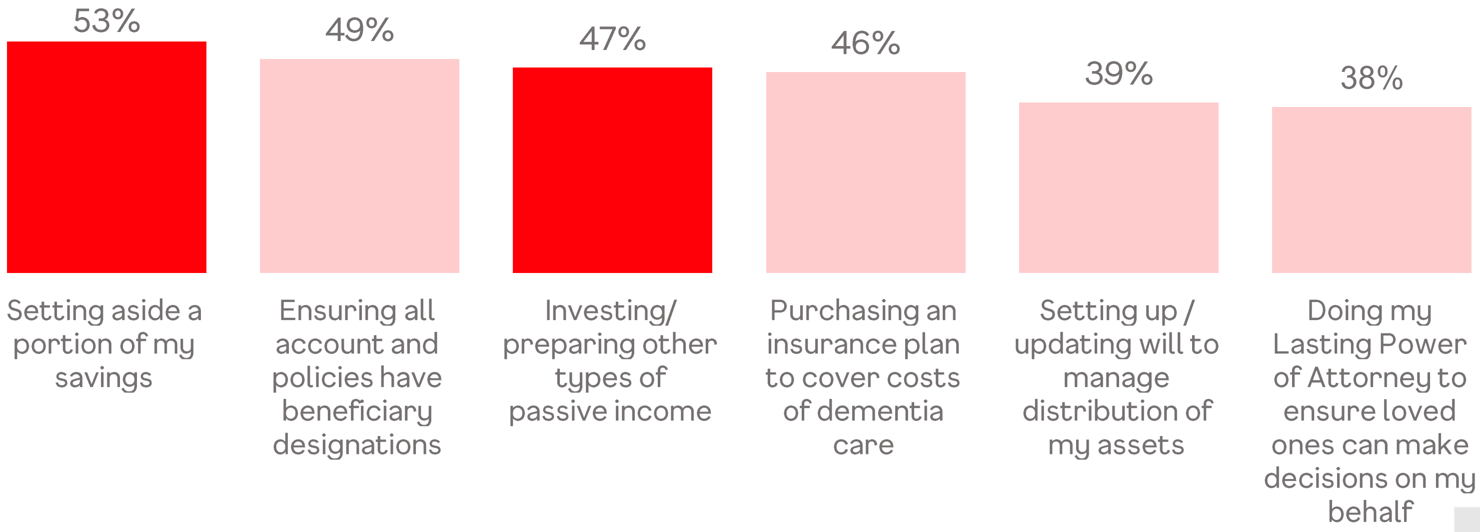
4 in 5

Have not started / have not thought about financial planning for dementia

Base: All respondents

Actions Taken to Plan for Dementia, Among Those Who Have Planned

Base: Among those who have planned



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About Singlife

Singlife is a leading homegrown financial services company that offers consumers a better way to financial freedom. We are headquartered in Singapore with a presence in the Philippines.

Singlife meets diverse customer needs by offering a comprehensive suite of insurance products, including life and health, general insurance and investments, employee benefits and financial advisory solutions.

We achieve this through a differentiated, open-architecture distribution model and Singapore's largest network of financial advisers.

A pioneer in the digital insurtech space, we offer digital solutions accessible through the Singlife App, MySinglife portal and the Group's investment platforms dollarDEX and GROW.

We are a key player in the employee benefits solutions space and are the exclusive insurance provider for the Ministry of Defence, Ministry of Home Affairs and Public Officers Group Insurance Scheme. We are also one of three government-approved long-term care insurance providers in Singapore.

We take our commitment to achieving Net Zero seriously and are an official signatory of the United Nations Principles for Sustainable Insurance and the United Nations-supported Principles for Responsible Investment.

Singlife was formed from the merger of Aviva Singapore and Singlife, originally an insurtech start up, in January 2022. Singlife is now a wholly owned subsidiary of Sumitomo Life, who acquired Singlife in 2024. We have over S$16 billion in assets as of 31 December 2025 and are rated "A" and "Baa1" by Fitch and Moody's respectively.

Sumitomo Life was established in 1907 and is one of Japan's largest life insurance companies, with over US$300 billion in assets as of 30 September 2025.