



Euromonitor
International

Wellness: Longevity and the Quest for Healthy Ageing in Asia Pacific

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INTRODUCTION

Scope

Key takeaways

Focus on health becomes top-of-mind in Asia Pacific

The idea of wellness and associated needs change with age

Wellness market in Asia Pacific ripe for reinvention and significant value expansion

Three pillars to identify wellness opportunities in Asia Pacific

NUTRITIONAL HABITS

Nutrition at the forefront of preventative health

Traditional ingredients and multifunctionality a way to improve the quality of the diet

Nutrition in action: Targeting ageing consumers

Increased emphasis on health from food is here to stay

Opportunities in nutritional habits

PHYSICAL WELLNESS

The pandemic brings physical wellness and self-care to the fore

Governments flag sports nutrition to aid physical wellness

Indian government provides affordable protein powder to Indian consumers

Simplicity key to healthy-looking skin in Asia Pacific

Singapore: Solyph, a skin care brand for consumers with active lifestyles

Opportunities

INTERNAL BALANCE

Asia Pacific's growing focus on internal balance

Examining internal balance from ageing and beyond

Functional snacks, confectionery and RTDs are options to build prevention routines

Marrying demand nuances with curation of the marketing mix

Omnichannel service treatment approach to address stress and depression

Digitalisation of guided self-help

Opportunities in internal balance

CONCLUSIONS

Wellness expenditure growth offers opportunities in emerging Asia

Key takeaways

APPENDIX

Appendix

About Euromonitor International

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country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wellness-longevity-and-the-quest-for-healthy-ageing-in-asia-pacific/report.