



Euromonitor
International

Blurring Wellness Concepts

July 2023

Table of Contents

INTRODUCTION

Scope

Key takeaways (1)

Exploring Blurring Wellness Concepts

Drivers of Blurring Wellness Concepts

Blurring Wellness Concepts uncovered

WELLNESS: A LIFESTYLE PROPOSITION

Varied perceptions of health lead to a broad definition of wellness

Three orientations of wellness

Perceptions of wellness change by age

North American consumers are more likely to have a broad definition of health

Wide spectrum of wellness approaches address mental/emotional health

Nutritional preferences narrow the difference between supplements and food/beverages

Rising frequency of exercise seen since onset of COVID-19

Aromatherapy Associates combine emotional and physical wellness solutions

Natural Stacks builds a holistic supplements portfolio to address brain health

The vagueness of wellness is the point!

HEALTH HALO INGREDIENTS EASE THE PATH TO WELLNESS

Halo ingredients are increasingly connected to a bevy of health benefits

Gallinée among the leaders of a growing collection of probiotics-based skin care offerings

Chinese drinks brand Light Up fortifies with collagen peptides to extend to beauty positioning

Ingredients and the opportunity for reinvention

INNOVATIONS IN FORMATS

Extensions in formats propel wellness across consumer goods

Red Moon offers CBD infusion to address menstruation pain and stress relief

Swisse Me extends leading supplement portfolio closer to functional food and drink

New formats offer the possibility to extend wellness in myriad ways

THE INTERPLAY BETWEEN WELLNESS AND NATURALS

Natural ingredient seekers have a considerably broader perception of “being healthy”

Vega Hello Wellness integrates messaging around wellness, natural ingredients, and benefits

Equitea’s natural wellness approach merges mental health and cold-brewed teas

The steady quest for naturals supports sustained interest in the concept of wellness

CONCLUSION

Key takeaways (2)

Blurring Wellness Concepts: How to win

Evolution of Blurring Wellness Concepts

Questions we are asking

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with 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/blurring-wellness-concepts/report.