



Euromonitor
International

Megatrends: Wellness - Mapping Strategic Priorities in Health, Beauty and Fashion

January 2024

INTRODUCTION

Scope

Leaders harness megatrends to disrupt a market

Key findings

WELLNESS: KEY RIGHT TO WIN SPACES

Wellness megatrend: Definitional scope and opportunities widen

Wellness remains a top priority for consumers and businesses

Wellness: Pillars

Key right to win wellness spaces

From function to emotion: Dedicating further efforts for mental fitness and resilience

Precision health: Broadening spectrum of more advanced and personalised solutions

Women's health: Recognising the interplay across the whole wellbeing ecosystem

WELLNESS AND CONSUMER GOODS AND SERVICES

Consumer health: Scope for further sophistication in supplements and female health focus

Tally Health goes on longevity quest through epigenetics and cellular repair supplements

Myoovie delivers drug-free tech-enabled alternative for women's pain relief

Beauty: Medical-grade credentials and exploration of wider health and wellness territories

Gallinée injects further science into skin diagnostics via partnership with Sequential Skin

Fewe encourages "hormone hacking" to support holistic needs across the menstrual cycle

Tissue and hygiene: Femcare adopts holistic lifestyle approach and tackles precision health

Daye steps into diagnostic services to broaden accessibility to female gynecological health

Essity's Issviva doubles down on education, community and empathy to boost demand

Eyewear: Leveraging the function eyewear can play in promoting broader wellness

Vision Express first eyewear player to emotionally connect with consumer through inclusivity

Vizo launches tech-driven solution for ADHD-targeted mental health support

Fashion: Wellness pushes tech integration beyond sports to tackle women's health goals

US-based tech start-up Bloomer Tech's bra saves lives through tracking cardiovascular disease

Nike Well Collective launches in the US to support "Body, Mind and Life"

IMPLICATIONS FOR FUTURE GROWTH

Brands should be mindful of broad-brush and vaguely-defined wellness strategies

Key business implications

Wellness: How to win?

Leverage the power of megatrends to shape your strategy today

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/megatrends-wellness-mapping-strategic-priorities-in-health-beauty-and-fashion/report.