



Euromonitor
International

Healthy Longevity: Maximising Opportunities Across the Lifecycle

June 2025

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Exploring healthy longevity across the lifecycle

Adding more years to life and more life to years: Individual, societal and business priority

Underlying demand and supply drivers reshape wellness landscape

Longevity shifts from concept to a strategic business vision

Translating “wellness enthusiasm” into health-orientated action, consumption and spend

Applying an inclusive and broader lens to life stage-centric segmentation

Uncovering healthy longevity across the lifecycle

Embed healthy longevity proposition through deeper awareness and education

PRE-AGEING: BUILDING EARLY-STAGE LONGEVITY

Nurturing “back-to-basics” self-care principles for long-term health behavioural change

Elevating relevancy of product proposition with longevity-led backing and messaging

Eli Health Hormometer democratises access to preventative hormonal health insights

Neutrogena Collagen Bank instils a prevention-first mindset for “pre-ageing” concerns

Tackle short-term needs for long-term benefits to drive sustained growth

AGELESS: OPTIMISING MIDLIFE POTENTIAL

Exploiting consumers’ new-found energy and commitment to “ageless” ageing in midlife

Advancing support around cellular and metabolic health through nutrition and beyond

Alloy bridges therapeutic and consumer product solutions for women’s metabolic health

January AI fuels AI-powered predictive metabolic insights for nutrition health coaching

Unlock potential for slowing biological decline through more targeted interventions

PRO-AGEING: REDEFINING LATER-LIFE LONGEVITY

Addressing the “cure-prevention” dichotomy for optimal health quality among seniors

Reinforcing cognitive health optimisation as the next longevity frontier

Cytoplan’s Brain Health Programme integrates a holistic care platform beyond product

A2 Milk maximises China market potential through life stage diversification

Shift senior mindsets from intervention to prevention through nuanced approaches

CONCLUSION

Views from our experts: Diversify through need adjacencies and industry convergences

Views from our experts: Differentiate through precision in ingredients and applications

Healthy longevity: How to win

Evolution of healthy longevity across the lifecycle

Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/healthy-longevity-maximising-opportunities-across-the-lifecycle/report.