



Euromonitor
International

Top Five Trends in Health and Wellness

September 2025

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Our expert's view of health and wellness in 2024

Key findings

INTRODUCTION

Health and wellness momentum grows as demand rises for cleaner, functional products

Holistic health as a lifestyle and the incorporation of daily rituals

Top five trends in health and wellness

Top five trends uncovered

FUNCTIONALISATION OF DIETS AND THE GUT HEALTH NEXUS

Functionalisation of drinks (and foods) defy economic context

Gut health increasingly central in the quest for functional drinks and foods

Gut-centred propositions and no added sugar to drive growth in dairy in emerging world

New pre-/pro-biotic sodas tread a fine line between gut health appeal and backlash

After Poppi, Pepsi pushes gut health in core carbonates portfolio with Prebiotic Cola

Functionalisation for brain health: Not just promising in baby food

Fuelling focus: Mosh's mission-driven entry into cognitive nutrition

Embed functionality and proven health benefits into innovation

METABOLIC RESET: REDEFINING WEIGHT, ENERGY AND LONGEVITY

GLP-1 driven overhaul in weight management catalyst for new metabolic health focus

Expanded health claim spectrum for weight control; protein and fibre the top prospects

Danone seeks to lead in functional dairy for weight regulation

Fibre's rise: From gut health to GLP-1-inspired weight wellness

Floura bars puts fibre on a pedestal and tout their satiety benefits among women

Beyond weight: Energy largely expandable, longevity as the next frontier

Seize metabolism momentum with appetite-regulating, functional nutrition

PROTEIN SUPREMACY: FROM QUANTITY TO PURPOSE

Protein: Mass growth in developing world, premium precision in mature markets

Protein ascent: From sports niche to private label foods... and to beverages

High protein go mainstream in the UK with supermarkets Tesco's own-brand launch

Protein "fatigue" can be avoided with multifaceted segmentation; drinks are promising

Bucked Up energy drinks blend protein with hydration for workout recovery

Elevate protein strategy with segmented, affordable, and functional innovation

CLEAN EATING 2.0: TRUST THROUGH WHOLESOMENESS

Demand grows for "cleaner" foods, amplified by the GLP-1 effect

Different ways of conveying a "clean" product; a key prerogative for plant-based variants

Plant-based dairy slows as "clean" animal options rebound

US savoury snacks brand Rivalz challenge leading rivals on health credentials

Tyson Foods maximises natural claim in processed meat with simple ingredients stand

Reformulate for clean label growth amid durable GLP-1 disruption

THE REGULATORY PUSH FOR NUTRITIONAL REFORM

"Negative" nutrients in focus, but legislation is catching up on gut and brain claims

"Negative" nutrients remain top targets in 2025; sweet snacks players must catch up

In Australia, Mondelez's new sweets blend clean label with loud low-sugar messaging

Global labelling reforms target ultra-processed food and "natural" narratives

MAHA reshapes food norms, pushing clean label from trend to regulatory standard

Coca-Cola responds to MAHA tactically by adding cane sugar variant

Reformulate for transparency and trust as global standards tighten

CONCLUSION

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