

# The World Market for Health and Wellness

September 2025

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Our expert's view of health and wellness in 2024

Health and wellness snapshot

Key findings

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

Top five trends in health and wellness

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Health and wellness's future shaped by consumer health... and pet nutrition trends

### STATE OF THE INDUSTRY

Health and wellness expands assertively despite more volatile global context
Product harmlessness and authenticity remain top consumer preoccupations
As inflation moderates, organic regains momentum and functionality pierces through
Supermarkets take health to next level: From signposting to health-led store sections
Probiotics and sugar avoidance rose in the West, plant-based in developing markets
US retains largest health and wellness opportunities, China and India also stand out
Sugar avoidance a steady trajectory in drinks, free from expands in staples and snacks
Category transformations: Energy drinks stand out; dairy and bread key areas in food
Generation Z drives functionalisation of drinks and food

#### COMPANIES AND PRODUCTS

M&A becomes the fast track to wellness dominance, particularly in snacks and drinks

Brand owners must give (culturally relevant) wellness positioning the front seat

Private label gains in fragmented market: Brands must lead via science and substance

Fast, credible and layered: How global brands are redefining health innovation

Health and sustainability converge as consumers become more intentional

## **FUTURE OUTLOOK**

Asia drives global growth prospects, with functional drink, dairy, baby food innovation Versatility of protein and fibre enables further claim expansion across markets Functionality a growth engine in soft drinks; "cleaner" alternatives key in foods Functional innovation must not deter from long-term need for core reformulation

#### CONCLUSION

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Our expert's view of health and wellness to 2029

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