



Euromonitor  
International

# Voice of the Consumer: Health Survey 2025 Key Insights

November 2025

Why read this report?

Key findings

## INTRODUCTION

Key facts to share

## EMBRACING HEALTH THROUGH LIFE STAGES

Health as a result of mental and physical wellbeing

Self-rating of health is stable over time, yet differs by gender, age and region

Addressing stress and anxiety is key, while memory issues stand out as future concern

Despite strong differences, sleeping problems affect all generations

Memory and heart issues, as well as mobility problems, are top ageing concerns

Health implications for consumers' daily routines

## CONSUMERS' HEALTHCARE JOURNEY

Medical professionals and personal network are the main information sources

Baby Boomers prioritise preventative care across generations

Medication is essential for Baby Boomers, while exercise and therapy are preferred by younger consumers

OTC medication is the preferred approach for lower digestive issues treatment

Physical activity is the key for obesity and weight management across life stages

Active lifestyle is essential when treating or preventing joint and muscle pain

Vitafor introduces multivitamin for GLP-1 users in Brazil

## EVOLUTION TOWARDS HEALTHIER LIFESTYLES

Even on demanding schedules, Millennials stand out in exercise frequency

Hydration and strength are the top needs for sports nutrition consumers

Sleep disorders are real for stressed consumers, and across age splits

Continuous demand for functionality and transparency

BioAthletic innovates with a probiotic hydration powder

## DIGITAL HEALTH DYNAMICS

Social media and AI increasingly driving health decisions among youth

Tracking devices support healthcare, objectives and prevention

Wearables and apps encourage healthier and active lifestyles

Bayer and Samsung collaborate on sleep disturbance research

## CONCLUSION

Key recommendations

## ABOUT OUR RESEARCH

Why is Euromonitor's consumer insights data unique?

Overview of Voice of the Consumer: Health and Nutrition Survey

Voice of the Consumer: Health and Nutrition consumer segments 2025

## 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.

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/voice-of-the-consumer-health-survey-2025-key-insights/report](https://www.euromonitor.com/voice-of-the-consumer-health-survey-2025-key-insights/report).