



CONSUMER HEALTH & WELLNESS

OPPORTUNITIES IN THE FOOD AND BEVERAGE SPACE

TREND REPORT BITE

Wellness has evolved into a mainstream lifestyle priority, especially among younger consumers, and majority of people are seeking out food and beverages that are both healthful and delicious. As consumers are pushing towards holistic health across all aspects of life – emotional, mental, and physical included – product developers can find opportunity by maximizing health and wellness in their product introductions. But even the most health-conscious consumers will not sacrifice flavor. Let's take a look at how your brand can make your mark in this space.

KEY CONSUMER INTERESTS:

- | | |
|--------------------------------|---------------------------|
| 1. Wellness, Personalized | 3. Fresh & Balanced Focus |
| 2. Evolving Wellness Landscape | 4. Functional Features |



\$9 TRILLION

The Global Wellness Market is predicted to reach \$9 trillion in 2028.

Global Wellness Institute

41% OF CONSUMERS

are putting more effort into their diet than last year.

Mintel

Today's Consumers

The Global Wellness Market is where consumers are spending their dollars in order to focus on longevity and their overall health. 41% of consumers are putting more effort into their diets compared to last year, but nearly the same amount say the cost of living has made healthy behaviors more difficult.



While personally consumers' motivations for wellness may be different, there is a large opportunity for developers to meet consumers where they're at, provide value in their products, and assist consumers on their journey.

GETTING THEIR PRIORITIES STRAIGHT

94% of Chinese consumers say wellness is a priority

84% of US consumers and

79% of UK consumer say wellness is a priority

- MCKINSEY



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“Wellness is a resilient category and is evolving into a mainstream lifestyle priority, especially among Gen Z and millennials, who are redefining what it means to be well.”

-MCKINSEY

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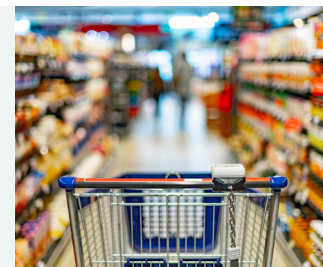
Wellness, Personalized

Wellness means something different to each consumer, so wellness journeys demand customization and transparency. Consumers want products that align with their personal wellness goals — whether it's weight management, better digestion, higher protein, or aging well. They define value in wellness not just by price, but by quality, effectiveness, and how well products meet their needs.

\$500 BILLION IN ANNUAL SPEND

Wellness is more important to consumers than ever. In the United States alone, we estimate that it represents more than \$500 billion in annual spend, growing at 4 to 5 percent each year.

- MCKINSEY



PRODUCT OF NOTE



SPRINLY

offers plant-based meals fully prepared by chefs and delivered fresh weekly for healthy and convenient meals. Meals vary from Amalfi Lentil Bolognese to Mediterranean Veggie Kofta Crumble and more.

Evolving Wellness Landscape

From synthetic dye bans to increased interest in GLP-1 and nutrition claims on pack, consumers are educating themselves on evolving topics in the industry but may still feel confused or overwhelmed. Developers need to align with consumer needs and develop trust all while providing a great tasting product to succeed in this space.

“Recent mainstreaming of GLP-1’s is putting the focus on basics like protein, fiber and portion size, while public health events are putting pressure on proof of safety and integrity. Expect this to continue as changes to regulations and current events continue course.”

- MINTEL

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PRODUCT OF NOTE



HECK SIMPLY CHICKEN LIGHTLY SEASONED CHIPOLATAS explain in the ingredient list that 'preservative (sodium sulphite)' is 'used to help keep sausages stay fresh for longer'. (UK)

Fresh & Balanced Focus

Majority of consumers define healthy eating as “eating mostly fresh foods” or a “balance between “healthy” choices and indulgence.” Today’s consumer focus on balance and simplicity in their diets can serve as an opportunity for developers to deliver on better-for-you and “food-first” options that taste great.

+51% YEAR-ON-YEAR GROWTH

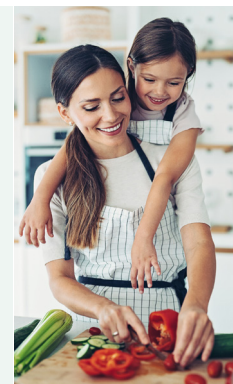
in food and beverage with a balanced nutrition claim.

– MINTEL

55% OF CONSUMERS

say that claims are very or extremely important in their purchase decisions.

- MINTEL



PRODUCT OF NOTE



TRU FRU DARK + WHITE CHOCOLATE RASPBERRIES feature frozen fresh raspberries coated in white and dark chocolate for locked in nutrition, incredible flavor and a better for you sweet treat.

Functional Features

Consumers are proactively pursuing wellness through the food and beverages they choose to consume. From immune support to weight management, energy, gut health and more, consumers turn to brands to provide products with functional ingredients and benefits that help them reach their health goals, without sacrificing taste.

60% OF CONSUMERS GLOBALLY

say they are proactive or tend to be proactive about their health.

- INNOVA

86% OF CONSUMERS

say they are willing to pay a premium for food and beverages with functional benefits

- SUPPLY SIDE FOOD & BEVERAGE JOURNAL



PRODUCT OF NOTE



THE COLLECTIVE DAIRY YOGHURT POUCHES FOR ADULTS come in a variety of flavors with functional ingredients to support immunity, gut health, feeling fuller, and more.

From Our Technical Experts

As more consumers embrace healthier lifestyles, great taste remains essential. However, evolving regulations, ingredient restrictions, and wellness-driven formulations can introduce challenges from off-notes to undesirable mouthfeel. We've got you covered.

Looking to reformulate to meet consumer taste expectations?

Visit our [website](#) for a wealth of reformulation advice and support from our technical experts or [contact us](#) for more information.



Request Your
FREE
Flavor Sample Here