



**Euromonitor  
International**

# Blurring Wellness Concepts

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Exploring Blurring Wellness Concepts

Drivers of Blurring Wellness Concepts

Blurring Wellness Concepts uncovered

## WELLNESS: A LIFESTYLE PROPOSITION

Varied perceptions of health lead to a broad definition of wellness

Three orientations of wellness

Perceptions of wellness change by age

North American consumers are more likely to have a broad definition of health

Wide spectrum of wellness approaches address mental/emotional health

Nutritional preferences narrow the difference between supplements and food/beverages

Rising frequency of exercise seen since onset of COVID-19

Aromatherapy Associates combine emotional and physical wellness solutions

Natural Stacks builds a holistic supplements portfolio to address brain health

The vagueness of wellness is the point!

## HEALTH HALO INGREDIENTS EASE THE PATH TO WELLNESS

Halo ingredients are increasingly connected to a bevy of health benefits

Gallinée among the leaders of a growing collection of probiotics-based skin care offerings

Chinese drinks brand Light Up fortifies with collagen peptides to extend to beauty positioning

Ingredients and the opportunity for reinvention

## INNOVATIONS IN FORMATS

Extensions in formats propel wellness across consumer goods

Red Moon offers CBD infusion to address menstruation pain and stress relief

Swisse Me extends leading supplement portfolio closer to functional food and drink

New formats offer the possibility to extend wellness in myriad ways

## THE INTERPLAY BETWEEN WELLNESS AND NATURALS

Natural ingredient seekers have a considerably broader perception of “being healthy”

Vega Hello Wellness integrates messaging around wellness, natural ingredients, and benefits

Equitea’s natural wellness approach merges mental health and cold-brewed teas

The steady quest for naturals supports sustained interest in the concept of wellness

## CONCLUSION

Key takeaways (2)

Blurring Wellness Concepts: How to win

Evolution of Blurring Wellness Concepts

Questions we are asking

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