



# Top Five Trends in Consumer Health

October 2024

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Our expert's view of Consumer Health in 2024

Key findings

Consumer health, despite slow growth in 2024, has promising avenues for future growth

Top five trends in Consumer Health

Top five trends uncovered

## GUT HEALTH AS A HALO ORIENTATION

Gut health re-emerging as an anchor benefit to attract a wide range of consumer groups

Boom in gut health seen across brands despite rising prices

Gutsi builds interest in gut health through guided regimens, benefit extensions

Gut health growth is likely to be considerable but requires industry focus on results

## BEAUTY'S INFLUENCE ON HEALTH

The convergence of beauty and health, inspired by Asia, has taken hold globally

Younger and female consumers are driving interest in beauty from within

Bloomage Biotech among a vibrant new crop of beauty supplements in China

Beauty's role in health is evolving, with strong expectations for future innovation

## A NEW DEFINITION OF HEALTHY AGEING

Healthy ageing supported by extreme global demographic changes

Healthy ageing demands differ by age cohort, calling into question existing approaches

Bayer's One A Day Age Factor Cell Defense fighting to mainstream cellular health

The promise of healthy ageing approaches is manifest but might take time

## EVOLUTIONS IN SPORTS NUTRITION

Sports nutrition extending product development towards broader health needs

Sports nutrition's evolution is leading the category to new and promising markets

Provytl extends sports nutrition's proposition to older consumers

Sports nutrition's future looks bright, but brands should tailor strategies to new targets

## THE IMPACT OF WEIGHT LOSS DRUGS

GLP-1 drugs likely to dramatically reshape the near-term direction of consumer health

GLP-1s will affect a core group of weight management and dietary supplements

Nestlé Health Science introduces a web platform for GLP-1 users

Weight loss drugs likely to affect consumer health dramatically over the forecast period

## CONCLUSION

Future implications

## CONCLUSION

Opportunities for growth

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