

NielsenIQ

# Evolving Wellness Trends

**Speaker: Sherry Frey**  
**VP Total Wellness, NielsenIQ**

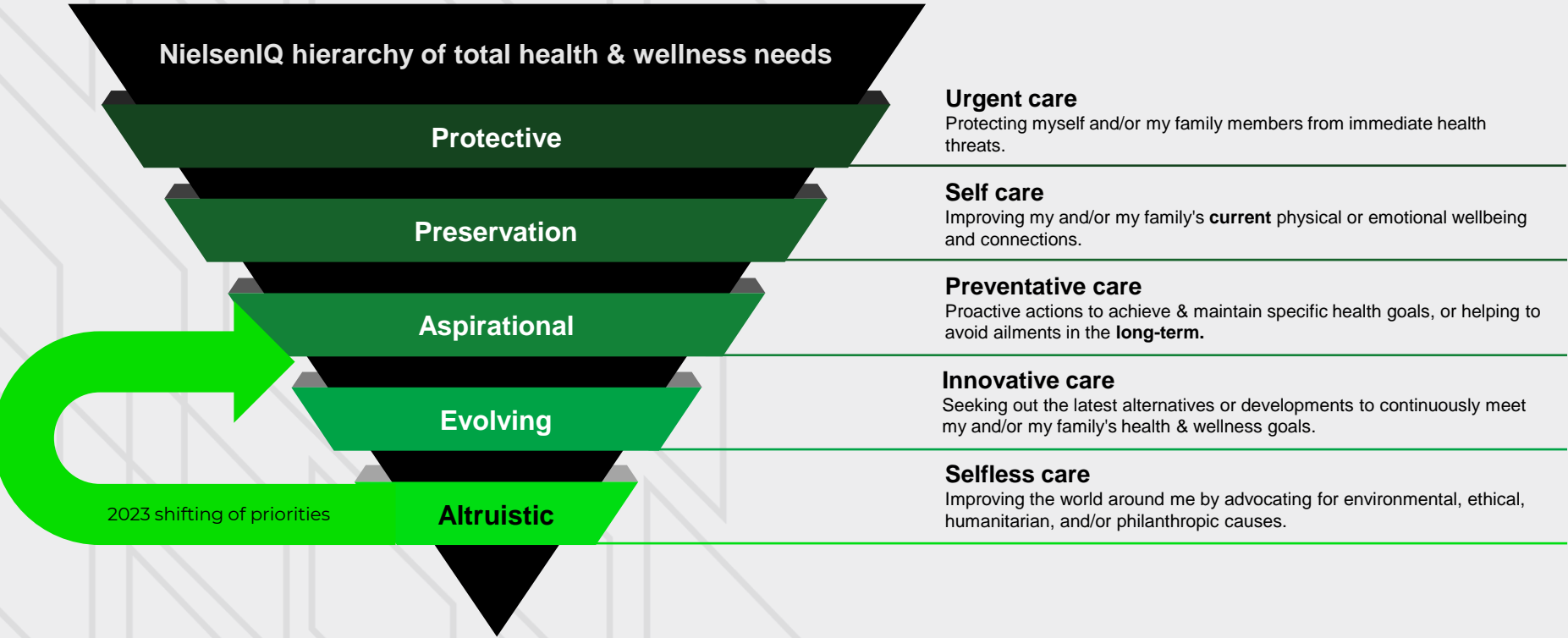
June 2023




# NielsenIQ Total Wellness



# Consumers' health and wellness needs have evolved beyond the basics of physical wellbeing





NielsenIQ hierarchy of total health & wellness needs

The diagram is a funnel-shaped hierarchy with six horizontal segments. From top to bottom, the segments are: Protective (green), Preservation (dark grey), Aspirational (medium grey), Evolving (light grey), and Altruistic (very light grey). The top segment is the widest, and each subsequent segment is narrower, forming a funnel shape. The top segment is labeled 'NielsenIQ hierarchy of total health & wellness needs'. The 'Protective' segment is highlighted in green and has three black arrowheads pointing to the right, leading to a callout box. The other segments are labeled with their respective terms: 'Preservation', 'Aspirational', 'Evolving', and 'Altruistic'.

**Protective**

## Urgent care

**Protecting** myself and my family members from **immediate** health threats.

Preservation

Aspirational

Evolving

Altruistic

### What to watch:

- Increasing urgency to collectively solve key health crises (e.g., diabetes, obesity)
- Evolving consumer engagement with health care

# Top health ailments across consumer panel

## Ailments in household

% of households

41%	Allergies - nonfood related	19%	Joint/Neck/Back pain	10%	Hair loss	7%	Restless Leg Syndrome
32%	Acid Reflux	17%	Insomnia	10%	Dry eye	6%	Eye Disease
31%	High Blood Pressure	15%	Headache/migraine	9%	Allergies - food related only	6%	Pre-Diabetes
28%	Imperfect Vision	14%	Acne	9%	Attention Deficit Disorder	6%	Constipation - chronic
25%	Arthritis	13%	Diabetes - Type II	8%	Urinary incontinence	5%	Gum disease
24%	Obesity	13%	Muscle Pain	8%	Lactose intolerance	5%	Blood Conditions
25%	Depression +	12%	Skin Condition - not acne	7%	Menopause	4%	Osteoporosis
22%	Cholesterol problems	12%	Asthma	7%	Irritable Bowel Syndrome (IBS)	4%	Chronic Bronchitis

NielsenIQ Annual Shopper Health Study, 2022, Q10. Below is a list of health-related conditions / ailments. Please read the list carefully and then select the condition(s) that anyone in your household, including yourself, has experienced during the past 6 months. Please select all that apply

# Diabetes by the numbers

## 34 million

11% of Americans have diabetes with 21% undiagnosed



## 88 million

1 in 3 Americans are pre-diabetic  
(28% of adolescents)

## \$327 billion

Annual cost of undiagnosed diabetes



## 2.3X

Healthcare costs for Americans with diabetes

### Dollar % change

3YA	YA	Attribute
+70%	+27%	Diabetic supplement
+26%	+10%	Diabetes support*
+32%	+12%	Low glycemic*
+38%	+16%	Sugar conscious
+48%	-0.1%	Carb conscious

### NIQ Trending Attribute Search Trends

diabetes support



▶ 238K | +12%

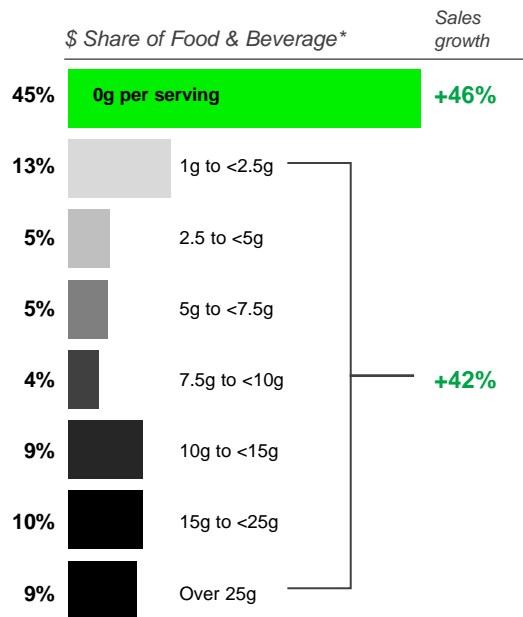
Join us on January 31 for the  
*Formulating for Growth:  
Spotlight on Diabetes* webinar



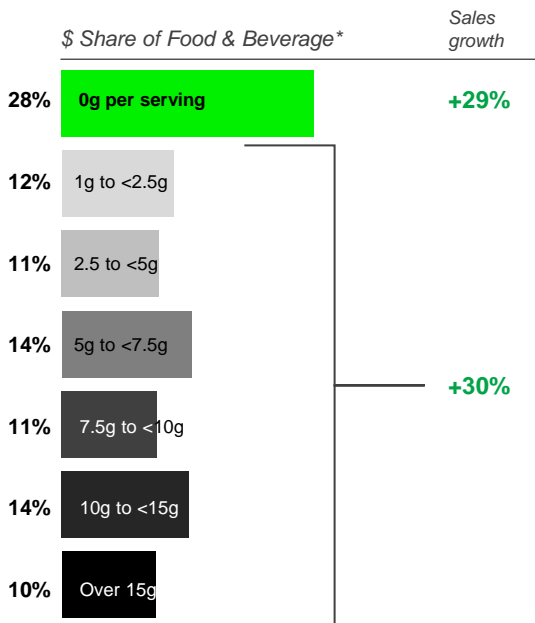
# FDA proposed rule for term “healthy” on foods

First defined in 1994, there is currently no limit on added sugars

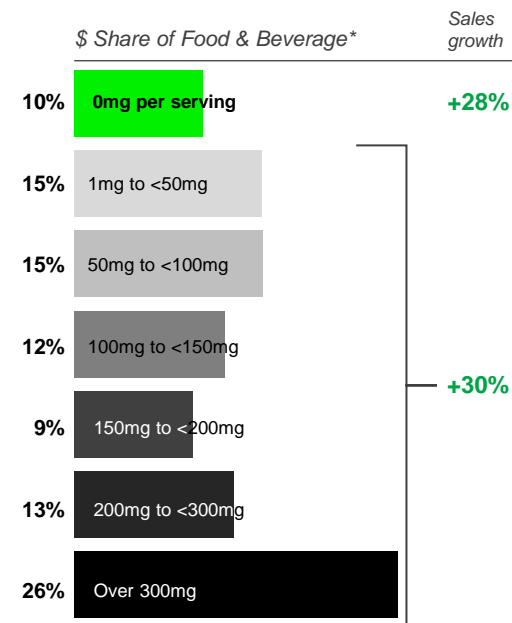
## Added Sugar per serving



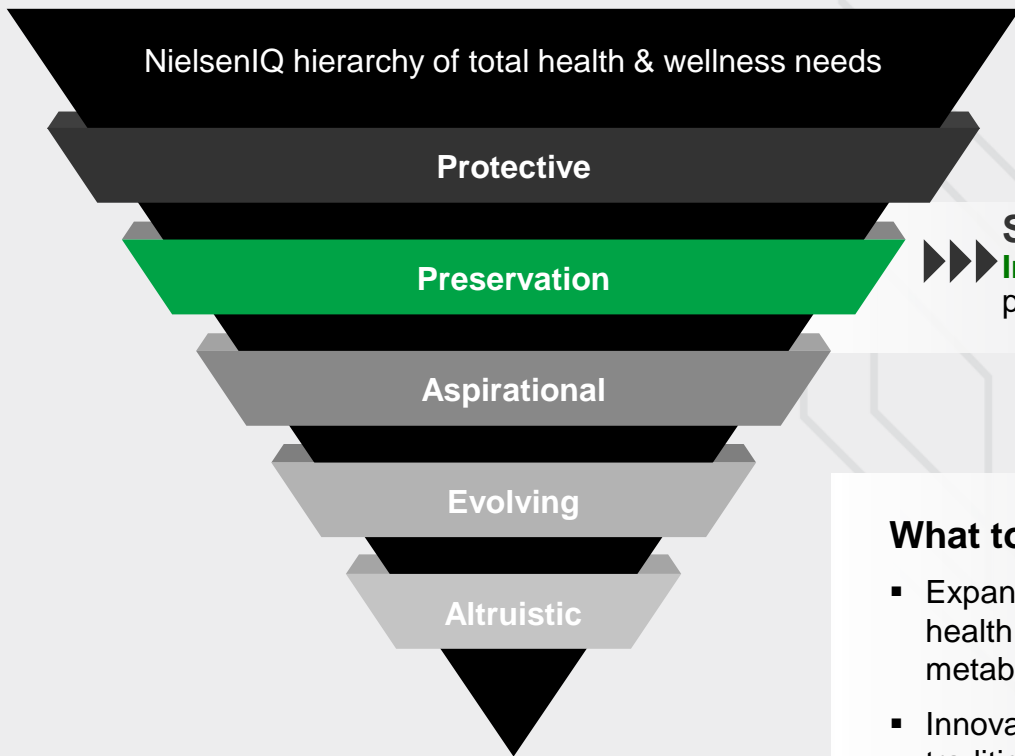
## Total Fat per serving



## Sodium per serving



Source: NielsenIQ Retail Measurement Services, NielsenIQ Product Insight, powered by Label Insight, Total Food & Beverage; Total US xAOC; 52 weeks W/E 12/03/22 vs 3YA



▶▶▶ **Self care**  
**Improving** my own and my family's **current**  
physical or emotional wellbeing and connections.

### What to watch:

- Expansion of wellness definition (digital health, financial health, purpose/meaning) and modern ailments, like metabolic health
- Innovations solving emerging need states, blurring traditional category definitions



# Wellness is beyond physical health: Six Dimensions of Wellness



# Consumers prioritizing various claims when choosing food products

	Avoiding negatives – 67%	Minimal Processing – 48%	Positive Nutrition – 31%	Ethical Practices – 27%
18% and above	▪ Low sugar	▪ No artificial ingredients	▪ Whole grain	
	▪ No added sugar	▪ Natural	▪ High fiber	
	▪ No/low sodium	▪ No preservatives	▪ Protein content	
	▪ No added hormones			
	▪ Low carb			
Above 10%	▪ Raised without antibiotics	▪ Not bioengineered/Non-GMO	▪ Vitamin-enriched	▪ Grass-fed
	▪ Low calorie	▪ Certified organic		▪ Free-range
	▪ No/low fat	▪ No high fructose corn syrup		▪ Cage-free
	▪ Carb content			▪ Plant-based
	▪ Gluten free			
Above 5%	▪ Lactose free		▪ Antioxidant-rich	▪ Certified humane
	▪ No allergens		▪ Calcium-fortified	▪ Fair trade

# Nine out of 10 adults believe there is a mental health crisis

## 25%

Consumers in NIQ Annual Shopper Health study reported Depression in their household

### NIQ Trending Attribute Search Trends within Medicine

*anxiety health* 🔍

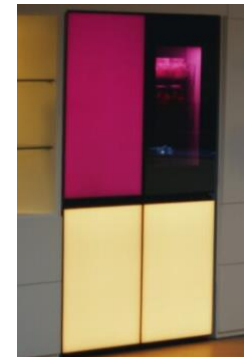
▶ Rank #34 (new)

*sleep support* 🔍

▶ Rank #66

### Mental health

C3YA	CYA	Needs state
+88%	+0.3%	<u>Sleep aid supplement</u>
+82%	+5%	<u>Mood supplement</u>
+74%	-5%	<u>Mental performance supplement</u>
+22%	+12%	Sleep support*
+12%	-6%	Mood and stress support
+17%	+2%	Brain health
+39%	-3%	CBD*
+661%	+146%	Nootropics



LG MoodUP™ refrigerator



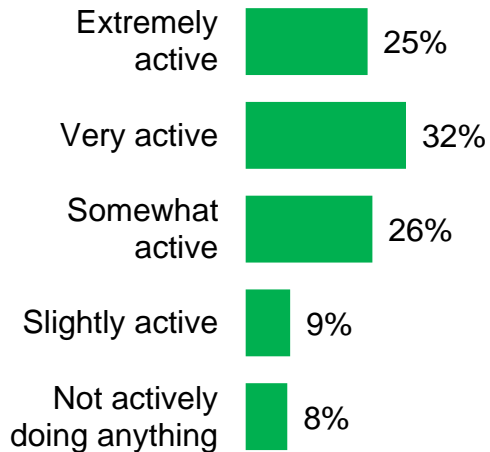
Fufuly Robotic Pillow



Audi Stress Detection

## Consumers proactively managing emotional health

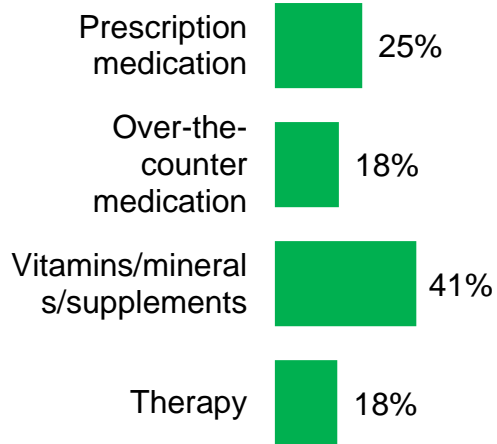
How active are you in maintaining or managing your emotional health?



% of Respondents

Which of the following do you use to maintain/manage your emotional health?

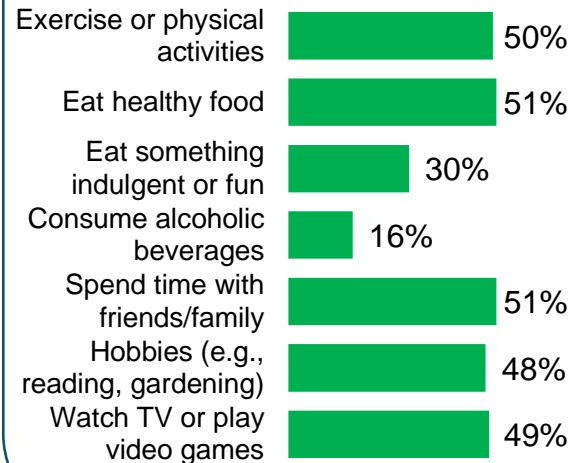
*Treatment Based*



% of Respondents

Which of the following do you do to maintain/manage your emotional health?

*Behavioral Based*



% of Respondents

Source: NielsenIQ BASES Quick Question Survey Fielded February 2023, Respondents n=500

# Immunity slowing while digestive health continues growth; consumer attitude on health makes difference in wellness approach

Immunity		
C3YA	CYA	Needs state
+25%	+6%	Immune system health
+65%	+1%	<u>Immunity supplement</u>

## Proactive Consumers – 47%

- **Diabetes support FAM**
- **Digestive health FAM**
- **Sleep support – FAM**
- **Immune support - FAM**

## Reactive Consumers – 23%

- **Performance supplements**
- **Immunity supplements**

## Passive Consumers – 30%

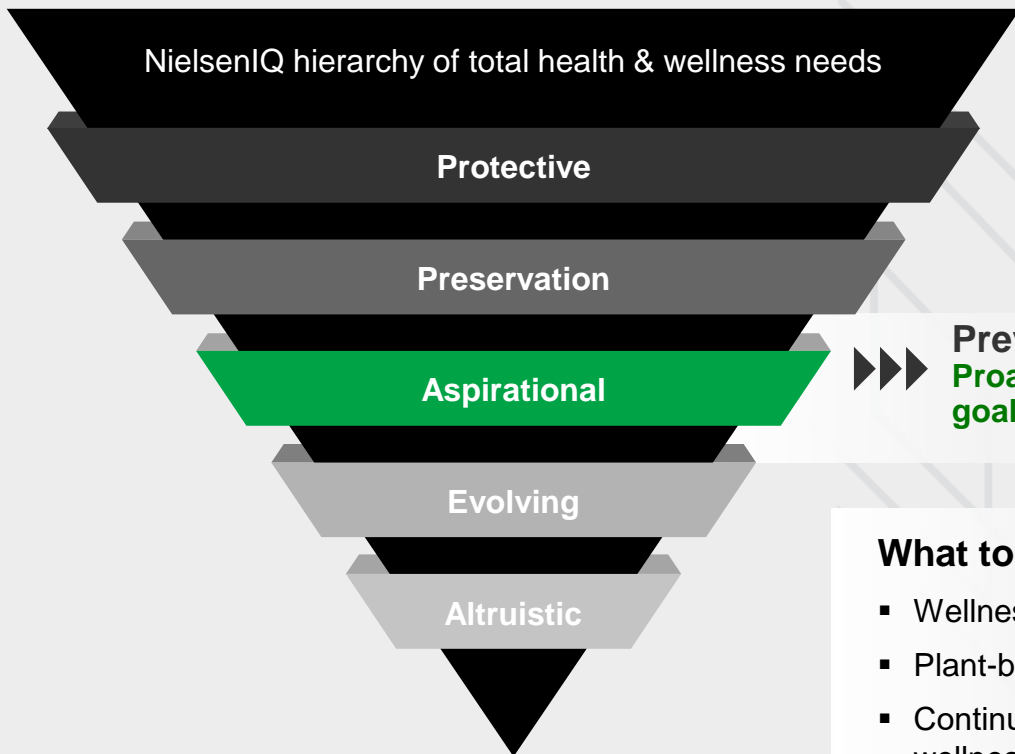
- **Diabetic supplements**
- **Menopause supplements**
- **Sexual health supplements**
- **Sleep aid supplements**

Digestive Health		
C3YA	CYA	Needs state
+163%	+68%	Microbiome
+27%	+11%	Digestive health*
+14%	+3%	<u>Digestive supplement</u>
+30%	+9%	Fiber (excellent source)
+120%	+38%	Prebiotic
+13%	+9%	Postbiotic*
+17%	+5%	Kombucha

## NIQ Trending Attribute Search Trends



▶ 6K | +152%



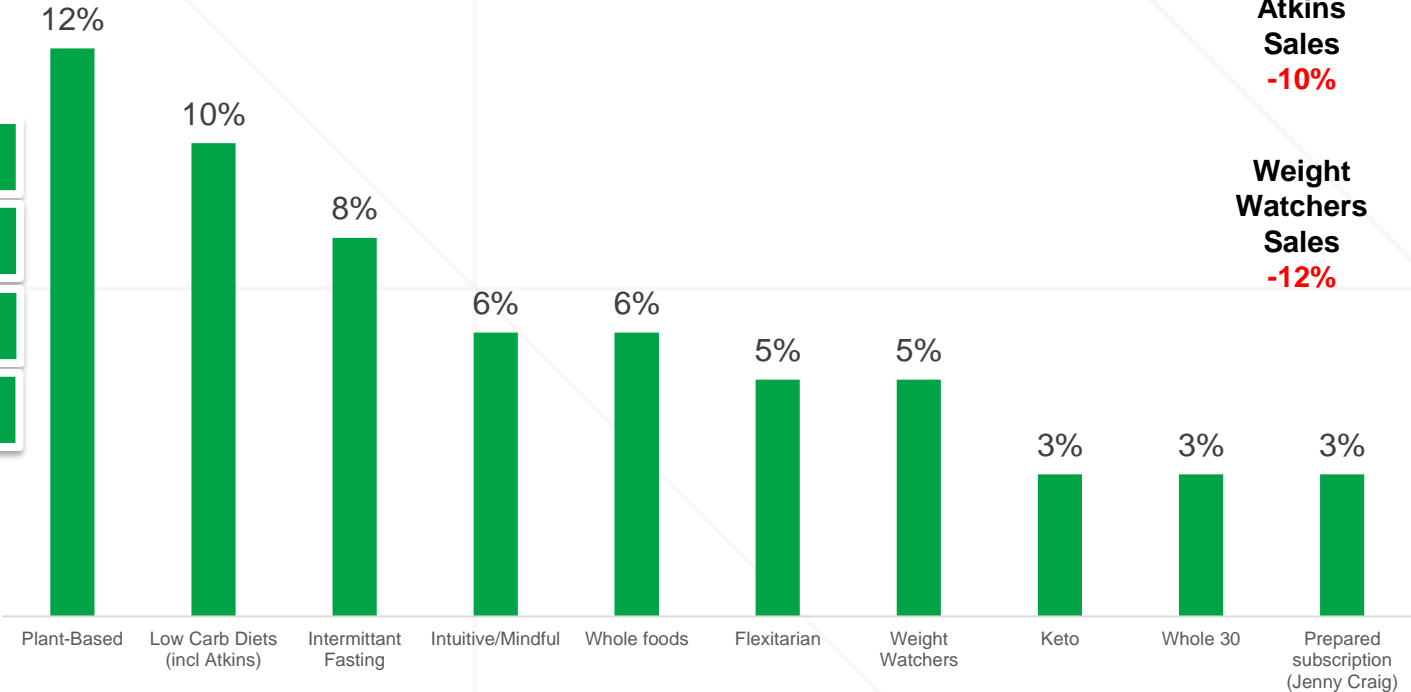
▶▶▶ **Preventative care**  
**Proactive** actions to achieve & maintain specific health goals or helping to avoid ailments in the **long-term.**

#### What to watch:

- Wellness of children and healthy aging
- Plant-based; Clean label evolution
- Continued 'ala carte' and flexitarian approach to wellness: ***better, not always best***

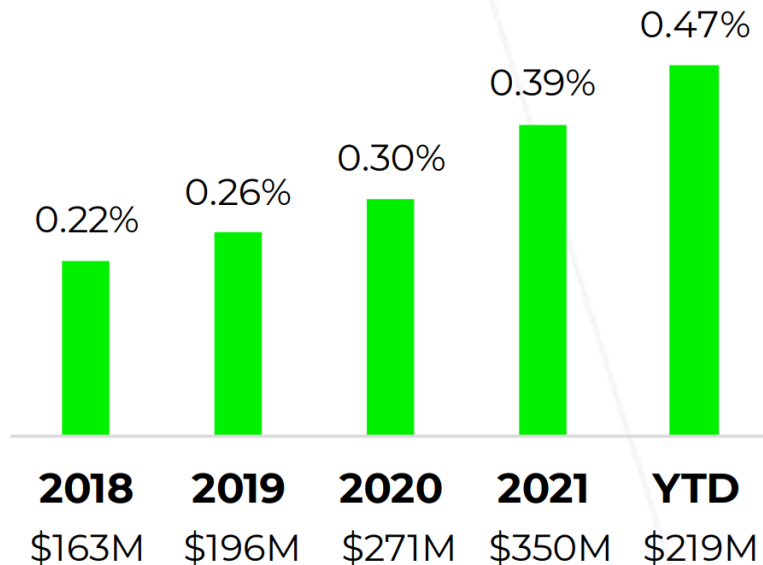
# Holistic weight management versus “dieting”

- +31% Excellent Source of Fiber
- +29% Protein-Rich
- +25% Calorie Conscious
- +9% Fat Conscious



# Sales of non-alcoholic beverages increased more than 20%

## Non Alc Share of Total Alcohol



Fancy non alcoholic drinks +220%  
 Mocktail bar +75%  
 Cocktail garnish ideas creative +225%  
 Fancy ice cubes +75%  
 Creative cocktails presentation +555%

Trending on Pinterest!  
**Free spirits**





# Boomers redefining health: pro-aging done well

By 2060, 40%  
of Population Age 50+

## Pinterest Predicts

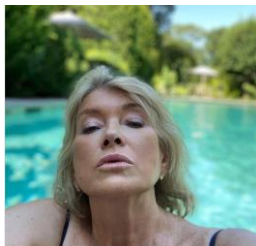


### The YOLO years

More years, more reasons to party.  
The golden years get lit.



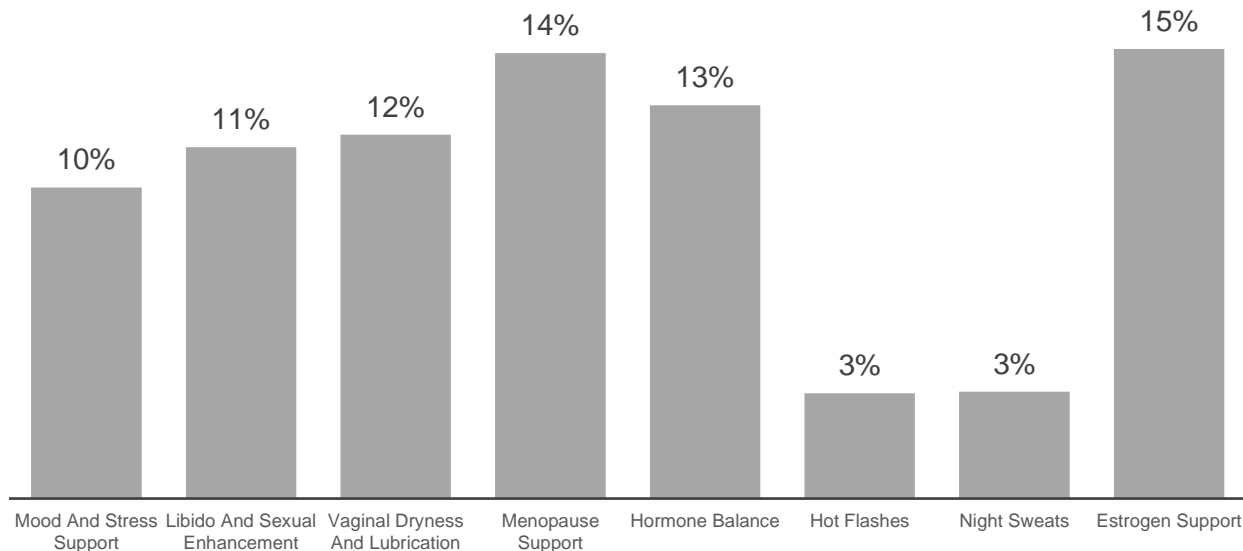
The cast "And Just Like That..." and "The Golden Girls". PHOTO: HBO MAX, GETTY



**Embracing aging: Searches related to anti-aging spiked significantly in 2020 but have tailed off as women began embracing a new view on life, down 9% in NIQ Trending Attributes.**

# Formerly taboo topics seeing strong growth

\$ % Change vs Year Ago – xAOC | Health & Beauty Care by Need State



Sorted in order of dollar sales

Source: NielsenIQ Retail Measurement Services; Total US xAOC; Health & Beauty Care; Calendar Year 2021 vs Year Ago

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## Welcome to the Menopause Gold Rush

Venture capitalists, former magazine editors and Goop have all converged on the new frontier in women's wellness.

**The New York Times**

### Women over 50...

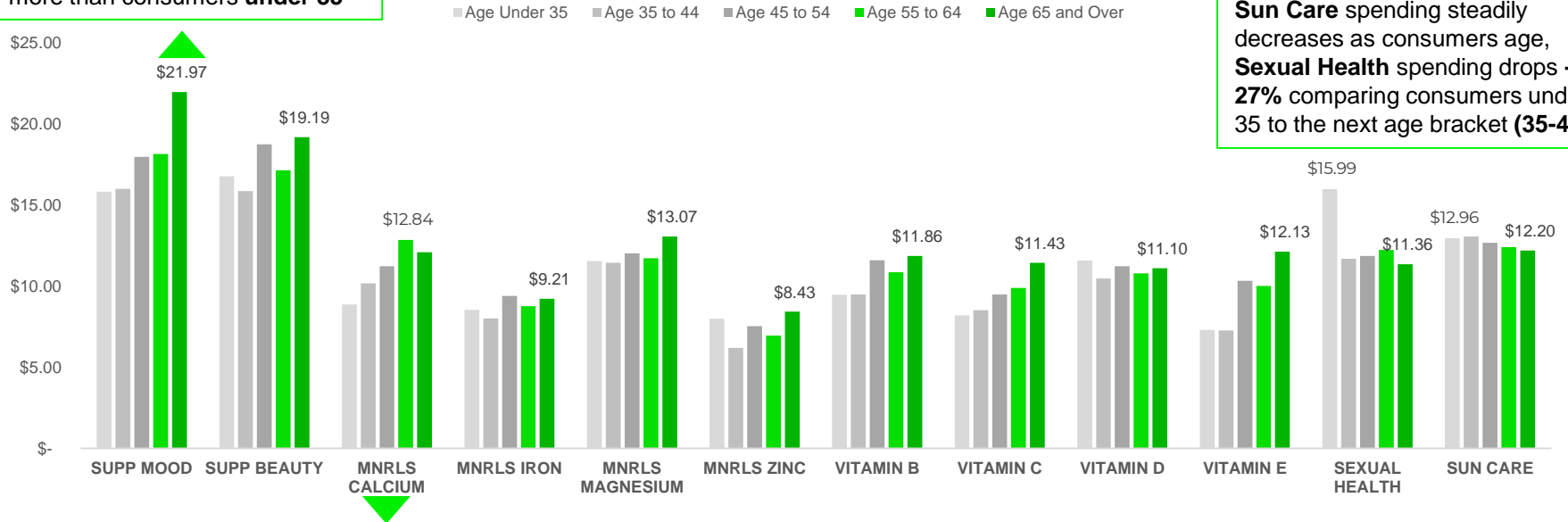
- account for 27% of all consumer spending
- hold over \$15 trillion in purchasing power

**AARP**

# Health Needs Change Dramatically by Age

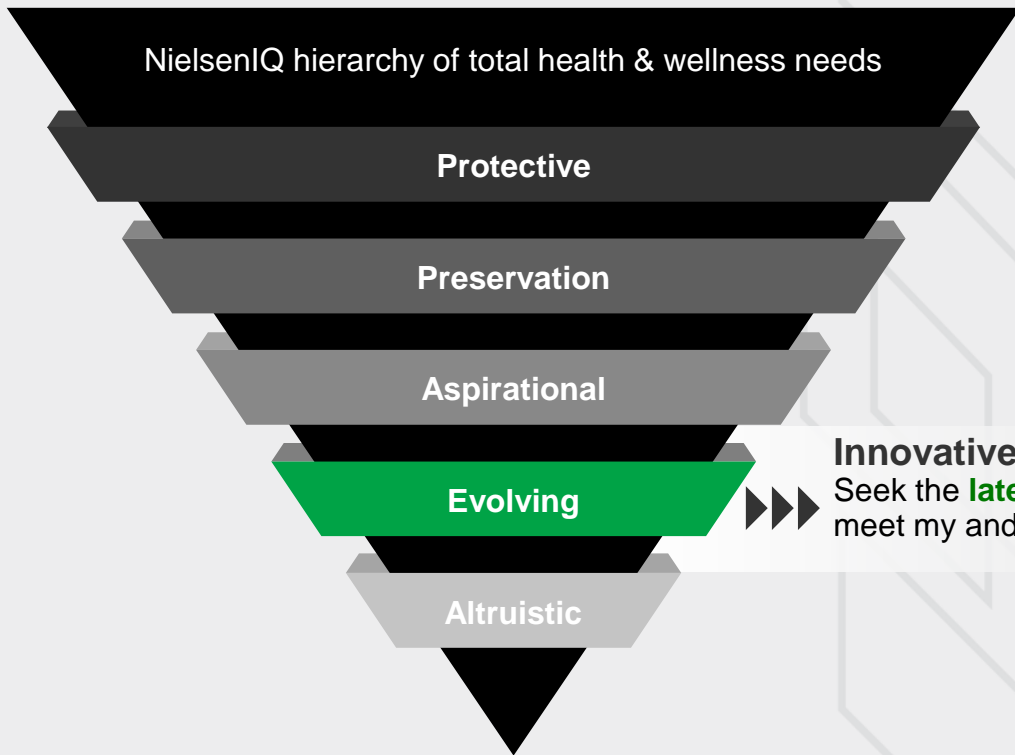
Consumers **65+** are spending **21%** more than the panel average on Mood Supplements, and **39%** more than consumers **under 35**

## \$ Per Trip -Selected Products



**Sun Care** spending steadily decreases as consumers age, **Sexual Health** spending drops - **27%** comparing consumers under 35 to the next age bracket (**35-44**)

Consumers in the **55-64** demographic outspend both the 65+ and younger generations on Calcium



## What to watch:

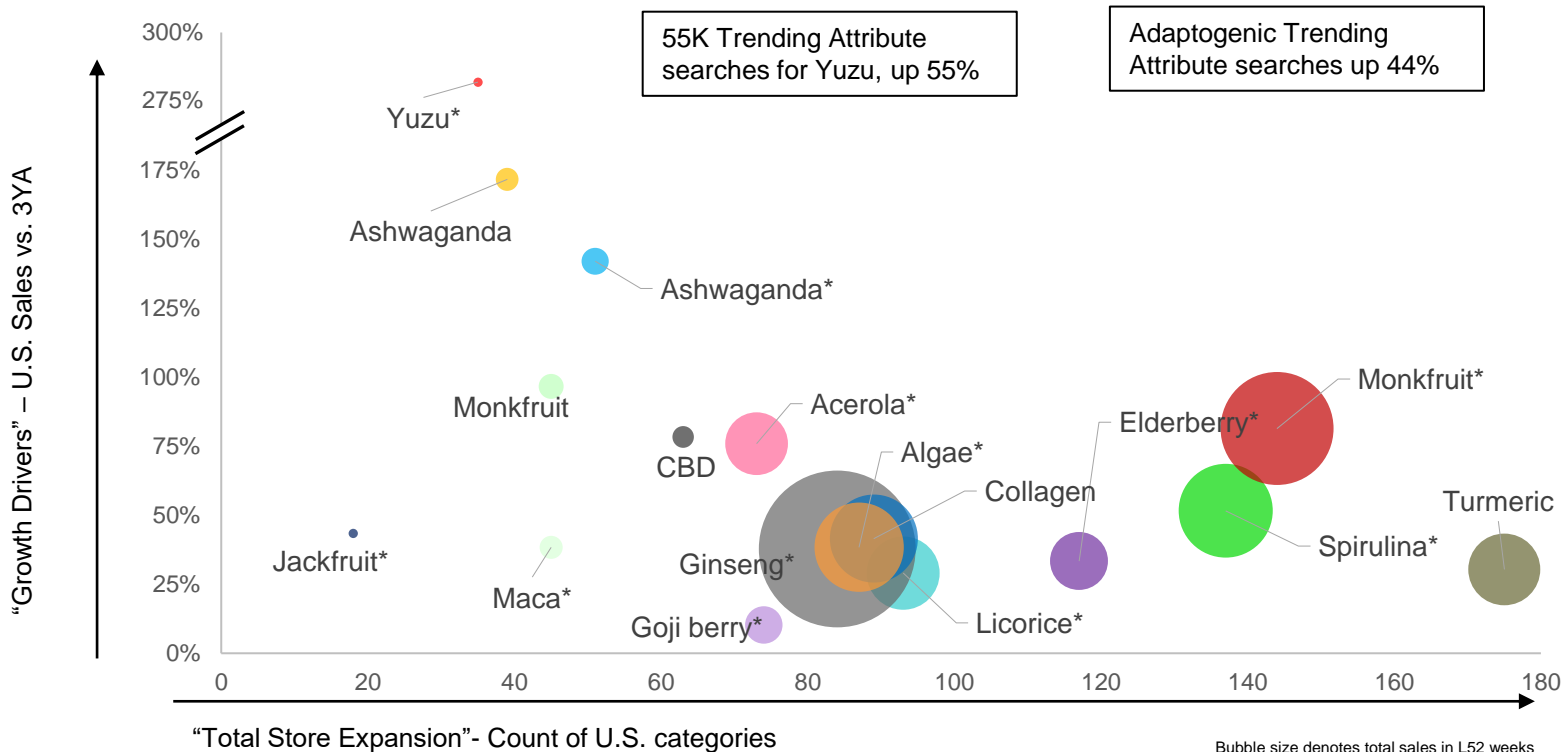
- Customized health and information trading
- New forms of health delivery and evolving focus on ingredients (combinations, sourcing, benefits, lab grown)
- **“Both, and”** health and indulgence; ancient wisdom and science

## Innovative care

Seek the **latest** alternatives or developments to continuously meet my and/or my family's health & wellness **goals**.

# Integrating functional ingredients

Hitting the sweet spot of high growth & rapid category expansion



## Watching:

*Baobab*  
*Chaga*  
*Cordyceps*  
*Dandelion*  
*Dragonfruit*  
*Hibiscus*  
*Hyaluronic acid*  
*Kelp*  
*Milk Thistle*  
*Reishi*  
*Seaweed*  
*And more...*

Bubble size denotes total sales in L52 week All attributes represent claims STATED on package unless indicated by an \* symbol  
 Source: NielsenIQ Retail Measurement Services, NielsenIQ Product Insight., powered by Label Insight, Total Store; Total US xAOC; 52 weeks W/E 10/01/22 vs 3YA

# Health customization evolving



Withings urine analysis – metabolism and menstrual cycle

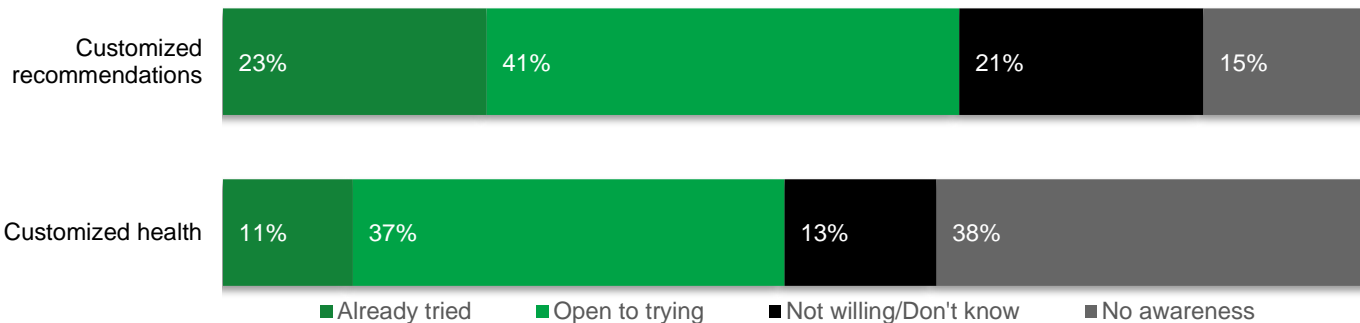


Nordstrom and Viome – microbiome kits



Nourished + Neutrogena - personalized skincare vitamins

## Willingness to trial new innovations



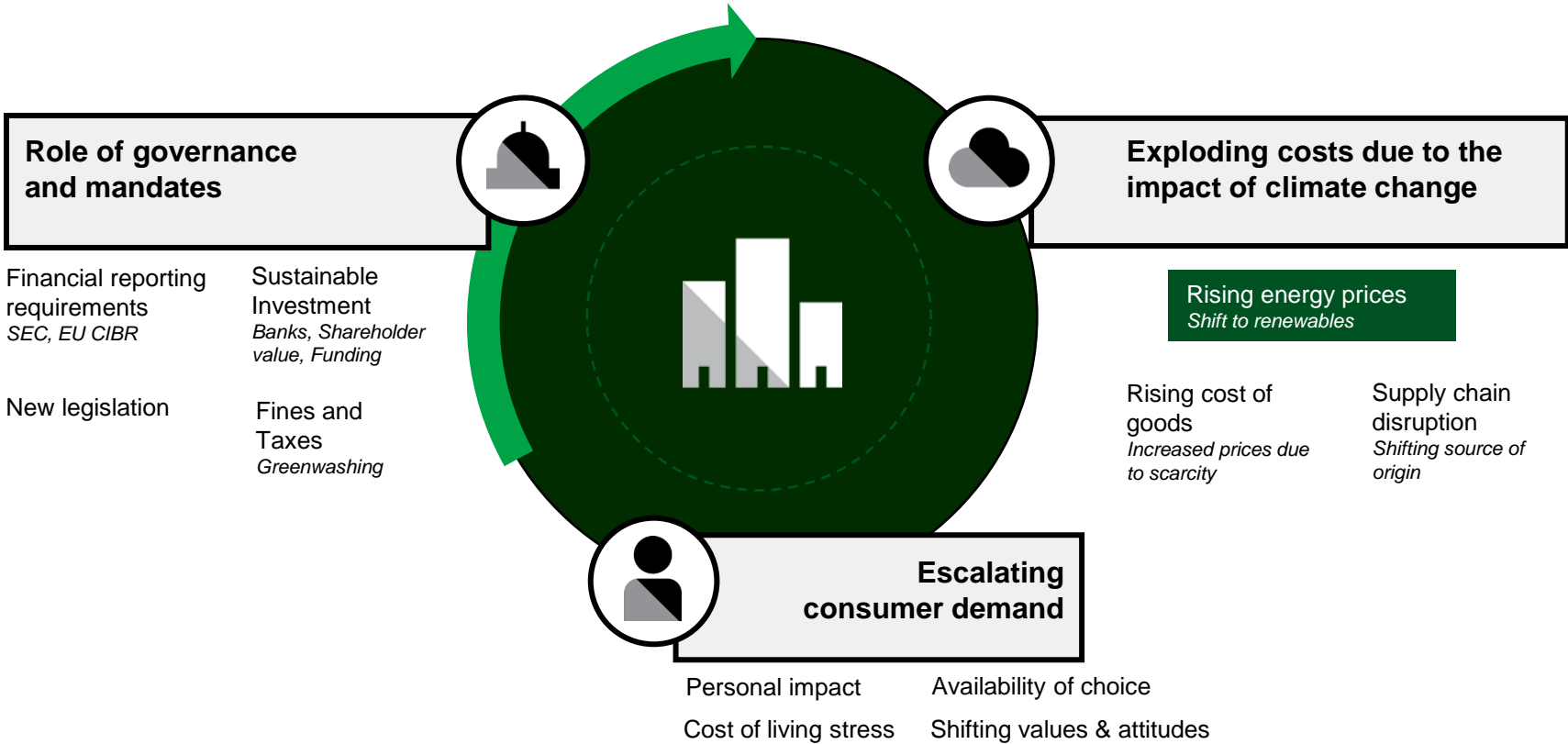
Source: NielsenIQ Leading Edge Report  
 Q. Please select what best describes your awareness and willingness to trial about this innovation



**Selfless care**

**Improving** the world **around me** by advocating for environmental, ethical, humanitarian, and/or philanthropic causes.

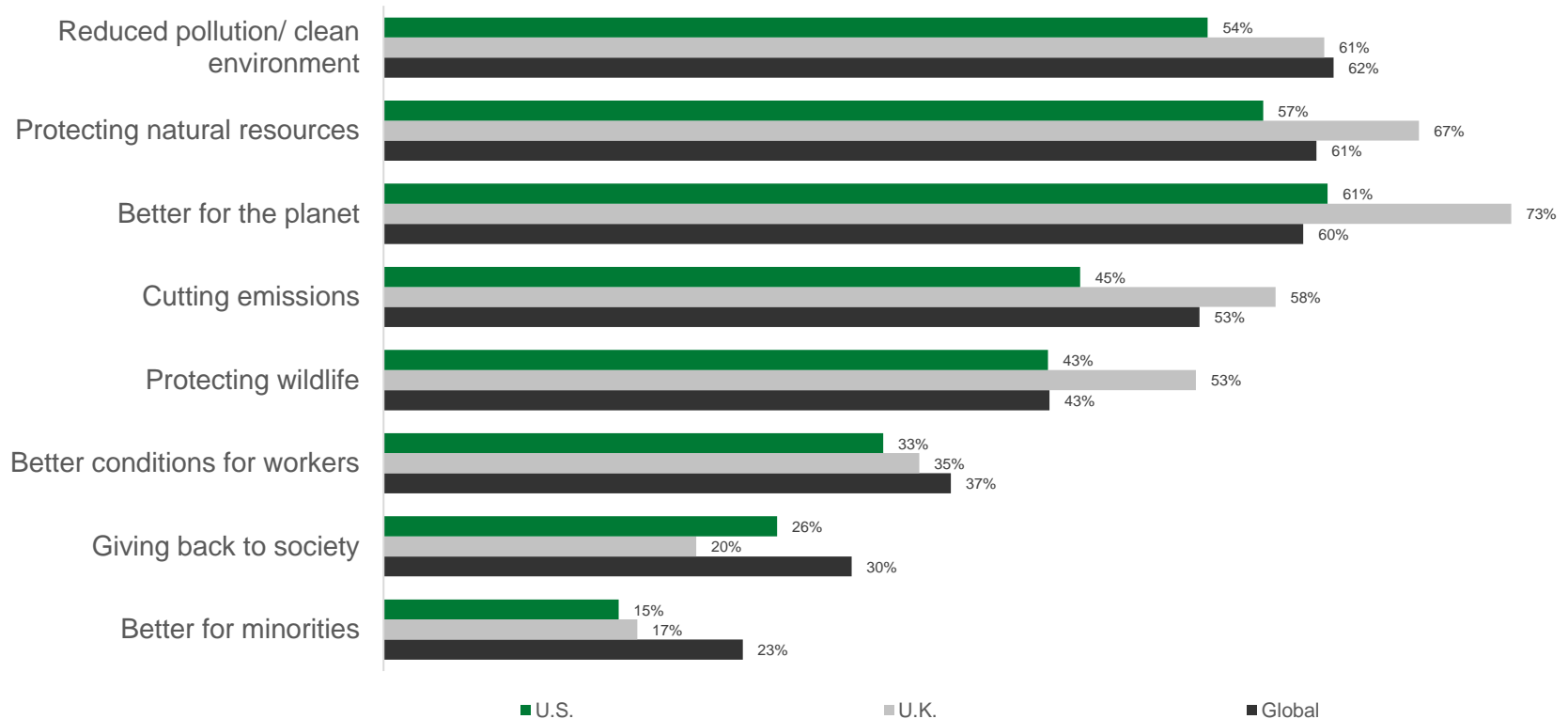
# Governance and cost will accelerate momentum beyond consumer demand





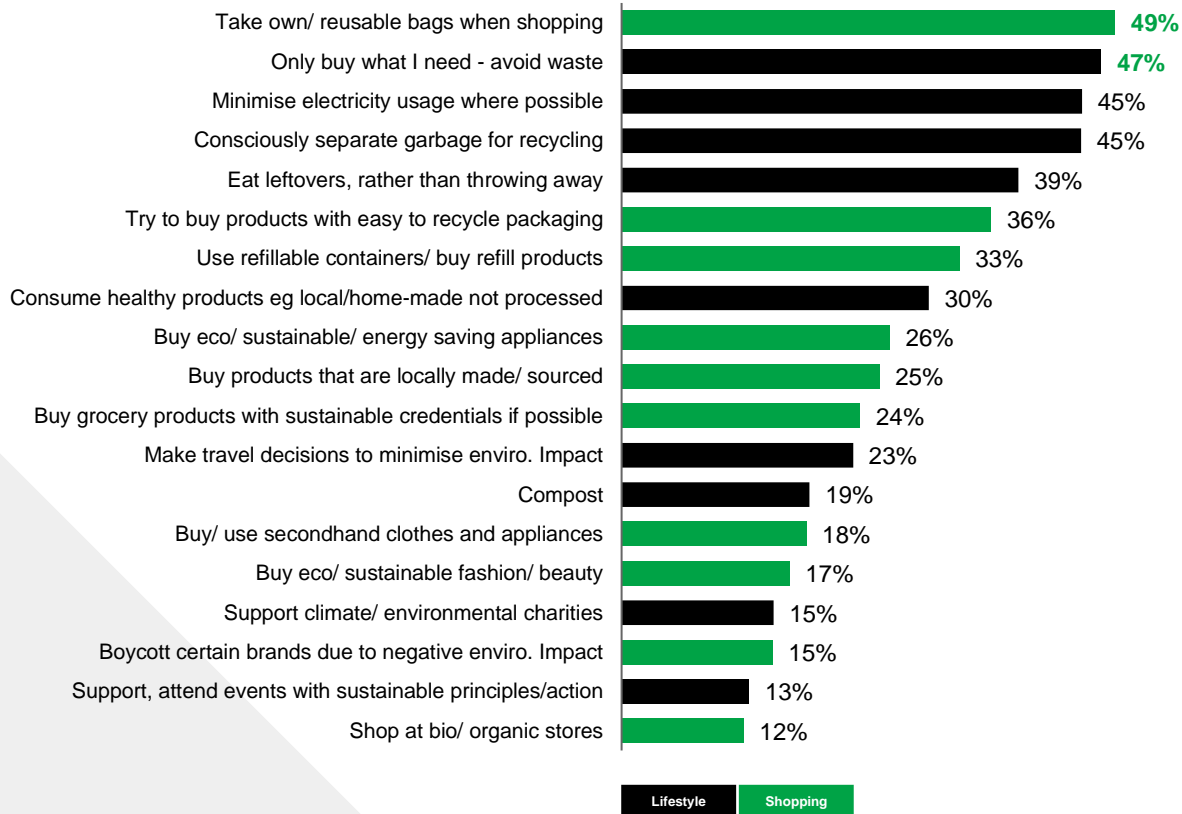
# Sustainability means different things to people around the world

Some commonalities re: pollution and protection of resources, but differences in social



Source: NielsenIQ 2023 Sustainability Report - Ranked on Global. Q. When people talk about sustainability, it might mean different things to different people. In this list, what does it mean for you?

# Consumers are trying to live sustainably

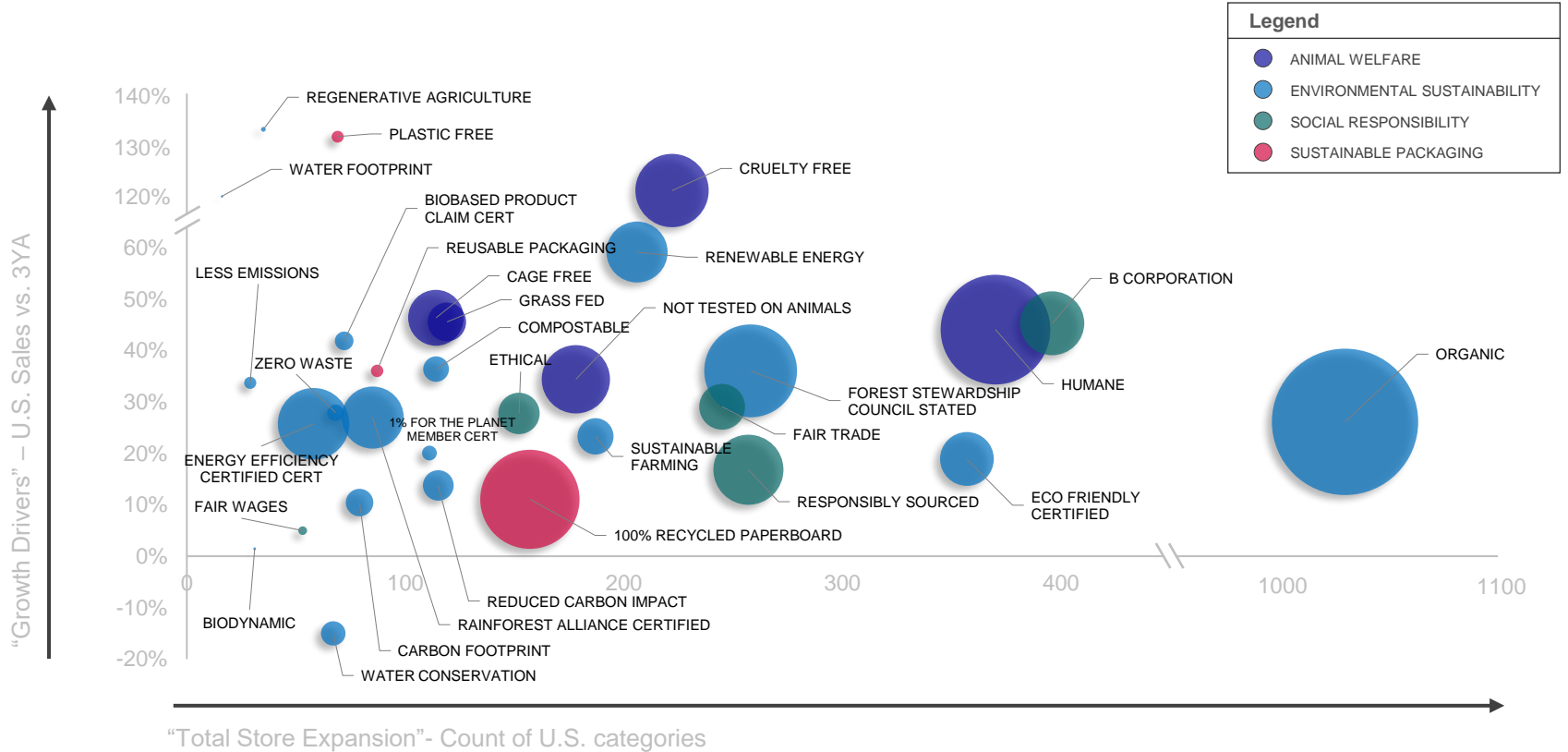


1 in 20

Take NO action to live sustainably

Global	5%
United States	12%
Australia	9%
United Kingdom/ France	8%

# Sustainability claims growing across the store

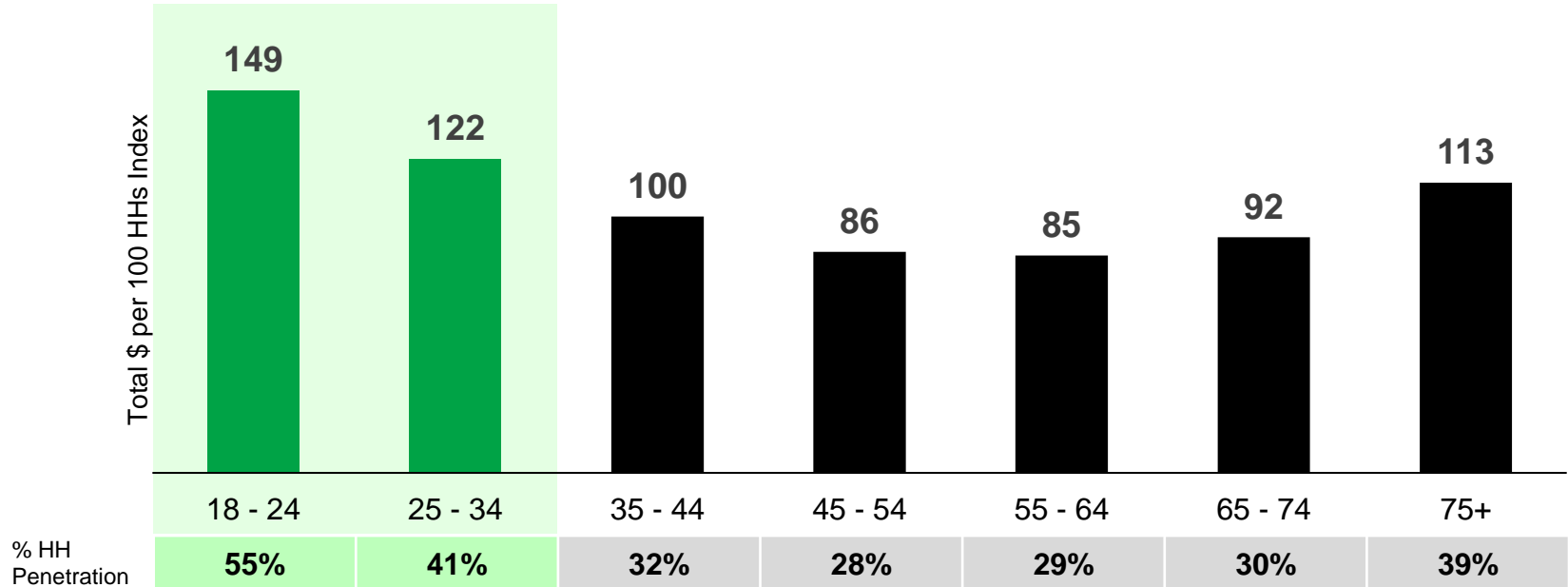


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 Source: NielsenIQ Retail Measurement Services, NielsenIQ Product Insight, powered by Label Insight, Total Store; Total US xAOC; 52 weeks W/E 11/05/22 vs 3YA  
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# The youngest consumers are powerful force for sustainability in the future

# of Environmentally-conscience Low Income 18-34-year-olds is Greater Than All Other Age Groups – Currently Income-Limited Demographic On the Rise with Power to Shift Market In Upcoming Years

All Environmental Attribute Purchases by Low Usage Households



## Expect increased focus on zero waste lifestyles and upcycling food

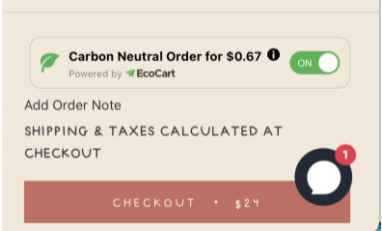


The world wastes 1.3 billion tons of food every year



*Electrolux GRO Sustainable Kitchen of the Future*

# Climate concerns sparking innovations





# Social responsibility = wellness for all

**69%**

Want retailer regulation for fresh and healthy food availability/affordability for all

**64%**

Will pay more for products supporting communities and vulnerable groups

**+29%**

Sales growth for socially-responsible products

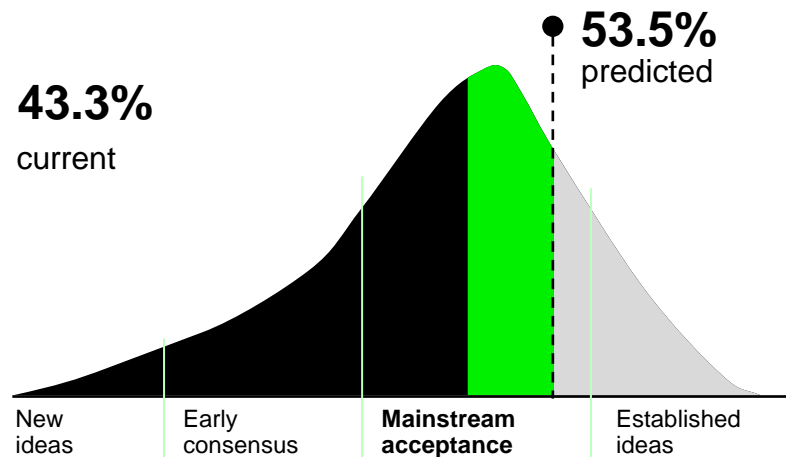


# A look to the future

## Micro-culture maturity curve

Health & Wellness in the context of “altruism”

Microculture	Key topics	Maturity
Aging with dignity	Senior care, small acts of service, community care	50.6%
Mental health advocacy	Mental wellbeing, de-stigmatizing, stressors	44.4%
Social bonds	Social health, interaction for health benefits	41.2%
Healthy eating for all	Nutritional diet, better eating for health of community	37.0%
Sustainable wellness	Sustainable lifestyle, support environment and own sense of wellness	33.9%







**Thank you.**