Health & Wellness 2025: The Interplay of Vitality & Longevity

A Hartman Group syndicated research study

Fielding January - March 2025
Market coverage: U.S. market

Health & Wellness 2025 aims to illuminate modern wellness culture, examining both consumers' short-term health needs and their pursuit of a better quality of life for longer

Health and wellness has a vast array of meanings to consumers today. Amid changing consumer values and rapid product innovation, it's essential for industry players to stay informed on consumers' evolving interpretations and manifestations of wellness. Despite these ongoing changes, there continues to be a timeless mantra among consumers during their health pursuits: they search for a *better quality of life for a longer period of time*.

This mantra has taken on new importance as advancements like food tech and "magic bullet" medications have come onto the scene, resulting in enhanced consumer sophistication and articulation around these ideas. Beyond their everyday health activities, consumers ultimately seek the nuanced twin pursuits of vitality (a better quality of life) and longevity (for a longer period of time).

It is crucial for companies to understand both the short-term health needs of consumers along with their aspirations regarding these higher-order goals.

Health & Wellness 2025 **will provide food and beverage organizations with the guidance they need to develop and market wellness products and services for today's consumer.**

This report will answer questions relevant to both traditional and new players in the marketplace, providing recommendations on solutions that extend across the consumer spectrum of most to least involved in wellness.

Explore how consumers define the higher-level needs of vitality and longevity, and how those needs can be made actionable by brands via ingredient inclusion, format (functional foods, supplements, etc.), communications and packaging

77% of consumers are engaged or interested in **LONGEVITY/AGING**

20% Currently/recently taking steps to improve
27% Recently taking steps to prevent future problems
30% Interested, but no steps recently taken

Of the 47% of consumers taking steps to improve/prevent future problems

Products or services used in the PAST 12 MONTHS to support LONGEVITY

32% Foods or beverages known to be naturally helpful
22% Functional foods or beverages with specific claims to support this objective
42% Vitamins, minerals or dietary supplements specifically recommended for this

The report will cover topics such as:

- What do vitality and longevity mean in our culture today? How do they compare and contrast with other high-level consumer wellness goals?
- How can companies support the twin needs of vitality and longevity in a believable manner? How can these formerly discrete ideas be bundled together in an authentic and trustworthy manner?
- How do these big-picture concepts link to everyday consumer needs such as energy, relaxation, disease prevention, etc.? How do consumers understand the overlap between short-term needs and long-term goals?
- Which ingredients currently connect to vitality and longevity? Which ingredients are likely to become important in the future?
- What are the optimal cues (e.g., attributes, claims, language, packaging) to communicate vitality and longevity? What language and semiotics will best resonate?
- How are these concepts likely to evolve/expand in consumers' minds as new technologies and unique solutions come to market?

Source: Hartman Group *Health Benefits 2024*

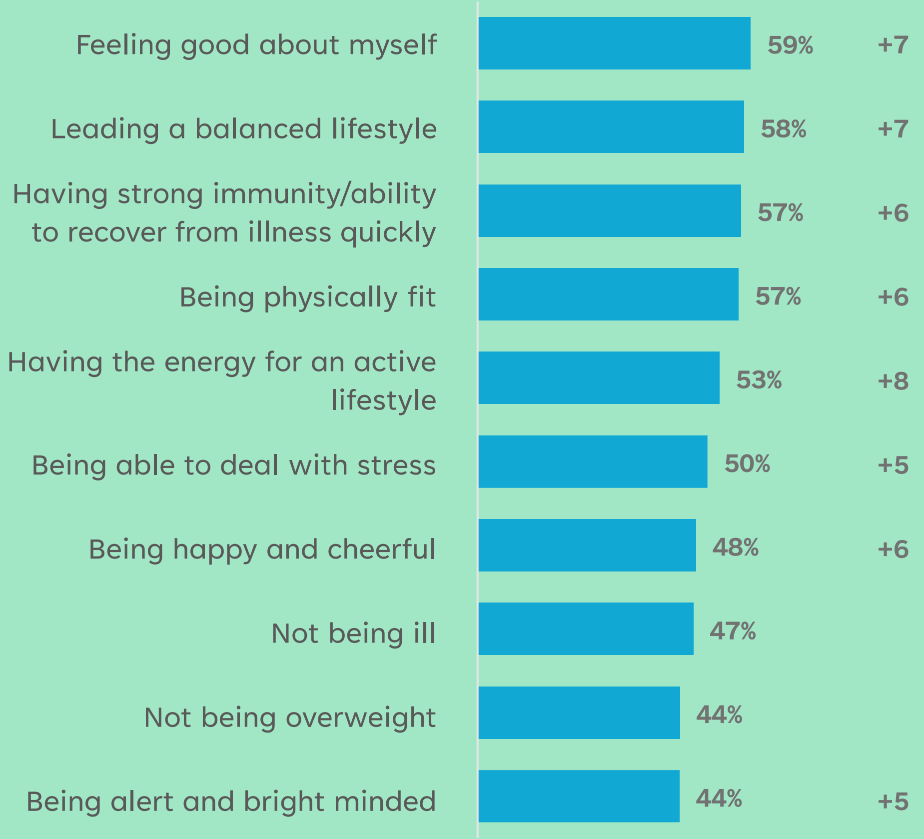
Connect back to 15+ years of health & wellness research with longitudinal data to understand how the consumer has evolved

The report will explore how consumer sentiment on the following topics has picked up momentum or morphed over time:

- How do consumers consider their health in relationship to others? Do over 80% of consumers still consider themselves to be above average in health?
- Which conditions are consumers preventing or treating? Will anxiety/stress still be the #1 condition, surpassing even weight management?
- Which specific tactics and modalities are consumers using to manage their health? Have foods and beverages gained ground vs. supplements and prescription medications?
- Which wellness product attributes are consumers willing to pay more for? Will the claim of “plant-based” see decreases given marketplace conditions as organic continues to stand out?
- Which ingredients are consumers most likely to seek out? Will protein continue its meteoric rise, and will fiber and whole grains ever catch up?
- Which customized eating approaches or diets are consumers trying? Will a majority of consumers still be experimenting with at least one approach in the last year, and will intermittent fasting continue to increase in trial?

Top 10 Health & Wellness Definitions

Among Total, Trended to 2021



Source: Hartman Group *Health & Wellness 2023*

Gain primary qualitative and quantitative insights with actionable guidance to inform your wellness strategy — without the financial or time investments of custom research

Robust integrated methodology

Quantitative: Nationally representative online survey of U.S. consumers aged 18-78, with a minimum total sample of n=2,000 and readable samples of demographic audiences such as age cohorts, race/ethnicity and income tiers.

Qualitative: Literature review of marketing, consumer publications and discourse on wellness; engagement with writings/podcasts by cultural informants; social listening on key consumer platforms; virtual interviews with highly engaged consumers in the wellness space.

Proprietary segmentation: Hartman Group's World of Health and Wellness model segments consumers based on their level of engagement with health and wellness.

This model takes into account both aspirations and actions. While many aspirations are shared across the four segments in the model, actual behavior tends to vary more significantly. All study data will be run by the segments, allowing study purchasers to interpret and take action on findings using their target segment as a guide.

Final report available March 31, 2025

Report Price: $12,500 (until December 31, 2024; $15,000 starting January 1, 2025)

An in-depth PowerPoint report on study findings will include an executive summary, implications and strategic recommendations, and a complete analysis of relevant data supported by robust charts and visuals.

A supplemental set of Excel data tables with a breakdown of key demographics will accompany the report.

Proprietary categories, questions and/or custom data cuts may be available. Requests are handled on a first-come, first-served basis.

Contact us for a quote and for feasibility by December 6, 2024.

Turning insights into action: Activation Sessions

Please contact Melissa Abbott to learn more about how you can take your wellness strategy to the next level with the insights from the *Health and Wellness 2025* report: melissa@hartman-group.com.

Pre-order the *Health & Wellness 2025* report now

Report Price: $12,500 (until December 31, 2024; $15,000 starting January 1, 2025)

To purchase, please email: **melissa@hartman-group.com**

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Hartman GROUP

ABOUT HARTMAN GROUP

Our mission is to translate consumer behavior and food culture into strategic growth opportunities for our clients. Since 1989, Hartman Group's anthropologists, social scientists and business analysts have been immersed in the study of American food and beverage culture, using ethnographic observation, quantitative tracking surveys and deeply studying trends. What we have learned and continue to uncover allows us to upend many notions of our traditional American eating and drinking patterns, identifying unique opportunities and winning strategies for our clients.

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