

Health & Wellness 2025

The interplay of vitality and longevity



What the interplay of vitality and longevity means to your business

Vitality and longevity have emerged as twin objectives in today's health and wellness culture. As average lifespans increase and wellness ideals evolve, the focus has shifted from simply extending life to enhancing "vitality span": one's quality of life throughout aging. Interestingly, no specific age group prioritizes longevity more than others, with Gen Z (66%) valuing it as much as Boomers (67%).

Health & Wellness: The Interplay of Vitality and Longevity explores how life stages and experiences shape each generation's approach to wellness. The report identifies the products, services and activities consumers use to support their goals and highlights a cultural shift toward proactive, personalized health. It also reveals key opportunities rooted in vitality and longevity worth pursuing.

Report published: April 1, 2025

Report length: 79 pages

Format: PowerPoint, PDF and Excel data tables

Health & Wellness: The Interplay of Vitality and Longevity reveals how health and wellness, as the dominant cultural trend, shapes consumer aspirations, behaviors and food and beverage innovation — offering strategic guidance to navigate this evolving marketplace.

The report provides targeted recommendations for mainstream ingredient producers, national brands, private brands and retailers.

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- Longevity and the pursuit of vitality over time
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Learn how to leverage key consumer segments to signal longevity and vitality across food, beverage and wellness sectors



Explore how people of all ages and wellness orientations consider vitality and longevity with comprehensive segmentation details.

Leverage Hartman Group's World of Wellness with four specific Health & Wellness consumer segments: **Core**, **Inner Mid-level**, **Outer Mid-level** and **Periphery** to uncover which health and wellness attributes resonate with your consumer.

Enhance your understanding of wellness meanings and practices by exploring:

- What vitality and longevity mean in our culture and how they compare with consumer wellness goals
- How these big-picture concepts link to short-term priorities, long-term goals and everyday needs such as energy, relaxation, disease prevention, etc.
- Which ingredients currently connect to vitality and longevity and 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
- How companies can authentically support the twin needs of vitality and longevity

Stand out by understanding how consumers define vitality and longevity today, the barriers they face and how these choices reflect broader cultural trends

Defining vitality and longevity

- Modern notions of wellness have redefined longevity as distinct from lifespan.
- Vitality is a daily pursuit in every touchpoint of life. Nutrition plays an important role as a greater number of consumers report increasing nutrients they believe will contribute to increased vitality.

81%

of consumers agree that "maintaining a high level of vitality is important to me"

Approaches to aging

- Longevity is not just an older person's concern; young people care about it too.
- The pursuit of longer, healthier lives is reshaping consumer attitudes towards aging while prompting concern over highly processed ingredients that may undermine vibrancy and health long-term.

66%

of Gen Z indicate the desire for longevity plays a big role in my lifestyle today

Strategies to support vitality and longevity

- Attitudes and choices around foods and beverages are some of the most distinguishing aspects in consumers' support of vitality and longevity.
- Across all strategies, consumers believe that personalization is key and want personalized solutions that consider genetics, needs, preferences and interests.

78%

of consumers agree that they can control how well they age based on personal nutrition and physical activity



Gain powerful insights with actionable guidance — without the cost or time of custom research

Robust integrated methodology

Quantitative: Online national survey fielded January 28, 2025-February 4, 2025, n=2,184 U.S. adults aged 18-78. (MOE) ± 2.0 pts at 95% confidence level.

Qualitative: Digital ethnographies: n=14 participants. Week-long immersive engagement (journaling, prompts, photos and videos) via asynchronous virtual platform. Follow-up in-depth interviews: n=8 selected from digital ethnography participants for 60-minute follow-up 1-on-1 interviews.

Turning insights into action: Health & Wellness Activation Sessions

A customized Activation Session helps clients take informed next steps with the insights from the *Health & Wellness 2025* report.

Please contact Melissa Abbott for more details or an example of a session agenda: melissa@hartman-group.com.

Report published April 1, 2025

Report Price: \$15,000

The in-depth PowerPoint report includes an executive summary, implications and strategic recommendations along with a complete analysis of relevant data supported by robust charts and visuals.

Accompanying the report are detailed Excel data tables, allowing for flexible analysis with key demographic breakdowns.

Order the *Health & Wellness 2025* report today

Report price: \$15,000

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

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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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