

Find Your Flow



Healthy Aging

Healthy aging is one of the most niche categories, with only 850 food and beverage product launches globally in the past five years. A key challenge in this segment is that consumers resist being marketed to as “old,” creating hurdles for brands in this space.

Growth and Where to Watch

Younger consumers aged 25-34 are the most interested in healthy aging products, wanting to start early in maintaining long-term health. This signals an opportunity for brands to appeal to a younger demographic looking to secure longer, healthier lives through proactive choices.

Flavours Growing

Product launches for healthy aging have generally focused on traditional flavours, but there is room to modernize the category for the younger consumers. Berry profiles are especially popular (53%), with blueberry drawing strong interest (33%), despite only representing 3% of launches.

Aging populations are due to be one of the biggest global challenges, so products supporting healthy aging are likely to have strong potential

