



# Preventative Health in Western Europe In Consumer Health, Packaged Food and Beverages

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## INTRODUCTION

Scope

### KEY DRIVERS OF PREVENTATIVE HEALTH IN WESTERN EUROPE

Pandemic accelerates shift to preventative health but Europe lags behind  
Immunity-boosting solutions and a holistic approach to wellbeing rise

### PREVENTATIVE HEALTH AS: IMMUNE BOOST

Immune boost claims increase as pandemic exacerbates health anxiety  
V itamins C and D remain most widely used immunity-boosting ingredients  
“Immunity” increasingly finds its place on front of pack  
Probiotics blur the lines between immunity and holistic wellbeing claims

### PREVENTATIVE HEALTH AS: WELLBEING

Adoption of a holistic approach to health: physical and mental wellbeing  
Consumers see stress relief as key to preventing ill health  
Age-old ingredients offering a new pathway towards wellbeing  
CBD well positioned to tap into holistic wellbeing trend  
New launches position CBD as wellbeing enhancer that supports good health

### FUTURE IMPLICATIONS OF PREVENTATIVE HEALTH

Brands' responsiveness to evolving consumers' health concerns is key  
Evolving health landscape creates unique threats and opportunities

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/preventative-health-in-western-europe-in-consumer-health-packaged-food-and-beverages/report](http://www.euromonitor.com/preventative-health-in-western-europe-in-consumer-health-packaged-food-and-beverages/report).