

# Wellness: Longevity and the Quest for Healthy Ageing in Asia Pacific

June 2022

Table of Contents

## INTRODUCTION

Scope

Key takeaways

Focus on health becomes top-of-mind in Asia Pacific

The idea of wellness and associated needs change with age

Wellness market in Asia Pacific ripe for reinvention and significant value expansion

Three pillars to identify wellness opportunities in Asia Pacific

## NUTRITIONAL HABITS

Nutrition at the forefront of preventative health

Traditional ingredients and multifunctionality a way to improve the quality of the diet

Nutrition in action: Targeting ageing consumers

Increased emphasis on health from food is here to stay

Opportunities in nutritional habits

## PHYSICAL WELLNESS

The pandemic brings physical wellness and self-care to the fore

Governments flag sports nutrition to aid physical wellness

Indian government provides affordable protein powder to Indian consumers

Simplicity key to healthy-looking skin in Asia Pacific

Singapore: Solyph, a skin care brand for consumers with active lifestyles

Opportunities

## INTERNAL BALANCE

Asia Pacific's growing focus on internal balance

Examining internal balance from ageing and beyond

Functional snacks, confectionery and RTDs are options to build prevention routines

Marrying demand nuances with curation of the marketing mix

Omnichannel service treatment approach to address stress and depression

Digitalisation of guided self-help

Opportunities in internal balance

## CONCLUSIONS

Wellness expenditure growth offers opportunities in emerging Asia

Key takeaways

## APPENDIX

Appendix

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/wellness-longevity-and-the-quest-for-healthy-ageing-in-asia-pacific/report](http://www.euromonitor.com/wellness-longevity-and-the-quest-for-healthy-ageing-in-asia-pacific/report).