



# Health-Conscious Young in Asia: Focus on Consumer Health

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## INTRODUCTION

Scope

Key findings

## STATE OF PLAY

COVID-19 and its aftermath continues to push conscious health-related consumption in Asia

Growth in health products targeting the young population varies across Asian countries

Heart and liver health positioning grows owing to heightened concerns among the young

## HEALTH-CONSCIOUS YOUNG CONSUMERS

Gen Z and Millennials in Asia Pacific value physical health particularly strongly

Mental wellbeing, physical strength and immunity at top of mind for Gen Z and Millennials

Health concerns of young Asians are strongly related to intense daily life

Influencer and online culture has pronounced effects on young Asians

Susceptible but savvy: Health-conscious young consumers seek innovative solutions

A closer look: Different social and family roles lead to different consumption behaviours

## CATEGORY PROSPECTS

Four pillars of demand among health-conscious young consumers

Young consumers in Asia show trust in supplements claiming immunity boosting

Unhealthy dietary habits of young Asians drive demand for digestive health

Sedentary lifestyles heighten health concerns among young women

Demand for convenient and multifunctional sports nutrition grows due to casual consumption

Post-COVID-19 conditions increase young consumers' focus on cognitive health

Liver health products are tapping into young Asian consumers' drinking habits

Young Asians report higher stress levels than older generations

From losing weight to a healthy lifestyle, young consumers have more realistic expectations

Consumers' upgraded demand drives ingredient-led segmentation in beauty supplements

Hair loss treatment propelled by early-stage restoration demand from young generation

## TOP FIVE CONSUMER TRENDS

Top five consumer trends among health-conscious young people in Asia Pacific

Healthy pleasure: Indulgence and health, "I want to have both!"

Young consumers' channel shifting: More investigation, better deals, more accurate intake

Convenient health: Incorporating healthy supplements into busy daily routines

Rejuvenation of herbal/ traditional products to cater to young Asians

Millennials and Gen Z parents want to make fully informed purchasing decisions

Key takeaways

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