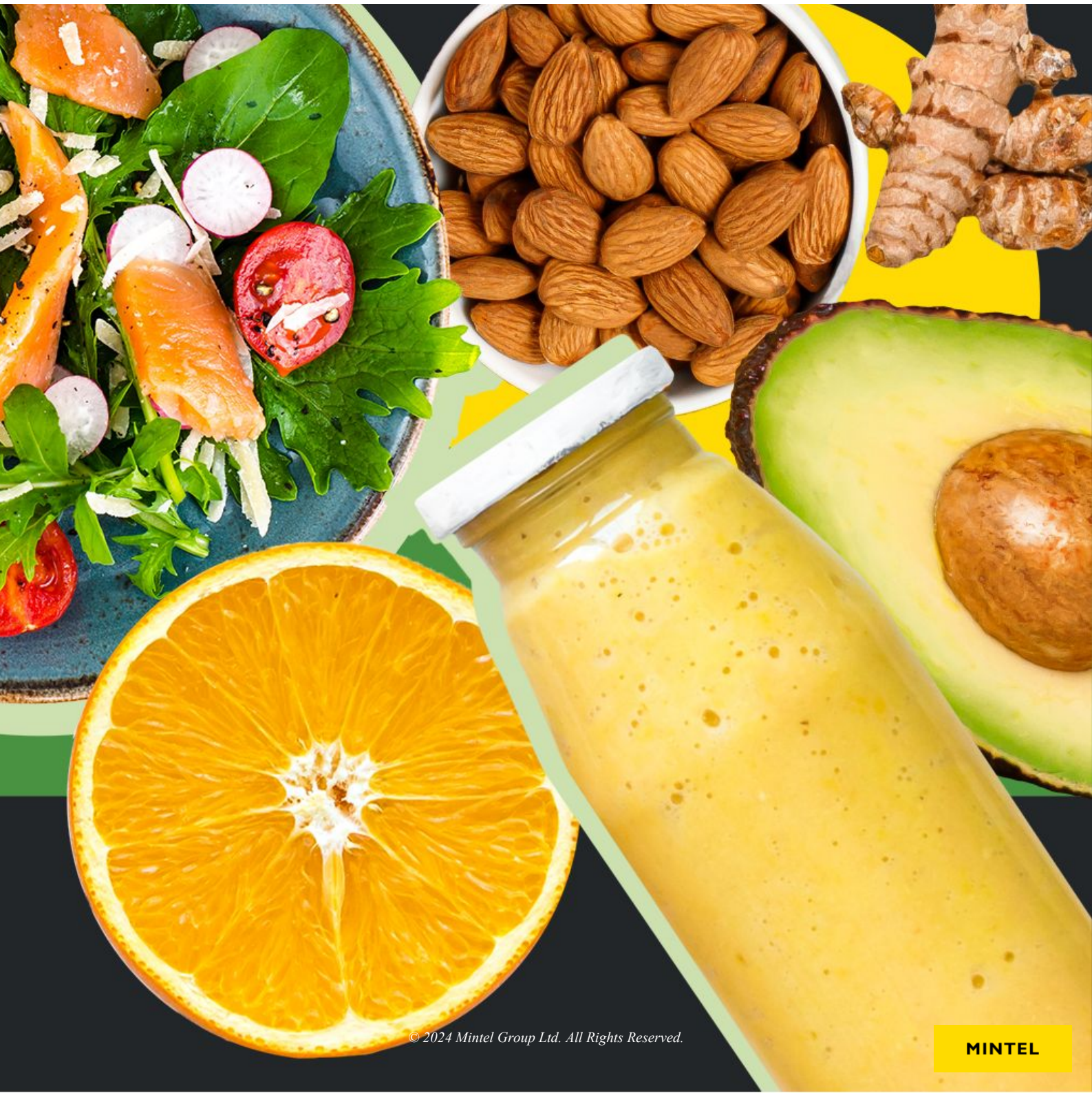


# THE FUTURE OF NUTRITION, HEALTH AND WELLNESS: 2024

Healthy aging is a key theme for 2024 and beyond. Heart health, weight management and hormone health are areas brands need to be paying attention to.



Stephanie Mattucci,  
Director, Mintel Food &  
Drink/Purchase  
Intelligence



## Report Content



### WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

### IN THE NEXT TWO YEARS

- Mintel's perspective

#### **Simplify healthy aging solutions**

- Start with healthy hearts
  - Graph 1: interest and willingness to pay more for food and drink products that support heart health\*, 2023
- Include ways to keep the vascular system healthy as part of healthy aging
- Sodium reduction will come back into focus
- Support healthy weight management through diet
  - Graph 2: health benefits/priorities consumers would like their diet to support\*, 2022
- Natural alternatives for weight management
- Protein will remain a hero ingredient for healthy aging
  - Graph 3: most important reasons for getting enough protein, 2023

#### **Create healthier foods with purposeful processing**

- Use innovative processing to deliver nutritious, tasty and clean-label products
- Educate consumers that purposeful processing can offer healthier products without additives
  - Graph 4: behaviors related to healthy eating, 2023
- Less sugar through processing rather than additives
- Advancements in processing will be needed to develop healthier products without additives
- Reducing fat intake is still part of healthy eating
- Shift from plant-based to plant-centric
- Proudly plants! Let's shout about what makes plants great

#### **Help consumers find hormone harmony**

- Healthy hormone regulation is gaining traction
- Healthy aging will require finding hormone harmony
- Find solutions for issues that disrupt hormone levels
- Attention on hormone health will put liver health in the spotlight
- Anticipate more demand to keep detoxifying organs healthy

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Consumers will be feeling the effects of climate change
- Focus on functional health benefits that are needed in an emergency situation
- Look broadly at the nutritional needs of seniors
- Population aging needs the food industry's attention
- Caring for caregivers

## KEY TAKEAWAYS

- Key takeaways

### Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([See Research Methodology for more information](#)).

### Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

### Published by Mintel Group Ltd

[www.mintel.com](http://www.mintel.com)

email: [store@mintel.com](mailto:store@mintel.com)

### Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850