

Healthy Ageing . Dietary Products Targeting the Older Adult in Asia Pacific

October 2023

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INTRODUCTION

Scope

Key findings

DEFINING OLDER ADULTS

Consumers today: More than half of Asia Pacific markets have a median age of above 40

The proportion of older adults and elderly in Asia Pacific is set to rise

Older adults are the highest earners and will spend on themselves as they age

Perception of health is shaped by disease prevention, mental wellbeing and conscious diet

Older adults are increasingly present on social media and e-commerce

The rise of senior influencers to create inter-generational synergies in marketing

Older consumers could benefit from diet improvement in and out of the home

PRODUCT DEVELOPMENTS IN ASIA PACIFIC

Add to preventative solutions by identifying key health concerns

Opportunities lie in enhancing existing products and creating new segments

Functional dietary products supporting cholesterol management is emerging

More senior-specific products added to portfolios creates a more dynamic market

Functionalities of dietary supplements are being more segmented to promote well-ageing

Mobility support holds significant potential in Asia Pacific

Japanese women's health brand shows strong performance thanks to inbound tourists

Products that address mental/emotional wellbeing have potential to cater to the elderly

Mental/emotional health attributes must complement with other benefits

The demand for vitamin products as immunity booster brought by the pandemic grows

Gifting culture, driven by filial duty, to become a more important growth driver

Increasing usage of social media to change the purchase decision process of senior consumers

Products targeting menopause symptoms holds potential in the thriving healthy ageing market

Personalisation boosts the way older adults enjoy their food, a white space to develop

Inclusivity beyond just health and nutrition

Healthy ageing dietary products in Asia Pacific: How to win

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