

Wellness Redefined: Ageing Well

December 2020

Table of Contents

INTRODUCTION

Scope

Key findings

Surge in older population creates huge addressable market

Trends shaping the wellness habits of the over 60s

Wellness segments applicable for the over 60s market

Macro factors driving wellness trends in the COVID-19 era

WELLNESS EMBRACED BY THE OVER 60S

Baby Boomers seek wellness now more than ever

The focus is also on mental wellbeing

Baby Boomer affluence merits attention from wellness brands

Tech is allowing elderly consumers to access wellness trends

The older consumer base is diverse

IMPACT OF COVID-19

COVID-19 impacts older people's health and wellbeing

Embracing wellness at its core more relevant than ever

The path to more pervasive, inclusive and accessible wellness

CASE STUDIES

Wellness segments applicable for over 60s market

Gardening: The Plant Club offers subscription planting at home

Nutrition: Mikakuto in Japan offers functional confectionery

Wellness communities: PVN offers a holistic lifestyle

Home tech: ElliQ is a sidekick for happier ageing

Anti-pollution: Mi Air Purifier is tackling dirty air on a budget

Home healthcare: Finland is leveraging tech for the elderly

Sleep aids: Hatch helps to manage sleep

CONCLUSION

The new demographic equilibrium

COVID-19 is a major disruptor

Strategies to tap into elderly wellness opportunities

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-redefined-ageing-well/report.