Euromonitor International

Top Five Trends in Consumer Health

December 2025

Table of Contents

Our expert’s view of consumer health in 2025
Key findings

INTRODUCTION

Key facts to share
Top five trends in consumer health
Top five trends uncovered

THE FIGHT FOR THE FUTURE OF PROTEIN

Protein claims expand in 2025 across packaged food, dairy, and recently soft/hot drinks
As of 2025, more women than men are seeking to increase their protein intake
Protein has one of the most obvious and attractive growth profiles in consumer health
Musclespan is a strong appeal point, with sports physique emphasised in brand imagery
Kate Farms formulating for women on GLP-1 with specific protein needs
At 55:45, the UK has an above average ratio of women to men who are adding protein
Adding functional ingredients to established food and beverage categories is ongoing
PepsiCo’s acquisitions blur the line between sports protein and dairy beverages
The search for differentiation is eroding the distinctive lines between industries
Protein is given next lease of life, with new buyers and a need to abandon stereotypes

HEALTH IS BEAUTIFUL

Health rises as a core definition of beauty, whilst beauty is rising as a motive for health
Skin health is dominant, mentioned on nearly all SKUs with any type of beauty claim
Main ingredients listed on SKUs supporting beauty claims increasingly include NAD+
Amorepacific’s K-Beauty brand builds complementary topical and ingestible solutions
This topical and ingestible combination trend is spreading in the Americas too
Clever format as well as message ideas are coming out of South Korea
Holland & Barrett is overhauling UK stores to accommodate beauty after running trials
Retailers are bringing down the wall between health and beauty just as fast as brands
Beauty sees faster growth, an opportunity health companies can exploit to accelerate

LONGEVITY AND LIVING BETTER FOR LONGER

The pursuit of a longer healthspan sees a surge of life, investment and launches in 2025
Healthspan-related claims on supplements are rising, focused on specific areas
Claims can be mapped against ingredients, and NAD+ stands out as it escapes niche
Today’s priorities flip completely when consumers enter new life stages
Differentiation in chronic and general health turns to narrower demographic targeting
IM8 exemplifies what happens next in healthspan when shoppers believe in anti-ageing
A media narrative that NAD+ peaked and is falling in 2025 seems to be missing context
Healthspan is an area for solid gains, while the cellular health potential is spectacular

TARIFF IMPACTS RIPPLE BEYOND THE US

US protectionism across the forecast period requires reviewing global supply strategy
Tactical price tracking shows tariff-driven price rises arriving in waves throughout 2025
Some of the top 20 consumer health brands in the US see strong price jumps in 2025
A trade correction will seem punitive if imbalances have normalised over time
US tariffs are fast-changing; by the end of 2025, a mixture of rates proliferate
“This will pass” is not viable; shareholders and profit protection dictate a supply rethink

THE CHANGING SHAPE OF OTC DEMAND

Demand stagnates, and while decline is US-centric, OTC purchase drivers are global
US versus rest of world has stark gaps, but similarities (eg eye care) are interesting too
Studying cough/cold remedy sales correlations – the US shows a saturation story

Studying cough/cold remedy sales correlations – Italy is developed, with more potential
Studying cough/cold remedy sales correlations – China has low but rising penetration
Total spend fell slightly long-term in US (ignoring COVID-19 spike), with a big mix change
One reaction is to extend the mission to achieve relevance beyond seasonal peaks
Early warning of colds and flu opens a greater opportunity for focused spend moments
Investing in supplements for growth is appealing, but OTC needs an expanded mission

CONCLUSION

Future implications
Key opportunities for growth (and the defence of existing value) in consumer health

APPENDIX

Reading these bubble charts: Historic data

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/top-five-trends-in-consumer-health/report.