Euromonitor International

Healthy Longevity: Maximising Opportunities Across the Lifecycle

June 2025

EXECUTIVE SUMMARY

Why read this report?
Key findings

INTRODUCTION

Exploring healthy longevity across the lifecycle
Adding more years to life and more life to years: Individual, societal and business priority
Underlying demand and supply drivers reshape wellness landscape
Longevity shifts from concept to a strategic business vision
Translating “wellness enthusiasm” into health-orientated action, consumption and spend
Applying an inclusive and broader lens to life stage-centric segmentation
Uncovering healthy longevity across the lifecycle
Embed healthy longevity proposition through deeper awareness and education

PRE-AGEING: BUILDING EARLY-STAGE LONGEVITY

Nurturing “back-to-basics” self-care principles for long-term health behavioural change
Elevating relevancy of product proposition with longevity-led backing and messaging
Eli Health Hormometer democratises access to preventative hormonal health insights
Neutrogena Collagen Bank instils a prevention-first mindset for “pre-ageing” concerns
Tackle short-term needs for long-term benefits to drive sustained growth

AGELESS: OPTIMISING MIDLIFE POTENTIAL

Exploiting consumers’ new-found energy and commitment to “ageless” ageing in midlife
Advancing support around cellular and metabolic health through nutrition and beyond
Alloy bridges therapeutic and consumer product solutions for women’s metabolic health
January AI fuels AI-powered predictive metabolic insights for nutrition health coaching
Unlock potential for slowing biological decline through more targeted interventions

PRO-AGEING: REDEFINING LATER-LIFE LONGEVITY

Addressing the “cure-prevention” dichotomy for optimal health quality among seniors
Reinforcing cognitive health optimisation as the next longevity frontier
Cytoplan’s Brain Health Programme integrates a holistic care platform beyond product
A2 Milk maximises China market potential through life stage diversification
Shift senior mindsets from intervention to prevention through nuanced approaches

CONCLUSION

Views from our experts: Diversify through need adjacencies and industry convergences
Views from our experts: Differentiate through precision in ingredients and applications
Healthy longevity: How to win
Evolution of healthy longevity across the lifecycle
Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/healthy-longevity-maximising-opportunities-across-the-lifecycle/report.