Euromonitor International

Top Five Trends in Health and Wellness

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Our expert’s view of health and wellness in 2026
Key findings

INTRODUCTION

A USD1 trillion market: The baseline is set, proof earns the premium
Food as a tool for specific wellness outcomes
Wellness claims travel through two layers
Top five trends in health and wellness
Top five trends uncovered

FOUNDATIONAL WELLNESS: CLEAN LABEL AS LICENCE TO OPERATE

Health and wellness passes USD1 trillion in 2026: the baseline is now the market
Half the biggest value gains to 2030 are low margin, trust-signal health claims
Diffusion sets the price: The steeper the curve, the faster the premium dissolves
“Clean eating” and its trust signals are baseline; but choose the right ones
Mars’ colour problem is the cost of treating a core sensory asset as a compliance item
Ripple Organic Plant-Based Milk: Clean label that adds protein, not compromise
Warburtons: Renewal turns gluten-free restriction into discovery
Hold the baseline, and build the reason to buy above it

METABOLIC RESET: FROM “MAXXING” TO NUTRITIONAL BALANCE

Cheaper GLP-1 therapies turn metabolic health into a category: Win on protein and fibre
Fibre: Ingredient demand runs ahead of the claim
Protein’s premium has gone; win it back through quality and new benefits
Fibre’s premium window is open but narrow
The scaffold is built; the metabolic payoff is still largely unclaimed
After dual-nutrient scaffolds, life-stage scaffolds will earn the next premium
Protein is the entry cost; scaffolds that name one outcome win

GUT HEALTH: GATEWAY TO HEALTHY LONGEVITY

Digestive health is the largest positive-nutrition platform and still compounding
Probiotic innovation is not done, but gut focus shifts to fibre, prebiotic and microbiome
Poppi extends “gut soda” into energy or relaxation, bridging prebiotic to all-day platform
Welch’s Probiotic Yogofruits: Snacking format, functional aim, mainstream retail reach
Gut pairings define the horizon: From metabolism and immunity to mind and longevity
Gut health wins are built on specificity, life stage and the brain connection

THE MIND: NEXT MAJOR WELLNESS TERRITORY

Brain health: Fast-growing health benefit across every key region
Beverages lead the mind opportunity; hot drinks are the untapped white space
Calm is the new energy: The daily wind-down is the mind’s promising, near-term prize
TRIP crosses two markets by owning the calm ritual, not a single hero ingredient
Asia Pacific is the engine of the mind: Prove launches there first
Regulation varies by region, but layered proof lets mind brands travel
Impulse Coffees brings focus to India’s hot drinks with precise, creator-led claims
Own an occasion and a speed of effect, not a molecule

PRECISION AND PROOF AS THE ULTIMATE PREMIUM

Shoppers pay for a named outcome, not a generic promise of being better for them
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Protein rebuilds its premium through better-specified protein, not more protein
In the UK, Myprotein sells protein grade and format, not grammes
Allergen assurance outgrows self-declared clean label, so certification pays

Everyday benefits and protein lead growth; match proof to price
In Sweden, Lindahls sells collagen as the premium but proves it with vitamin C
Rebuild the premium through specified, substantiated claims

CONCLUSION

Future implications
Opportunities for growth

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