Euromonitor International

The World Market for Health and Wellness

November 2026

Table of Contents

The World Market for Health and Wellness

EXECUTIVE SUMMARY

2025 Developments

HEALTH AND WELLNESS SNAPSHOT

Chart 1 - Health and Wellness Snapshot

KEY FINDINGS

Chart 2 - Key Findings for the World Market for Health and Wellness
Chart 3 - Health and Wellness Crosses USD1 trillion as Functional Claims go Mainstream
Our Expert's View of Health and Wellness in 2026
Chart 4 - Our Expert's View of Health and Wellness in 2026

INTRODUCTION

Top Five Trends in Health and Wellness
Chart 5 - Top Five Trends in Health and Wellness
Top Five Trends Uncovered
Foundational wellness: Clean label as licence to operate
Metabolic reset: From “maxxing” to nutritional balance
Gut health: Gateway to healthy longevity
The mind: Next major wellness territory
Precision and proof as the ultimate premium
Drivers of Consumer Markets and Impact on Health and Wellness
Shifting economic power
Population change
Environmental shifts and pressures
Technological advances
Changing values
Adjacent Industries and How They Impact Health and Wellness
Chart 6 - Wellness Food and Drinks’ Future Shaped by Consumer Health and Beauty Trends

STATE OF THE INDUSTRY

Soft Drinks Sets the Pace; Dairy and Snacks Are the Next Prize
Chart 7 - Global Health and Wellness Sales by Industry 2020/2025
Soft Drinks Power the Fastest-Growing Claims as No Sugar Nears Natural
Chart8 Largest - Health and Wellness Claims Globally by Food and Beverage Industry 2020-2030
Clean-Label Is Now a Licence to Operate, Not a Differentiator
Chart 8 - Forecast CAGR of Clean-Label Claims in Food and Beverages 2026-2030
Protein, Fibre and Biotics Power Metabolic Health as Glp-1 Reshapes Food Demand
GLP-1 at the centre of metabolic health
Ready meals and dairy reformulated
Pre/Probiotic and low sugar claims benefit
Chart 9 - Analyst Insight for the World Market for Health and Wellness
Chart 10 - Global Metabolic Health Claim Sales 2020 Vs 2025
Soft Drinks and Dairy Dominate Health and Wellness Growth across All Regions
Chart 11 - Health and Wellness Sales by Industry and Region 2020-2025
Asia Is Now Where Health and Wellness Growth Is Won
Chart 12 - Health and Wellness Value Growth by Market 2020-2025
Growth Leadership Shifts From Mature to Emerging Health and Wellness Markets
Chart 13 - Health and Wellness Sales By Industry and Region 2020-2025
Snacks Explore Their Own Functional Path, Guided by Soft Drinks’ Major Forays
Chart 14 - Fortified/Functional % Cagr 2020-2025 Vs 2026-2030 by Category, World

Mind Health Is Now a Mass-Market Imperative across All Generations
Chart 15 - "My Stress and Anxiety Have a Moderate/Severe Impact on My Everyday Life"

COMPANIES AND PRODUCTS

In Health and Wellness, Agility Is the Survival Skill That Scale Cannot Replace
Chart 16 - Euromonitor International's Competitor Analytics
Energy and Functional Drinks Lead the Top 10; Clean-Label Food Brands Are Closing in
Chart 17 - Functional Drinks Lead, but Agile Brands and Own-label are Closing In
Top 10 Brands in Health and Wellness by Value Sales 2025
Chart 18 - Top 10 Brands in Health and Wellness by Value Sales 2025
Fastest-Growing Health and Wellness Brands Occupy Every Rung of the Wellness Ladder
Chart 19 - Top 15 Fastest-Growing Health And Wellness Brands 2020-2025
Retailer Brands Now Sell Health as Value; Brands Must Prove Efficacy
Chart 20 - Analyst Insight for the World Market for Health and Wellness
Chart 21 - Health and Wellness Value Sales for Private Label in Selected Regions 2020 Vs 2025
Leading Brands Drive Wellness Innovation with Clean-Label, Energy Hydration and Biotics
Chart 22 - Launch Events by Count 2025-2026

FUTURE OUTLOOK

Our Expert's View of Health and Wellness to 2030
Chart 23 - Our Expert's View of Health and Wellness to 2030
Mature Markets Add Most Value to 2030, but Asia More Dynamic
Chart 24 - Regional Health and Wellness Sales by Industry 2026-2030
Chart 25 - Analyst Insight for the World Market for Health and Wellness
The US Anchors Health and Wellness Growth, but Asia and Europe Are Gaining Ground
Chart 26 - Top 10 Largest Forecast Growth Countries in Health and Wellness 2026-2030
Chart 27 - Analyst Insight for the World Market for Health and Wellness
Soft Drinks and Dairy Lead to 2030, but Entire Food and Drink Spectrum Now Involved
Chart 28 - Health and Wellness Sales by Region 2026-2030
Chart 29 - Analyst Insight for the World Market for Health and Wellness
Bread, Coffee and Kombucha Lend Themselves to Health Benefit Claims to 2030
Chart 30 - Top 15 Fastest-Growing Categories for Health Benefit Claims, World

CONCLUSION

Challenges and Opportunities for Health and Wellness
Chart 31 - SWOT Analysis
Opportunities for Growth
Chart 32 - Opportunities for Growth
About the Author
Chart 33 - About the Author

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/the-world-market-for-health-and-wellness/report.