



Euromonitor
International

Business of Wellness and Longevity: Key Expansion and Growth Levers

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EXECUTIVE SUMMARY

Why read this report?

Key findings

Wellness reshaped by blurred boundaries and interconnected business models

INTRODUCTION

Business of wellness and longevity

Robust wellness economy with distinct momentum in technology and services

Wellness becomes an infrastructural growth engine across every business

Business of wellness and longevity: Key growth and expansion levers

FUNCTIONALISATION AND REFORMULATION

Function-led innovation drives further category blurring and benefit cross-pollination

Medical-grade claims and advanced longevity focus underpin reformulation strategies

L'Oréal takes cues from “functional hydration” and extends longevity-led formulations

Kate Farms formulates for women on GLP-1 with specific protein needs

IM8 Pro dietary supplements advance into clinical-grade healthspan support

Further precision and specialisation to bring enhanced premium differentiation

DIGITALISATION AND TECHNOLOGY

Integration of new operational models for measurable and predictive health insights

Social and GenAI-first discovery transform engagement and brand responsibility

Nu Skin evolves its scanner technology with Prysm iO intelligent wellness device

Amazon's Health Benefits Connector bridges health guidance, content and commerce

Oura addresses gender health gaps with new proprietary women's health LLM

Augmenting propositions through targeted product - diagnostics - guidance fluidity

SERVICE-LED MODELS AND ADJACENCIES

Service-led adjacencies redesign consumer wellness journeys

Building experiential wellness through partnerships, medical grounding and accessibility

Niagen Biosciences: From in-clinic to D2C via telehealth and at-home formats

Nestlé Health Science store blends retail, service and data-led personalisation

Estée Lauder Skin Longevity Institute translates science into service-based experiences

From stand-alone product to experience-centric value as a new growth lever

CONCLUSION

Business of wellness and longevity: How to win

Questions we are asking

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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/business-of-wellness-and-longevity-key-expansion-and-growth-levers/report.