Euromonitor International

Voice of the Consumer: Health Survey Key Insights 2026

November 2026

EXECUTIVE SUMMARY

Why read this report?

EXECUTIVE SUMMARY

Key findings

INTRODUCTION

Exploring today’s consumer lifestyles and health journeys

HEALTH, REDEFINED

Generational shifts in health assessment and perceptions
Distinct health priorities create diverse opportunities
Hybrid healthcare journey
Nuropod features innovative neurotech device for improved mental health

MOVE, FUEL, REPEAT

No matter the motivation, the rhythm is steady
Fuelling the body for everyday performance
Movement and supplementation: The perfect match
Vital Proteins innovates with beauty and muscle strength positioning

THE EVOLVING HEALTH JOURNEY OF GLP-1 USERS

Weight management extends beyond medication
Beyond medication, breaking barriers is key for successful treatments
GLP-1 users show broader vitamin and supplement engagement
Essential Nutrition diversifies towards GLP-1 friendly space

TECH-ENABLED HEALTH

The trust gap impacting engagement on digital health tracking
From performance to preventive health with wearable devices
How AI meets consumers across the health journey
Natural Cycles support women’s health beyond fertility

CONCLUSION

Opportunities for growth

ABOUT OUR RESEARCH

Why are Euromonitor International’s consumer insights data unique?
Overview of the Voice of the Consumer: Health and Nutrition Survey
Voice of the Consumer: Health and Nutrition consumer segments 2025

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/voice-of-the-consumer-health-survey-key-insights-2026/report.