# Health & Wellness Market Trends/Customer Journey in SEA

Aug 2022



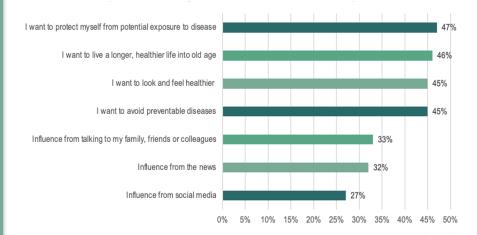




## **Increase Health Conscious in SEA**

- Health and wellness products were a key trend in Asia even before the pandemic, with covid, this has accelerated further.
- It was reported that 54% of consumers proactively search out for Health and Wellness goods. With 47% wanting to protect themselves from diseases and 33% was influenced from talking to their family, friends or colleagues - refer to Diagram 1.
- Increase in health consciousness not only made Asians adopt a more healthy lifestyle, but their inclinations for health supplements also stem from the belief that prevention is better than cure.
- The rising consumerism in health and the growing middle class is going to be a long-term trend in SEA, as most are willing to pay a premium for health and wellness.

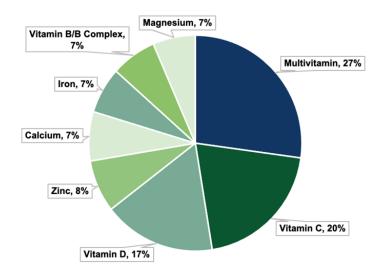
## Diagram 1: Top Reasons why Health has become more Important



Source: NielsenIQ, Bair

Millennials and Gen-Z are the Emerging Consumers of Supplements

**Diagram 2: Top Supplements consumed** 



Multivitamin is the most consumed, followed by Vitamin C

#### Millennials and Gen Z:

- Views Health as a lifestyle pursuit and are the core consumers of supplements
- Seek ways to adapt their lifestyle to include supplements and are on the lookout for benefit-led solutions that are backed by science
- Were over twice as likely to buy more vitamins as compared to the baby generation, influenced by the Covid 19 pandemic
- Views shopping for health supplements as a leisure and thus, online reviews, product browsing, and participating in shopping festivals are part of their online shopping ritual
- Are always browsing unlike the very search-led behavior in the west

#### What does this mean to brands?

Importance of the integration of tools including recommendation, social presence, and entertainment together with one core proposition, which is value of money.

# **Customer Journey for Health & Wellness Products**

Consideratio Post-Re-Interest **Purchase Awareness** purchase purchase **Gets interested Evaluates** Commits to a May become **Becomes aware Expect good** of their needs. in finding a specific specific solution; product interested in products and expanding use solution, begins justifies reasons performance parameters Consumers to discover services: for purchase of goods and and customer becomes willing trends, products, services brands through to engage with become an platforms and brand/sellers social circles Show what it's Validate their Continuously Stay in touch Focus on Focus on **like** to be in your and look for problems and solutions. decision, make engage pain points. Use **customer** in opportunities big-picture Trials, pricing, process easy. to upgrade. Brands industry-focused evaluate buying backed by content: social program. Check product use, or add new reviews, etc advertising,



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