

Health & Wellness Market Trends/Customer Journey in SEA

Aug 2022

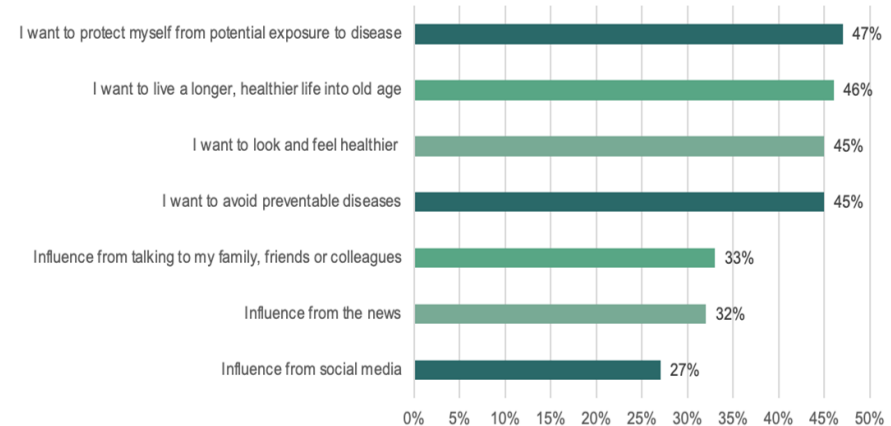
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Increase Health Conscious in SEA

- ❖ **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.**

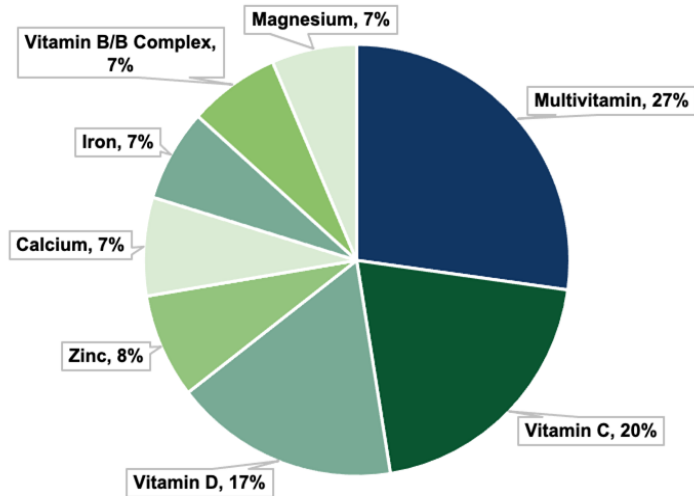
Diagram 1: Top Reasons why Health has become more Important



Source: NielsenIQ, Bain

Millennials and Gen-Z are the Emerging Consumers of Supplements

Diagram 2: Top Supplements consumed



Multivitamin is the most consumed, followed by Vitamin C

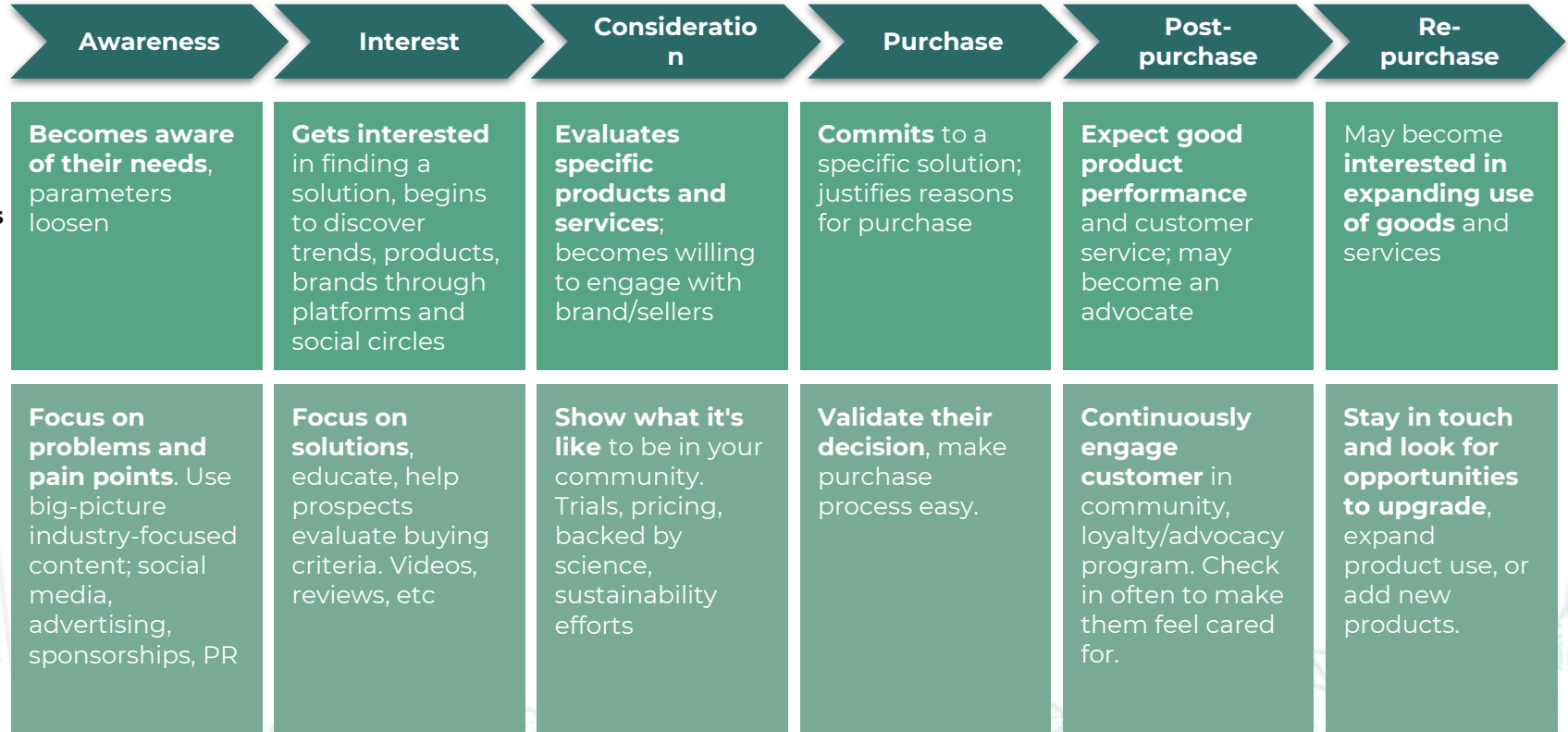
Millennials and Gen Z:

- ❖ **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



Let the Catalysis Begin

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