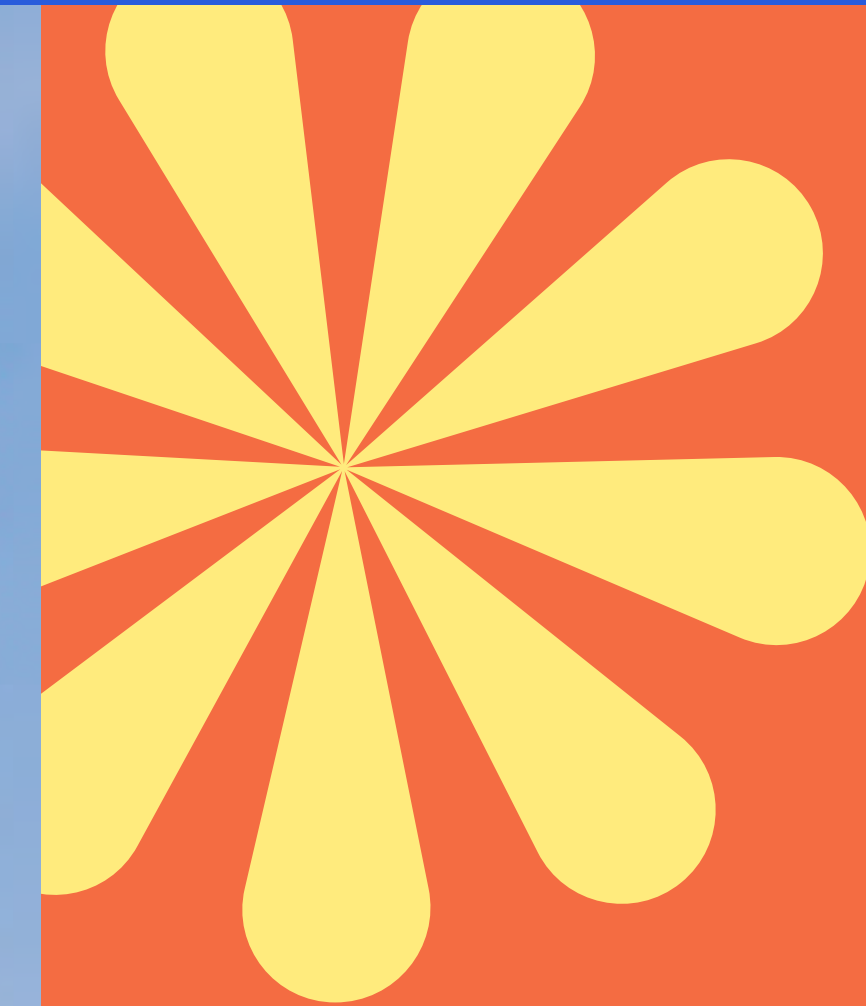


Eulogy

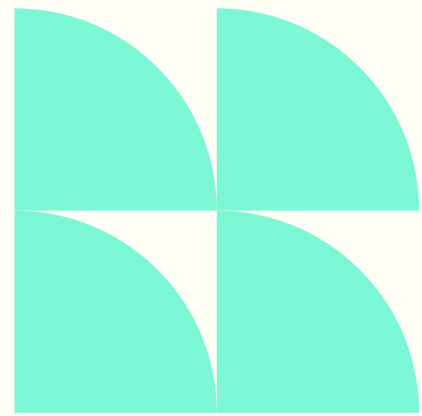
REDEFINING WELLNESS

from self care
to communities



Health and Wellness
Trends Report

INTRODUCTION

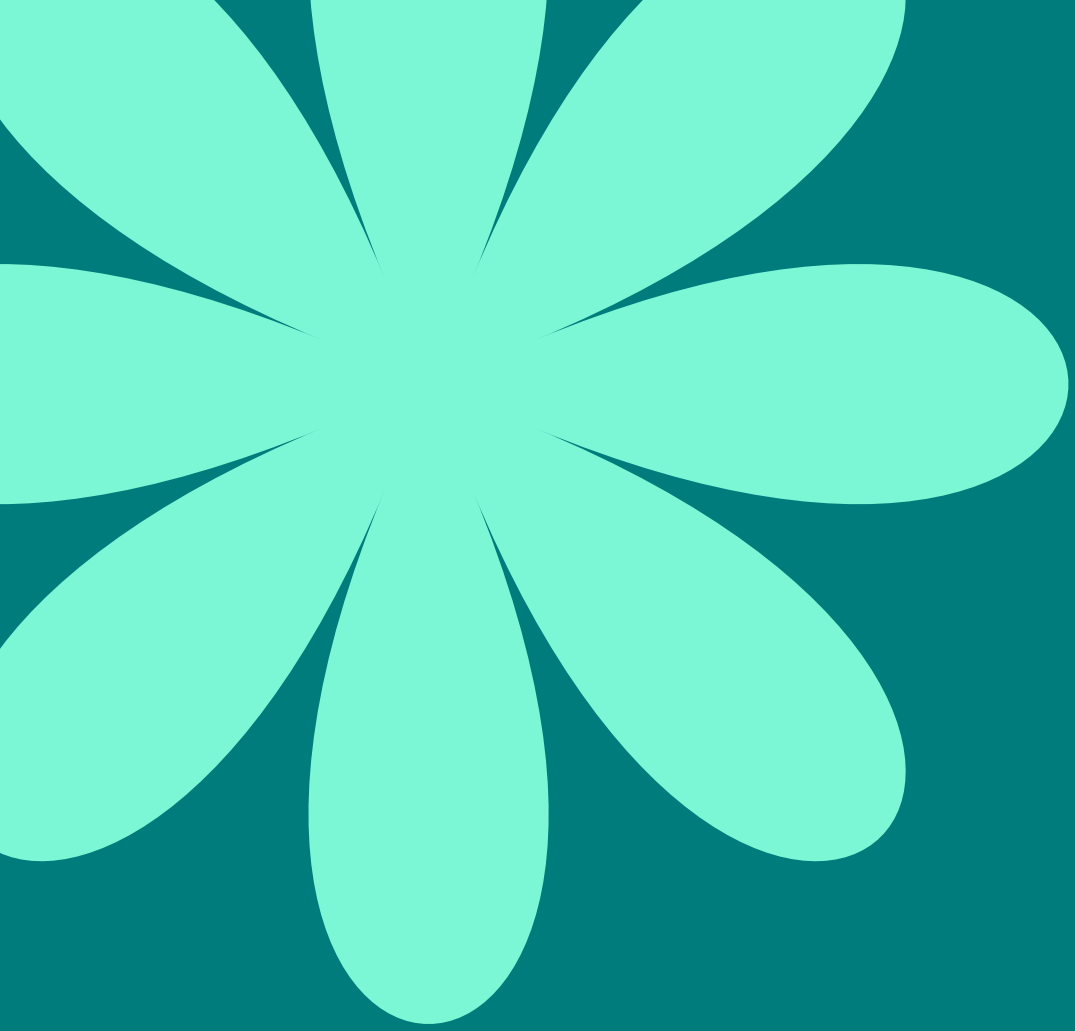


Challenger brands have exploded into public consciousness in the last few years, leaving many legacy brands playing catch up.

The younger generation is driving much of this growth and trends are fast-paced - largely informed by TikTok, celebrity, and influencer culture.

In this report we'll be looking at some of the top evolving wellness trends, and where opportunities lie for brands to engage with audiences authentically in this space.





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WELLNESS FOR COMMUNITIES

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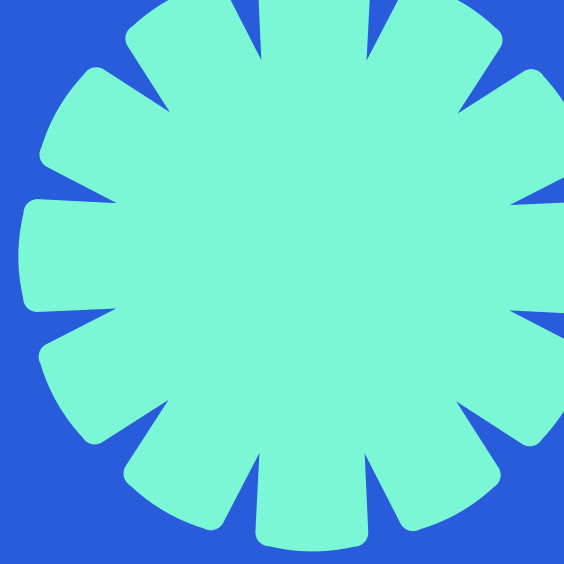
SECTION ONE

WELLNESS FOR *YOU*



WELLNESS FOR YOU

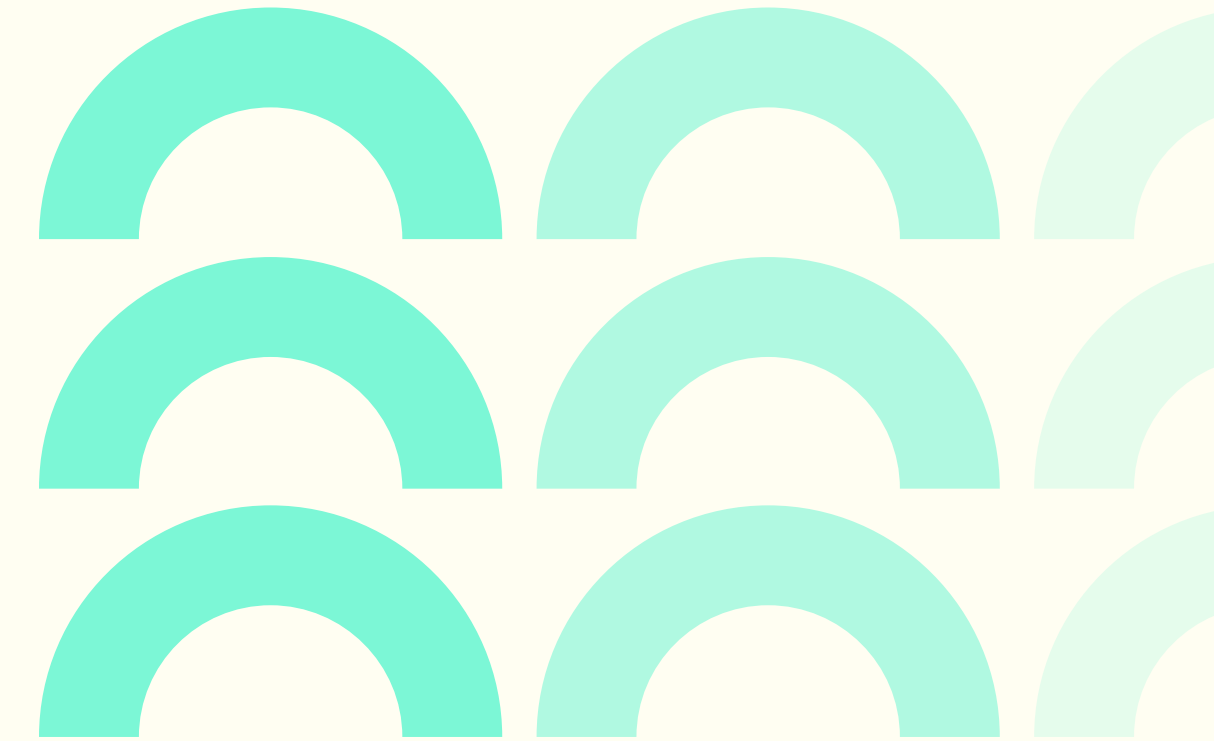
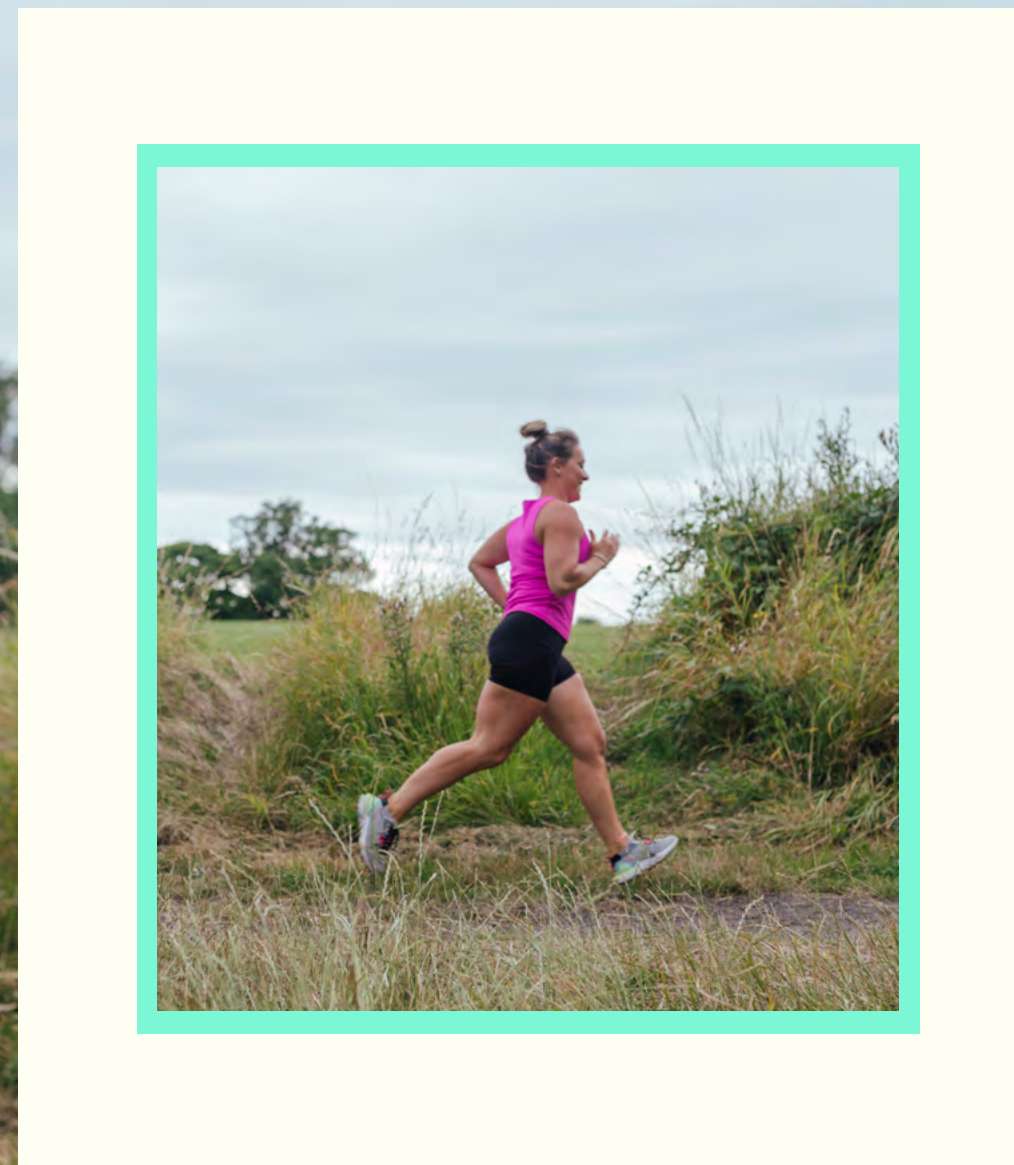
SELF-CARE = CALM + CONTROL



Thanks to the growing desire to take health and wellbeing matters into our own hands, 35% of Brits now sport a wearable device.

With this digitisation comes the desire for tailored and personalised health advice over one-size-fits-all wellness solutions.

With some biohacking tools becoming 'status symbols' for wellness enthusiasts, brands need to maintain credibility with claims that are rooted in science.



HOW COULD YOUR BRAND HELP PEOPLE TAKE CONTROL OF THEIR HEALTH?

WELLNESS FOR YOU

IT'S NOT A COMPETITION

With a much wider mix of bodies, ages, and abilities getting into sports and fitness, fitness trends are slowing down and becoming gentler.

Toxic over-exertion is out. People are working smarter, not harder, and ditching the obsession with PBs, and 'no pain, no gain' mindsets.

Fitness trends like #CosyCardio, Slow Running, Soft Hiking, and 75 Soft Challenge are kind to your body and soul and focus on performing at your own pace.

To appeal to this new cohort of kinder fitness enthusiasts, brands need to tailor their message, and consider when to do away with the dominant narratives of competition and success.



Asics partnered with mental health charity Mind to redefine a “personal best” – focussing on how exercise makes us feel and encouraging more people to move for their mental health.

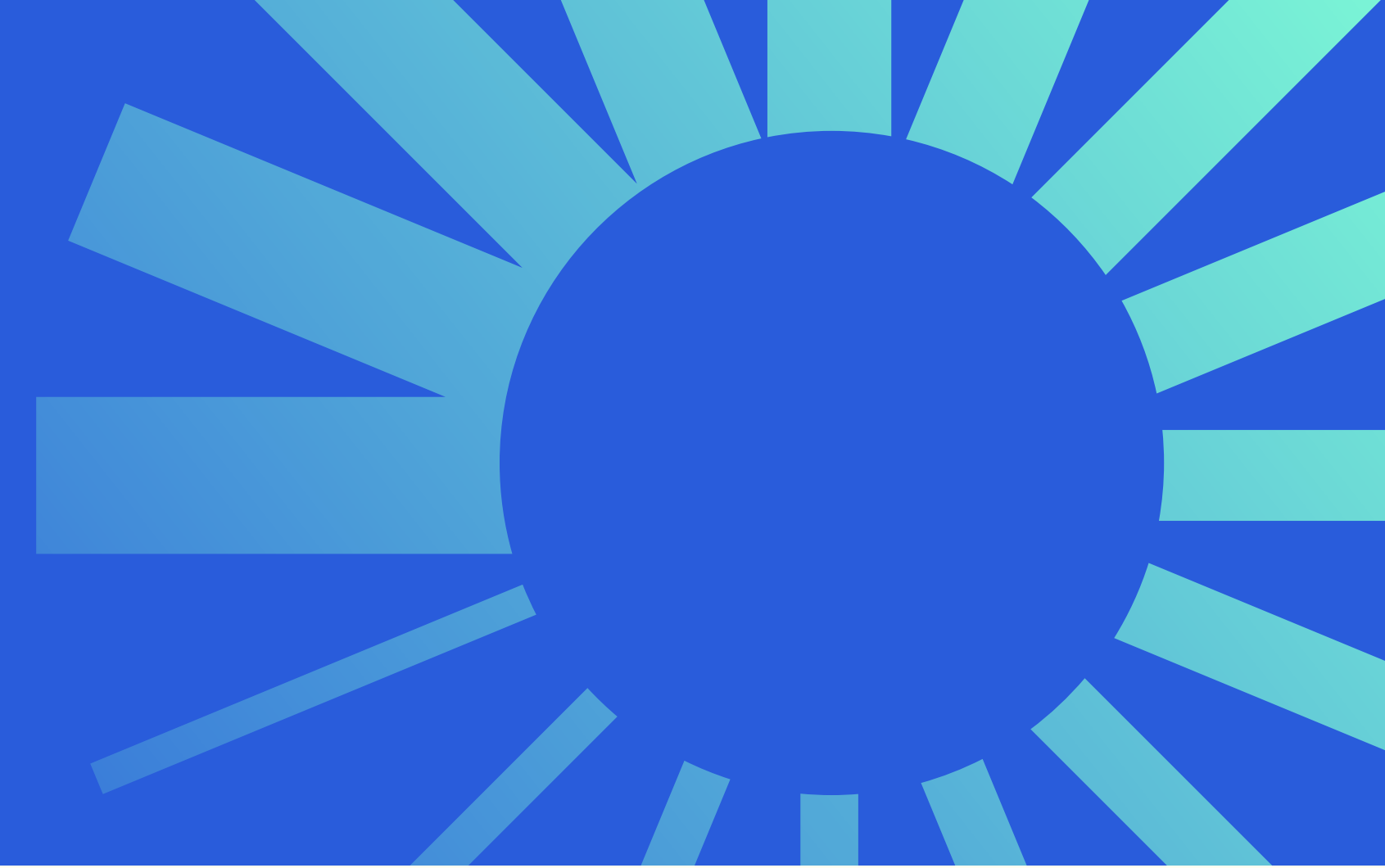
They found that performance-obsessed exercise culture was putting Brits off.



WHAT CAN YOU DO TO WELCOME NEW AUDIENCES?

WELLNESS FOR YOU

POWER TO PROTEIN



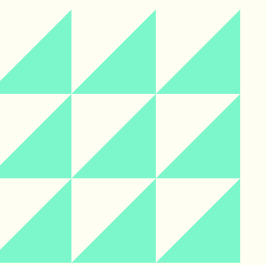
Once known as the gym-goers favourite muscle-gain ingredient, protein has gone mainstream – thanks to its gut health and ‘feeling-fuller-for-longer’ qualities.

With fewer people counting calories, protein has become the new gram to watch with the protein ingredients markets projected to grow to \$47.4 billion by 2032.

According to McKinsey and Co, more than 80% of people think their gut health is important, and 50% plan to prioritise it over the next three years.

Tackling the ‘poo taboo’, gut health videos, which have attracted 8.2 billion views on TikTok, are revealing the link between our microbiome, mental health, and immunity.

CAN YOUR BRAND HELP TACKLE A HEALTH TABOO?



WELLNESS FOR YOU

WELLNESS IS JOYFUL



Gen Zers are looking for brands to inject more joy into their wellness habits and are actively seeking brands that boast playful branding and novel flavours.

Consumers will tune in to content that feels playful and emotionally fulfilling and tune out of content that feels finger-waggy, judgemental, scare-mongering, or pressured.

mio

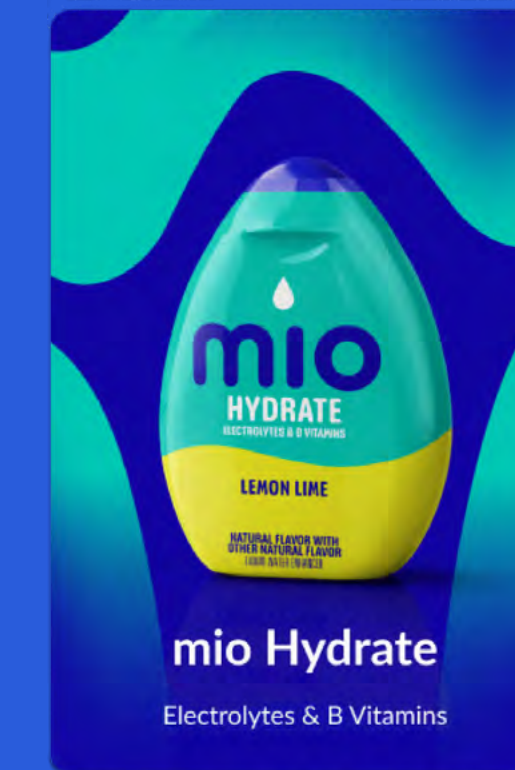
Kraft Heinz launched a rebrand for Mio, a liquid concentrate additive to water, focusing on Gen Z-friendly aesthetics. The rebrand uses softer visual features and brighter patterns, alongside a new tagline offering ‘wellness on your wavelength’.



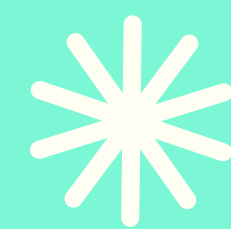
mio Energy
Caffeine & B Vitamins



mio
Customizable flavor



mio Hydrate
Electrolytes & B Vitamins



HOW COULD YOUR BRAND INJECT MORE JOY INTO ITS COMMS?

SECTION TWO

WELLNESS FOR COMMUNITIES



WELLNESS FOR COMMUNITIES

ALTERNATIVE WELLNESS SPACES

Commonplace in countries like Finland, the UK is experiencing a burgeoning sauna culture, even celebrating its first sauna festival: The Saunaverse.

Saunas are increasingly being used as community spaces and event hubs, combining saunas with hobbies like music, art and poetry. Themed running clubs are also gaining popularity.

Wellness tourism grew annually by

79%

more than the global average of

36%

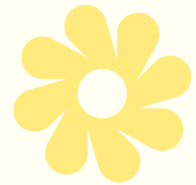
**COULD YOUR
BRAND CREATE
AN ALTERNATIVE
WELLNESS SPACE?**

With fewer people drinking and frequenting pubs or clubs, alternative hang-out spaces that incorporate wellness benefits are emerging.



ALL ABOUT INCLUSIVITY

HOW COULD YOUR BRAND MAKE THE WELLNESS SPACE MORE INCLUSIVE?



Where once 'health' was associated with 'thinness', today it's about inclusivity.

Wellness is for everyone – which means a break away from stereotypes and a 'one-size-fits-all' approach, with demand to celebrate diverse health narratives.

Sports that were once associated with specific body types, genders, or races, are now becoming more accessible thanks to a flurry of clubs and initiatives.

HOKA partnered with LA-based hiking group Black Girls Trekkin' to celebrate diversity and re-imagine who is represented in the outdoors. Similarly, This Girl Can by Sport England addresses gender stereotypes in sport.



London-based Soft Life Ski brings an Afro-Caribbean spin to snow sports with an annual festival on Europe's slopes, improving access to a sociable outdoor pursuit that Black people have been excluded from due to the archetype of the White wealthy skier.

LESS AGE, MORE ATTITUDE

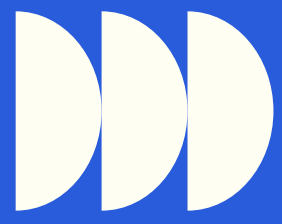


Despite generational differences when it comes to wellness behaviours and attitudes, gone are the days when brands target consumers based on age alone.

It is better to create audience personas based on aligned behaviours or attitudes. Age is just a number, after all.

With Gen Z redefining wellness with a softer and more holistic approach, Gen X and Y overcoming stigmas to open up conversations on taboo topics like sex and menopause, and Boomers redefining ageing stereotypes, it's an exciting time to turn cliches on their head.

IS YOUR BRAND ENGAGING ALL POTENTIAL AUDIENCES?



BUT WHAT DO WE KNOW?

Eulogy is a full-service creative communications agency for ambitious and innovative brands, that makes our clients known for what matters most.

We're made up of a team of communications specialists, social and digital strategists, content creators and creatives; all of whom help clients stand out, or stand up, to grow their brand and business.

WHAT DO *YOU* WANT TO BE KNOWN FOR?

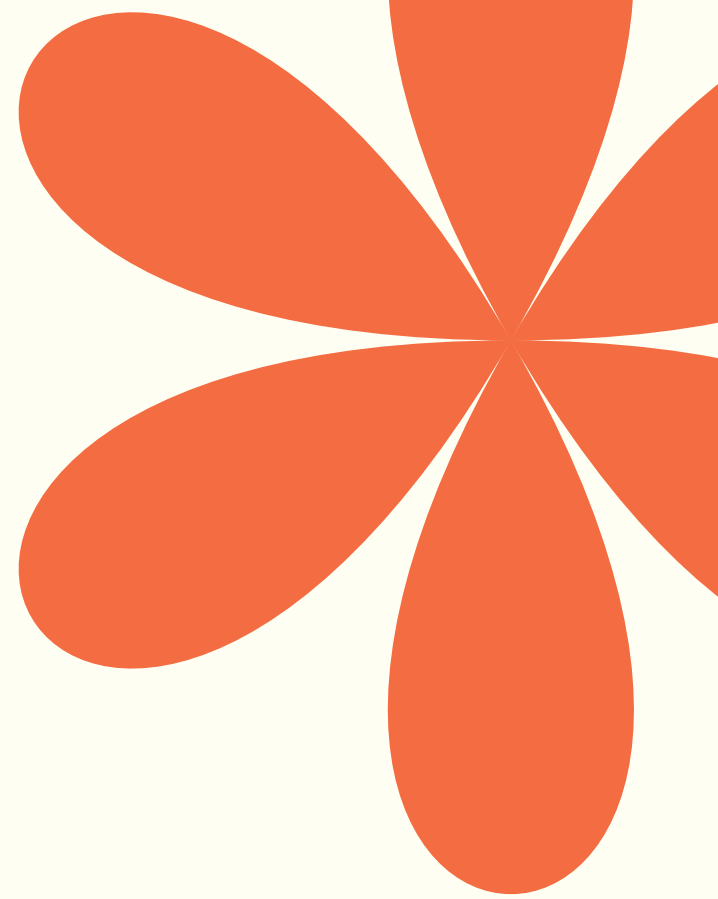
At Eulogy, we know wellness. We've helped some of the world's top wellness brands disrupt their categories and drive behaviour change in the UK market and beyond – including ŌURA, Noom, Liquid Death, and Headspace.

Liquid Death

ŌURA

NOOM

headspace



Find out how we can help your brand tap in to and drive wellness behaviours

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