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5 CONSUMER HEALTH AND WELLNESS TRENDS TO WATCH IN 2025

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The health and wellness industry is thriving like never before. Consumers are taking charge of their wellbeing — prioritising health span as well as lifespan, embracing benefit-led ingredients, exploring GLP-1s for weight management, returning to wellness basics, and seeking more accessible healthcare options.

From lion's mane mushrooms to innovative patches that boost GLP-1 levels, Boxclever's trends experts have identified the top health and wellness trends to watch out for in 2025.



01 FOCUS ON LONGEVITY

WHAT IS THE TREND?

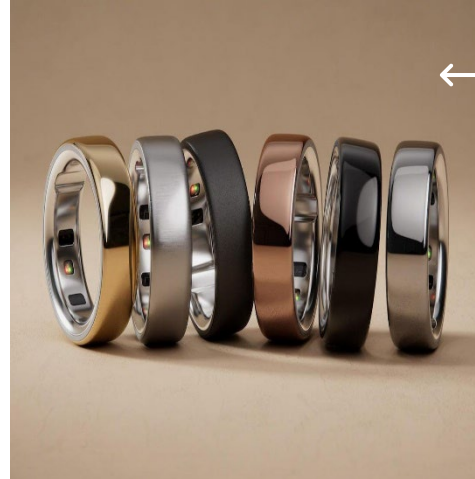
Consumers in 2025 are focused on long-term youth and vitality and are seeking ways to extend not just their lifespan, but also their 'health span' - in other words, living healthier for longer.

There is a growing shift in the mindset towards preservation, with consumers taking control of their own health. As the NHS continues to struggle and food companies come under fire for ultra-processed foods, this sentiment of individual responsibility is likely to persist.

Empowered by this outlook, individuals are taking steps to safeguard their well-being, mindful of what they're putting in their bodies as well as actively seeking preventative measures to maintain their mental and physical health.

REFERENCES

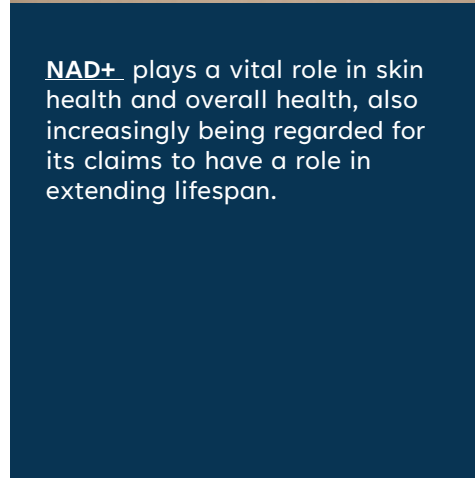
[IWSR](#), 2024.



The **Oura Ring** gives consumers a discreet way to monitor health metrics like sleep, exercise, stress and their heart. They also provide data on a person's metabolic age and heart age so consumers can work on reducing them.



Consumers continue to reduce alcohol consumption in pursuit of long-term health benefits. The alcohol-free market is set to grow by 7% in volume by 2027 (IWSR). **Botivo** is an alcohol-free alternative that promises the depth of flavour.



NAD+ plays a vital role in skin health and overall health, also increasingly being regarded for its claims to have a role in extending lifespan.



Absolute Collagen offers multifunctional anti-ageing ingredients such as collagen and Vitamin C, proven anti-ageing skin ingredients, as well as benefitting bone density, muscle health mass and heart health, particularly important for women as they enter midlife.



Clinically proven to see results in **6 weeks***



REDUCED VISIBILITY OF FINE LINES AND WRINKLES



BOOSTED SKIN ELASTICITY



FULLER, THICKER FEELING HAIR



GLOWING SKIN

BOXCLEVER SAYS:

Brands should align with consumers' aspirations for healthier, longer lives by sharing knowledge and positioning themselves as trusted partners.

This is a great opportunity to foster consumer loyalty through engagement and a shared sense of purpose, with potential to unlock to new audiences – from the ageing population seeking health maintenance to health-conscious younger consumers who are already focused on proactive health management.



02 OWN LABEL DRIVES MASS ADOPTION OF HEALTH INGREDIENTS

WHAT IS THE TREND?

The explosion of health and nutrition content online has seen specific health ingredients move into the mainstream, with consumers looking for specific benefits and ingredients in their food and drink choices. 62% of customers now look for efficacy of the ingredients as a sign a product is healthy for them.

However, the cost of living has meant many consumers are also focused on affordable options. Grocery retailers are tapping into a demand for affordable foods and beverages with specific health benefits, bringing what was once niche into the mainstream.

Supermarkets have been increasing their health food offering for some time, but are now quickly expanding their own ranges, tapping into the sentiment that good health should be available to all.

REFERENCES

[Nutiani](#), 2024.



In 2024 [Aldi](#) launched their own brand Kefir drink. MD of Buying at Aldi stated “We want to bring our shoppers a more affordable alternative to current Kefir drinks on the market - as good gut health should be accessible to everyone”.

[Sainsbury's](#) are rolling out a range of new own label health products. This includes a choice of health drinks including ingredients such as collagen and kefir and offering benefits such as increased immunity and digestion.



[M&S](#) have released new product lines and expanded existing ones, emphasising multiple health benefits such as gut health, brain health, high protein and weight management. They are also incorporating trending mushroom ingredients including lion's mane and reishi mushrooms, into mainstream products like drinks and salads.



In 2025 [Tesco](#) are set to launch an own label range of yoghurts under a new brand called ‘Gut Sense’ . “With the gut influencing many bodily functions, including the immune system, it’s no surprise that people are seeking support to maintain good gut health.” Tesco Nutritionist.

[Holland & Barrett](#) have been expanding their own label food and drink offer, and has recently partnered to sell own label products via Ocado.



BOXCLEVER SAYS:

Consumers are currently balancing restrained budgets alongside the desire to explore the latest ingredient trends. Brands offering affordable food and snack ranges targeting specific health agendas, as well as offering the must-have ingredient of the moment, will generate sales as well as online buzz. This demand for new and exciting ingredients will continue to move at an increasingly fast pace, driven by TikTok and health influencers, so it will be imperative for brands to stay tapped into what is new and exciting. Promoting the message of ‘accessible health for everyone’ will also harness loyalty and brand trust.



CONSUMER HEALTH AND WELLNESS TRENDS

03 GLP-1s GAIN TRACTION

WHAT IS THE TREND?

In 2025, GLP-1 injections, known by brand names Ozempic, Wegovy and Mounjaro, will reach the mainstream in consumer consciousness. Available to a potential 3.4 million individuals through the NHS or purchased privately, they are used to manage blood sugar levels and suppress appetite. There are also a host of other potential health benefits being researched and expected to gain further media traction throughout 2025.

Health brands are already poised to capitalise on the growing prevalence of people taking the injections by offering products and diet plans that are 'GLP-1 friendly'.

New formulations claiming to stimulate the GLP-1 hormone are also entering the market, targeting those who cannot access or afford injections. From oral supplement and probiotics to patches, many of these products feature natural ingredients, though their efficacy is expected to be much lower in comparison to the medication.

REFERENCES

[Gov. UK](#)

A programme built to help you feel your best while taking weight-loss medication

Meet a programme designed to support people taking weight-loss medications. Reach your goals with the WeightWatchers® GLP-1 Programme.

- ✓ Designed for those on weight-loss medications*
- ✓ Powered by the creator of #1 US doctor-recommended weight-loss programme*
- ✓ Available in the award-winning WW app with features that simplify your journey

*This is for those already taking weight-loss medication and does not provide prescriptions to medication. **Based on a 2020 IGWA survey of 14,000 US doctors who recommend weight-loss programmes to patients in the USA.

Start today



Weight Watchers has launched a diet plan specifically for those taking GLP-1 medication.

Kind Patches are designed to increase GLP-1 levels.



US brand Lemme (founded by Kourtney Kardashian) offers daily supplements marketed as enhancing production of GLP-1.



Pendulum

Metabolic Daily

★★★★★ 245 Reviews

4-IN-1 DAILY PROBIOTIC

With clinically proven live strains, it rebalances the gut for digestive health, enhances metabolic function, supports a healthy immune system, and helps maintain a healthy weight.



Sustains energy levels



Helps metabolize sugars and carbs*



Enhances natural GLP-1 production**

*Based on preclinical studies. **Based on in vitro studies

Pendulum probiotics claims to improve metabolism, lower glucose levels and enhance natural GLP-1 production.

BOXCLEVER SAYS:

As consumers become increasingly aware of the role of GLP-1s, we expect to see growing interest in products that leverage this science to support weight loss and other emerging benefits. There are opportunities for retailers and brands to tap into the zeitgeist by offering accessible and affordable GLP-1 enhancing formulations. As the NHS rollout continues and private costs decrease, the number of people taking these injections will rise, making complementary nutrition plans and food and hydration products specifically marketed for those using GLP-1s increasingly appealing to a growing customer base.



04 WELLNESS GOES BACK TO BASICS

WHAT IS THE TREND?

While consumers have an abundance of information and scientific, tech-based solutions for improved health, there are signs of a growing desire for simplicity and a back to basics approach to health and wellness.

This trend is accelerated in the context of poor mental health and the loneliness epidemic (6 in 10 UK adults suffer from loneliness), along with a greater understanding of the link between physical health, positive human connection and a desire to spend more time in nature, away from the digital world.

As fatigue from data tracking and information overload sets in, a desire for simplified guidance will also emerge. While AI-backed health guidance and tech gadgets will continue to boom, overwhelm from online misinformation, toxic wellness narratives, and short-lived viral health fads will set in for some. Therefore, we'll see a cohort of consumers seeking out trusted, pared-back health advice and a more mindful, intuitive approach to health.

REFERENCES

[Centre for Social Justice](#), 2024, Lonely Nation



← **The Offline club** organises group hang outs where people can connect away from their phones.



Cycling brand **Rapha** offers clubhouses in retail outlets for people to connect, watch live events and share their passion.



Unplugged Rest are a company offering unique off-grid cabins nestled in nature, encouraging people to intentionally go offline for a 3 or 4 night digital detox.

BOXCLEVER SAYS:

A juxtaposition will exist for consumers – tech will increasingly offer enhanced solutions for health, but many will seek to balance this with a simplified and natural human approach. Products and services that speak to a back-to-basics approach to wellness and cut through information overwhelm will deliver on this sentiment.

Heritage health brands and retailers are well positioned to leverage their position as a trusted source and offer simplified health advice to combat misinformation and information overload. Brands should also tap into the need for positive mental health practices by facilitating experiences and events focussed on in real life connection, hobbies or time in nature.



← **Luna** is an app connecting teens with experts on health matters, aiming to cut through health misinformation and provide a safe space for advice and guidance.



05 GROWTH OF ON-DEMAND HEALTH SPECIALISTS

WHAT IS THE TREND?

As consumers continue to lose patience with NHS waiting lists, they are increasingly seeking easily accessible health services that connect them on demand to health experts and services. One in eight Britons used private healthcare in 2023 (YouGov).

This move towards the private sector is accelerating in response to the launch of Pharmacy First in 2024 and the promotion of private providers for health services, such as audiology on the high street and the move away from GPs and hospitals for routine services.

Brands and retailers are increasingly stepping in to bridge the gap between the NHS and costly private healthcare plans, utilising technology to enable on-demand access at reduced costs. This trend is evident across the wellbeing space, with on-demand therapists and virtual PT services gaining popularity among consumers.

REFERENCES

[YouGov](#), 2023,



Bupa has announced a new 'Netflix-style' GP subscription service starting at around £200 a year. The company is offering a remote same-day GP appointment service for £16.99 a month.



The private GP market has also seen significant growth in demand for face-to-face GP services, with providers such as **Spire Healthcare** developing a network of clinics following their acquisition of The Doctors Clinic Group.



Boots' £65 a month private mental health service launched in 2024 but had to temporarily pause the offer as it became so popular, with customer demand outstripping capacity.

“BOXCLEVER SAYS:

Consumers are managing busy lives, so will continue to look for convenience and fast access to health services and experts. Years of frustration with waiting lists, exacerbated by the pandemic, means they are willing to pay for access, but there is still a sweet spot of affordability. Companies that can strike the right balance between price and access, utilising both subscription and on-demand models, will succeed in capturing the increasing number of customers looking for on-demand support.



Self Space offers walk in access to therapists and has quickly expanded to five stores across London.



Get in touch for more information on how our trends team can support you

✉ KarlaRendle@boxcleverconsulting.com

www.boxcleverconsulting.com
4th Floor, Victoria Wharf, 4 The Embankment,
Sovereign Street, Leeds, LS1 4BA

