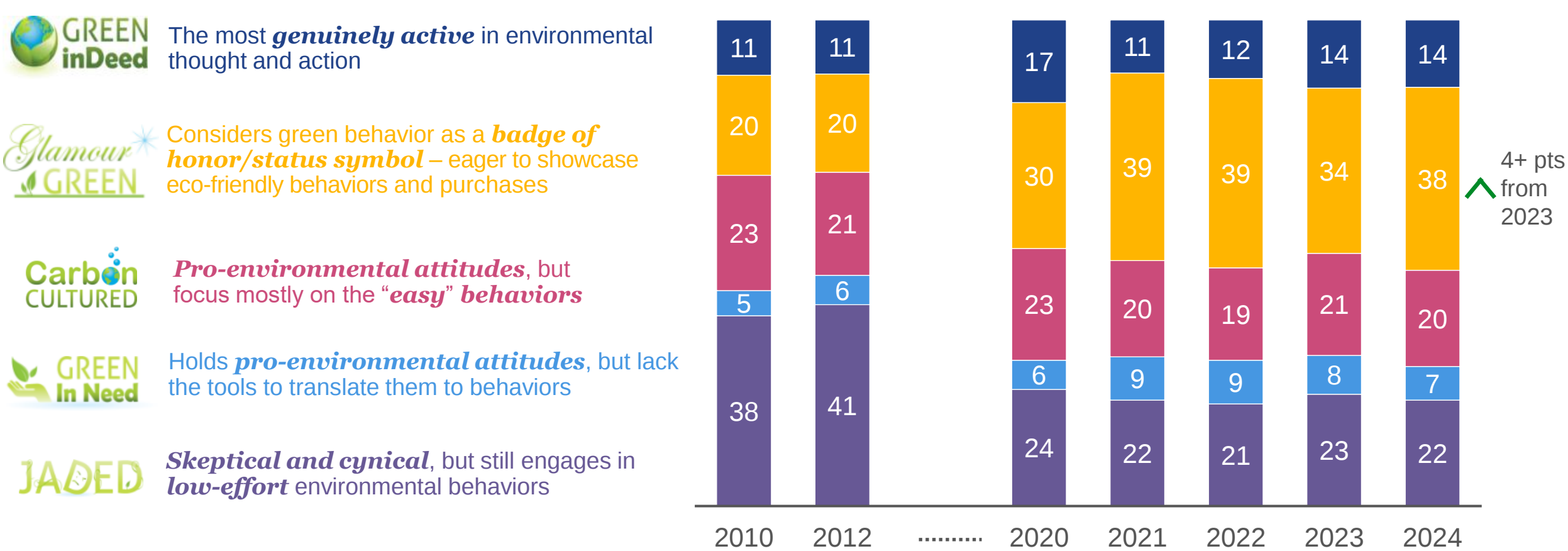


Wellness Meets Sustainability:
The Future of Conscious Consumerism

Section 1: The Intersection of Wellness & Sustainability

- **Definition:** Consumers are prioritizing products that promote both personal well-being and environmental responsibility.
- **Why It Matters for Retailers & Manufacturers:** Sustainable wellness products are driving growth, influencing purchasing decisions, and reshaping product innovation.

Section 2: Consumer Demand for Sustainable Wellness



- **Eco-Conscious Shoppers:** 41% of consumers would purchase a product that values and supports social equality or supports at-risk communities or minorities
- **Ingredient Transparency:** Growing demand for organic, non-GMO, and responsibly sourced ingredients.
- **Sustainable Packaging:** Almost 1 in 2 consumers are aware about sustainable packaging claims.

Section 3: Key Trends in Sustainable Wellness

Claims that saw the biggest *growth in categories* across the store*

Eco friendly certified

Drop off recycle

B-Corp certified

Women-owned

Recyclable

Regenerative agriculture

Renewable energy

Sustainable forestry initiative certified sourcing

Compostable

Upcycled

Plastic-free

Recycled packaging content

Sustainability certified



Plant-Based & Ethical Sourcing: Growth in vegan, cruelty-free, and fair-trade products.



Upcycled & Zero-Waste Innovation: Using byproducts and reducing food and packaging waste.



Carbon-Neutral & Regenerative Practices: Brands investing in carbon offsets and sustainable farming.

Section 4: Opportunities for Retailers & Manufacturers

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Sustainable Product Development: Reformulate with ethical and planet-friendly ingredients.
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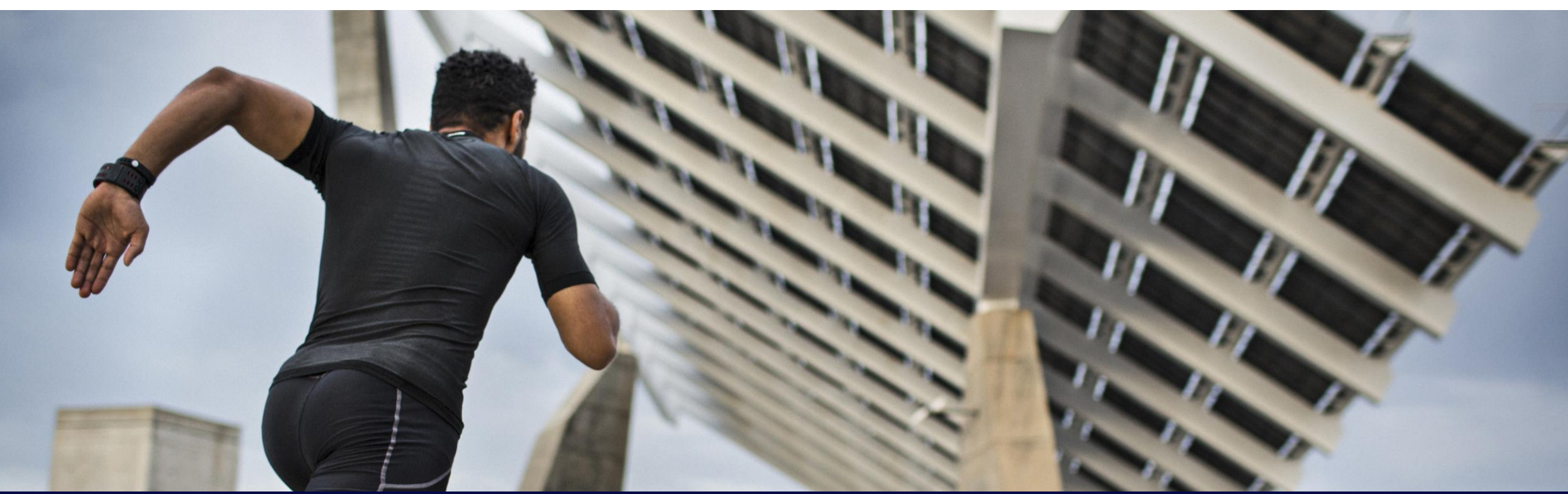
Eco-Friendly Merchandising: Highlight sustainability attributes in-store and online.
- 

Consumer Education: Engage shoppers through transparency, storytelling, and certifications.

Section 5: The Future of Wellness & Sustainability



- **The Rise of Circular Economy:** Consumers expect brands to take responsibility for their product lifecycle.
- **Regulatory & Policy Shifts:** Sustainability reporting and compliance requirements will increase.
- **Retail & Brand Adaptation:** Businesses that embrace sustainability will lead the next wave of wellness innovation.





Align your brand with the future of wellness—integrate sustainability into your strategy today!