

The Future of Wellness:
Key Trends Shaping 2025 & Beyond

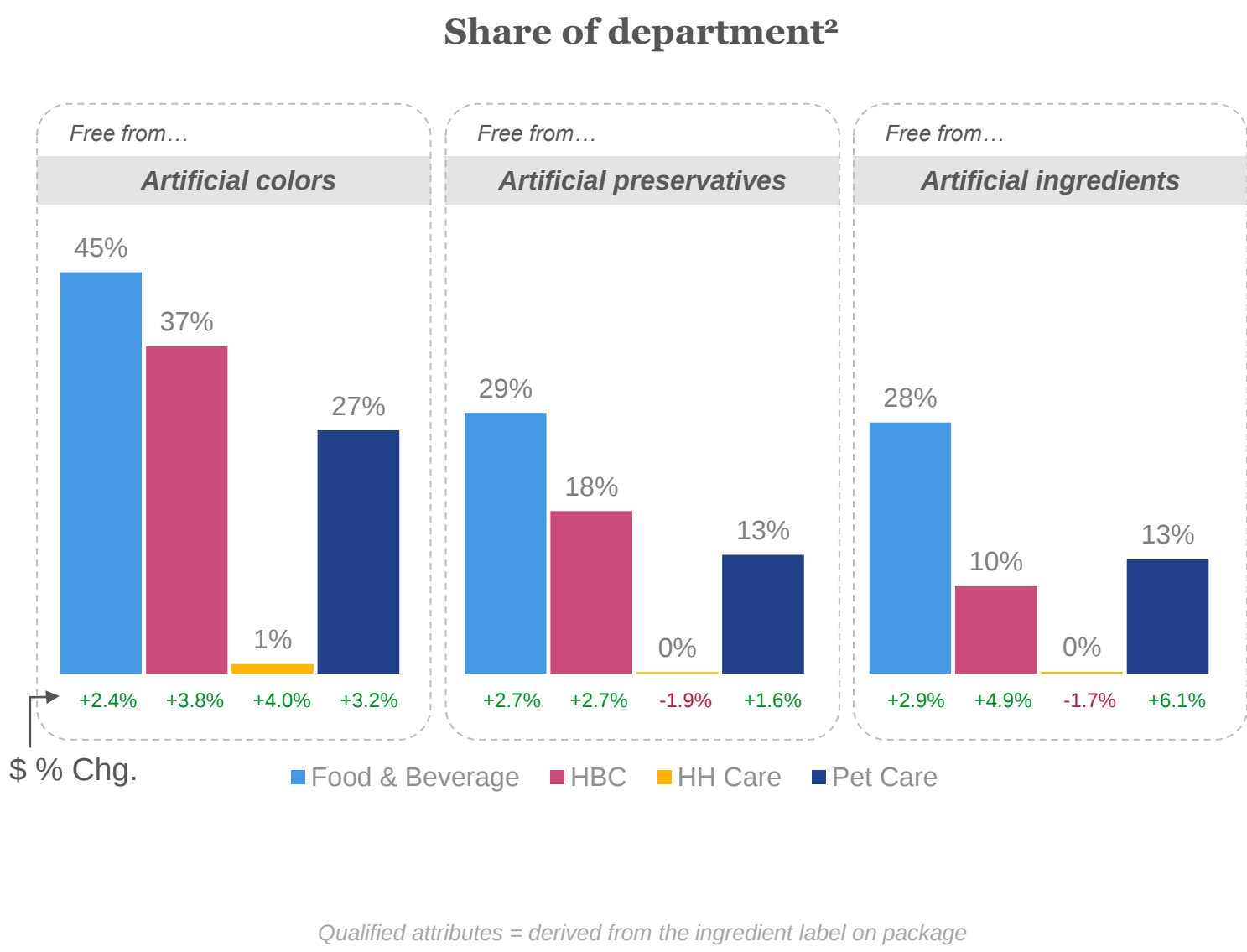
Section 1: The Evolving Wellness Landscape

- Definition:** Wellness is expanding beyond traditional health to include holistic, personalized, and tech-driven solutions.
- Why It Matters for Retailers & Manufacturers:** Consumers are demanding innovation in nutrition, self-care, and sustainability, reshaping product development and retail strategies.

Section 2: Key Wellness Trends for 2025

- Personalized Wellness:** AI-driven health solutions, biometrics, and DNA-based nutrition.
- Metabolic Health & GLP-1 Influence:** Demand for high-protein, gut-health, and functional foods.
- Sustainable & Ethical Products:** Growth in regenerative farming, upcycled ingredients, and zero-waste packaging.
- Holistic Mental & Emotional Well-Being:** Adaptogens, nootropics, and mindfulness-driven products.
- Tech-Enabled Wellness:** Wearable devices, VR meditation, and AI-powered diagnostics.

Continued evolution of clean label across store



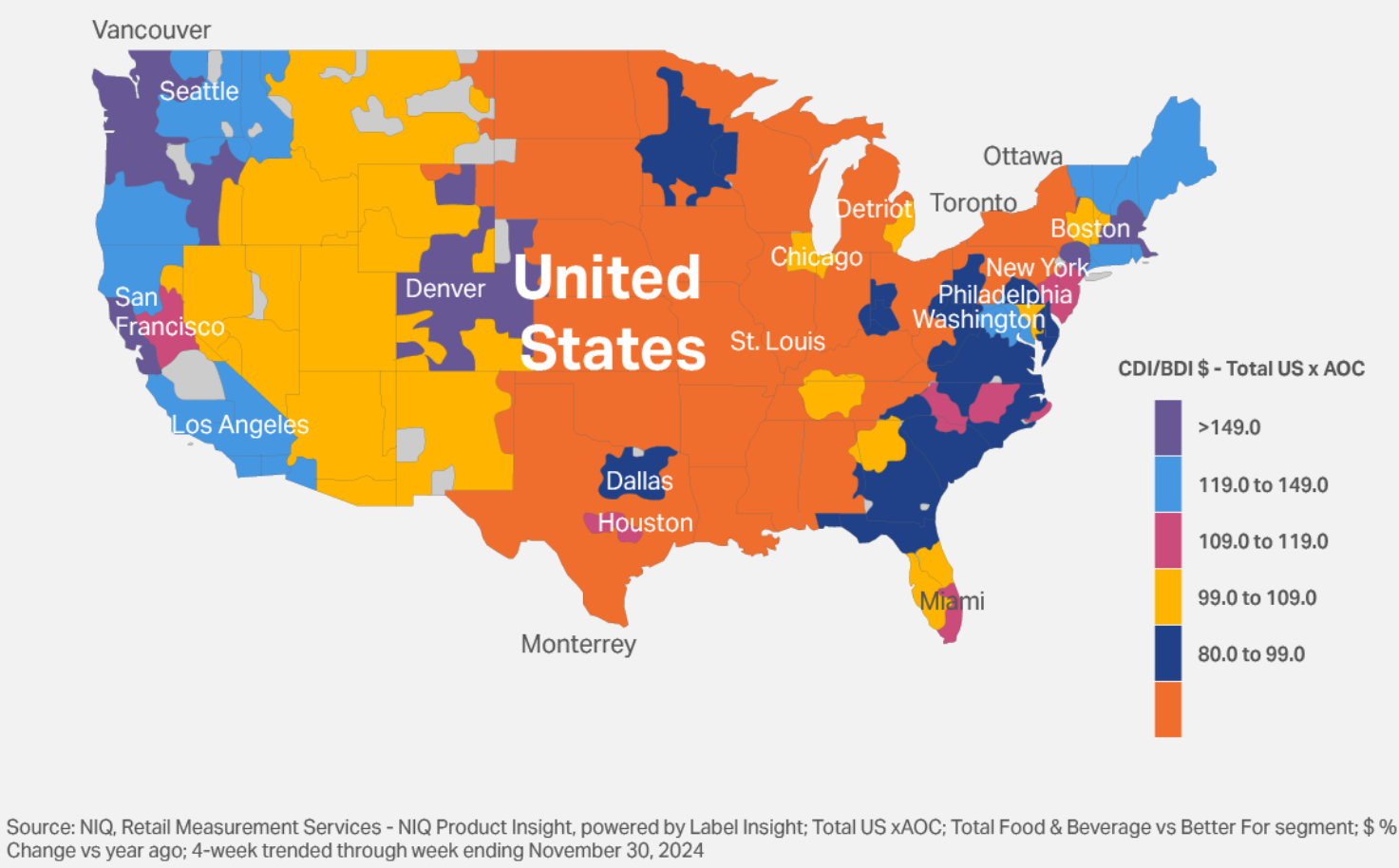
Section 3: Consumer Shifts Driving These Trends

- Longevity & Preventive Health:** Consumers prioritizing proactive healthcare and aging well.
- Clean Label & Transparency:** Demand for fewer ingredients, clear sourcing, and ethical practices.
- Convenience & Functional Nutrition:** Growth in ready-to-drink, on-the-go, and meal replacement solutions.

Section 4: Opportunities for Retailers & Manufacturers

- Product Innovation:** Develop wellness-focused products aligned with emerging trends.
- Omnichannel Experience:** Create seamless online and in-store wellness shopping journeys.
- Consumer Education & Engagement:** Leverage social media, influencers, and digital content to inform and inspire.

Better For™ indexes differently across the country



Section 5: The Future of Wellness Retail



- Integration of AI & Smart Tech:** Predictive health tools will enhance consumer decision-making.
- Retailers as Wellness Hubs:** Stores will offer personalized health assessments, product curation, and immersive wellness experiences.
- Sustainability as a Standard:** Eco-conscious manufacturing and carbon-neutral commitments will become industry norms.



Stay ahead in the wellness space—align your brand with the trends shaping the future!