

December 18, 2025

“The next wave of growth won’t come from bigger shelves—it will come from connected ecosystems that make progress the product. Consumers expect brands to help them achieve measurable goals—hydration, protein, sugar reduction—through tech-enabled experiences. Retailers and manufacturers must reimagine their role: integrate data, design frictionless pathways, and lead the shift from selling goods to engineering outcomes.”



Chris Costagli
Vice President,
Thought Leadership
F&B Insights Lead,
NielsenIQ

The takeaway...

- Resolutions are becoming a lifestyle framework for year-round wellness
- Food priorities indicate shoppers are looking for back-to-basics wellness
- Wearables drive measurable behavior change that turn intentions into action

Your next move...

- Reframe merchandising around managed goals
- Design products for intentional living
- Embed in the feedback loop economy to turn insights into purchase triggers

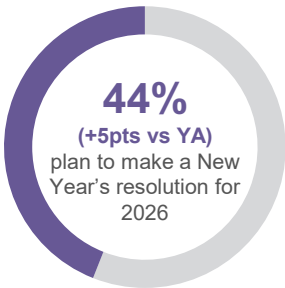
2026, The Year Of Measurable Wellness?

Implications for the FMCG Industry

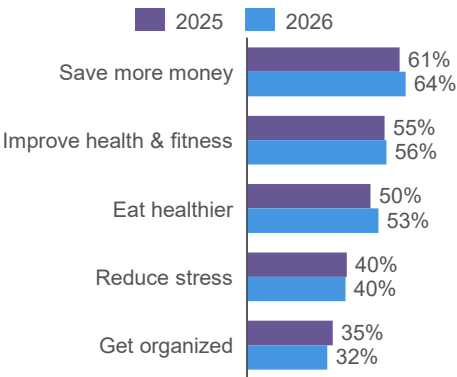
Consumers will be on the search for solutions in 2026, not just products

As 2026 approaches, consumers are doing more than just making resolutions. Shoppers are redefining success through intentional living. Financial security, holistic health, and stress management are top priorities, creating an unprecedented opportunity for brands to become trusted partners in progress.

PREVALENCE OF NEW YEAR’S RESOLUTIONS FOR 2026¹



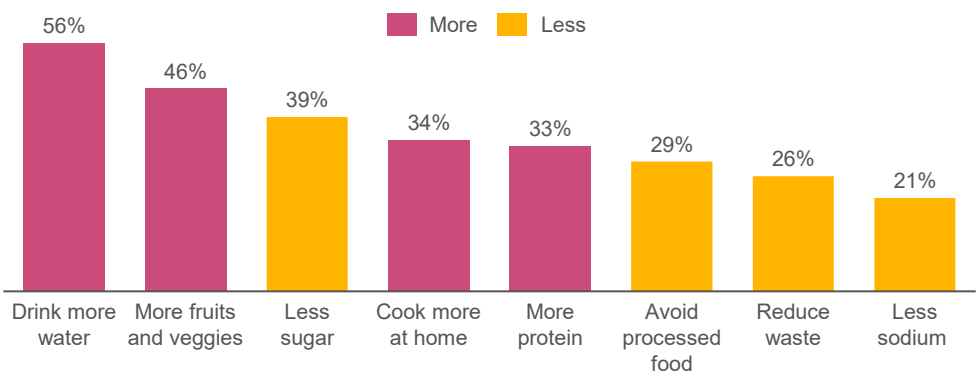
LEADING NEW YEAR’S RESOLUTIONS¹



2026 resolutions will rewire center store

In 2026, consumers are choosing controllable, everyday habits—hydration, more produce, sugar reduction, and cooking at home—as the foundation of wellness. The brands that win will turn these habits into integrated solutions, elevating protein quality, clean labels, and simple prep to make progress feel effortless.

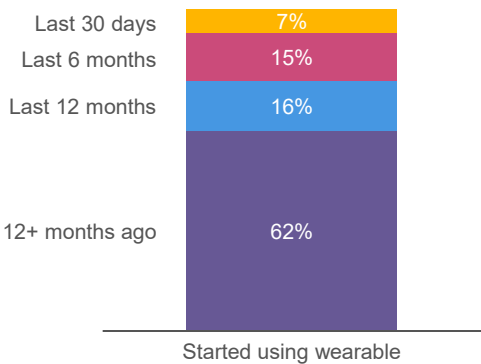
FOOD-RELATED NEW YEAR’S RESOLUTIONS FOR 2026¹



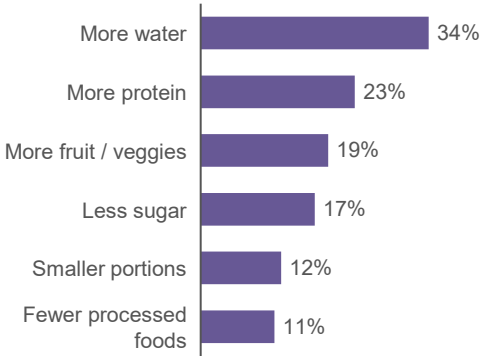
Hydration, protein, and the rise of the feedback loop economy

Wearables are creating a measurable link between intention and action, driving shifts toward hydration, nutrient density, and portion control. These changes align with 2026 food priorities—more water, more protein, and less sugar—giving consumers a clear path to success. Amplify this momentum by integrating with wearable ecosystems.

WHEN PERSONAL WEARABLE USAGE BEGAN¹



CONSUMPTION CHANGES SINCE ADDING A PERSONAL WEARABLE¹



Industry Analysis Sources: ¹NIQ, BASES Quick Question Omnibus Survey, December 2025, n=1,002
Author: Chris Costagli, Vice President, Thought Leadership, Food & Beverage Insights Lead; Maria Camila Garnica, Industry Analyst