



Diet for Healthy Ageing - China - 2022

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This report looks at the following areas:

- Key market factors impacting the healthy ageing food and drink market
- Innovative marketing activities and new product trends
- Consumer perceptions of ageing and age management
- Consumer association between healthy ageing and some on-trend nutrients, ingredients, food and drink and supplement products

Overall, 50% of consumers think that age management is very important. More importantly, this perceived immediate importance of age management exceeds 50% amongst consumers aged 25-49. This indicates that the young to middle-aged groups are the target audience for 'healthy ageing' food and drink product innovations.

Since the outbreak of COVID-19, the incidence of mental health issues such as anxiety and depression have persisted among the young to middle-aged consumers. Young to middle-aged consumers' awareness of improving mental health is becoming more long term, leaning towards agreeing that keeping their mind young is more important than delaying physical ageing. Therefore, linking healthy ageing with benefits of improving emotional wellbeing will be key to attract the young to middle-aged consumers in the post COVID-19 era.

Currently, one of the biggest threat for the healthy ageing food and drink market in China comes from limited new product launches. According to Mintel's GNPD, the percentage of food and drink and supplement launches carrying a healthy ageing positioning has decreased 17% over the past 10 years. Limited product innovations could prevent brands and companies from thriving in the healthy ageing market although consumers are open minded about trying healthy ageing food and drinks.

To initiate healthy ageing food and drink product development, brands could start by highlighting health functions with particular focus on improving skin, hair and body shape, or designing products that help consumers improve healthy



“Young to middle-aged consumers’ strong, immediate demand for managing age will expand the applications of healthy ageing food and drink product innovations to cover not only physical but also emotional wellbeing improvement.”

– Catherine Liu, Senior Research Analyst

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lifestyles. Moving forward, brands could consider using Chinese ingredients or “medicine food homology” concepts to increase the overall credibility of a healthy ageing food and drink product.

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