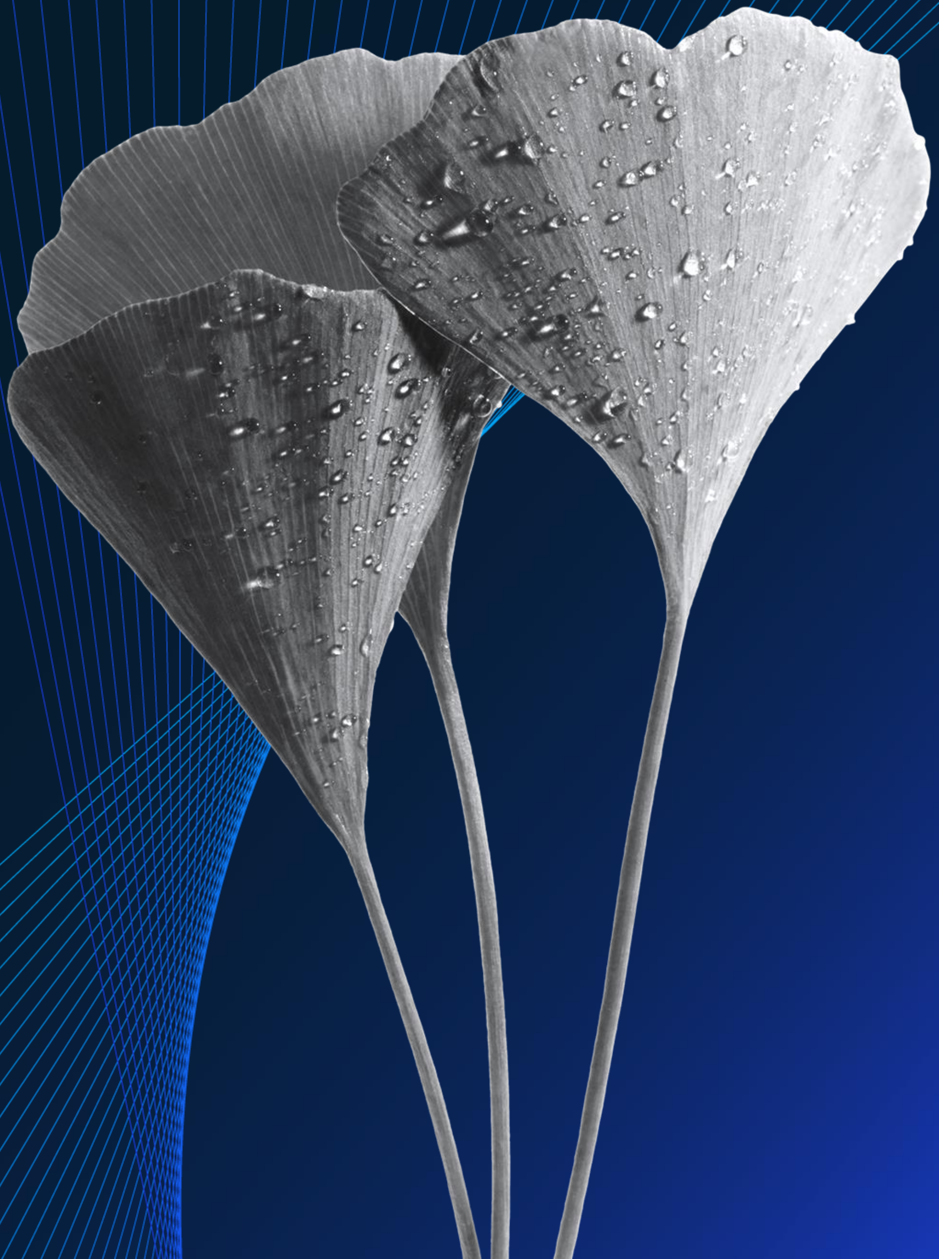
McKinsey
& Company

The Future of Wellness (US)

2023 Refresh

Discussion document

August 2023



The Future of Wellness team

Primary contacts


Anna Pione
Partner
New York


Jonathan Medalsy
Associate Partner
New York


Charlotte Lucas
Engagement Manager
New Jersey


Hayley Doner
Associate
New Jersey


Lily Fu
Associate
New York


Maria Neely
Senior C&I Analyst
New York


Warren Teichner
Senior Partner
New York


Shaun Callaghan
Partner
New Jersey


Eric Falardeau
Partner
Montreal


Michael Rix
Expert AP
New York


Akshay Rao
Engagement Manager
New Jersey


Martin Lösch
Senior Partner
Stuttgart


Stefan Rickert
Senior Partner
Hamburg


Sara Hudson
Partner
London


Celina Bade
Senior Associate
Berlin


Olga Ostromecka
Senior C&I Analyst
Wroclaw


Eric He
Partner
Beijng


Cherry Chen
Senior Knowledge Expert
Shanghai


Yixin Ma
Associate Partner
Shanghai


Jacob Wang
Associate Partner
Shanghai

Our annual research captures consumer preferences and behaviors across markets – this document focuses on the U.S.

1

Top wellness priorities and spending patterns

2

Categories driving growth in health & wellness

3

Cross-cutting trends and implications

McKinsey's Future of Wellness research captures longitudinal data from 2020 – 2023, and offers comparisons across years

Source: McKinsey Future of Wellness Survey, May 2023

Wellness is a large & growing market

$480B+

Estimated annual spend[1]

+5-10%

Spend growth per year[2]

$200B

Global investments 2020-’22[3]

---

1. Includes range of experiences that promote well-being
2. Spend calculations were estimated using product-level data
3. Pitchbook – excl. in-person medical services

Source: McKinsey Future of Wellness Survey, May 2023, N=1,500+. Global Wellness Institute; company websites, Forbes, Pitchbook

Consumers continue to meaningfully prioritize their health & wellness

82% Share of consumers who say wellness is either a **top priority** in their day-to-day life or is important[4]

58% Share of consumers who say they prioritize wellness **more than they did a year ago**[5]

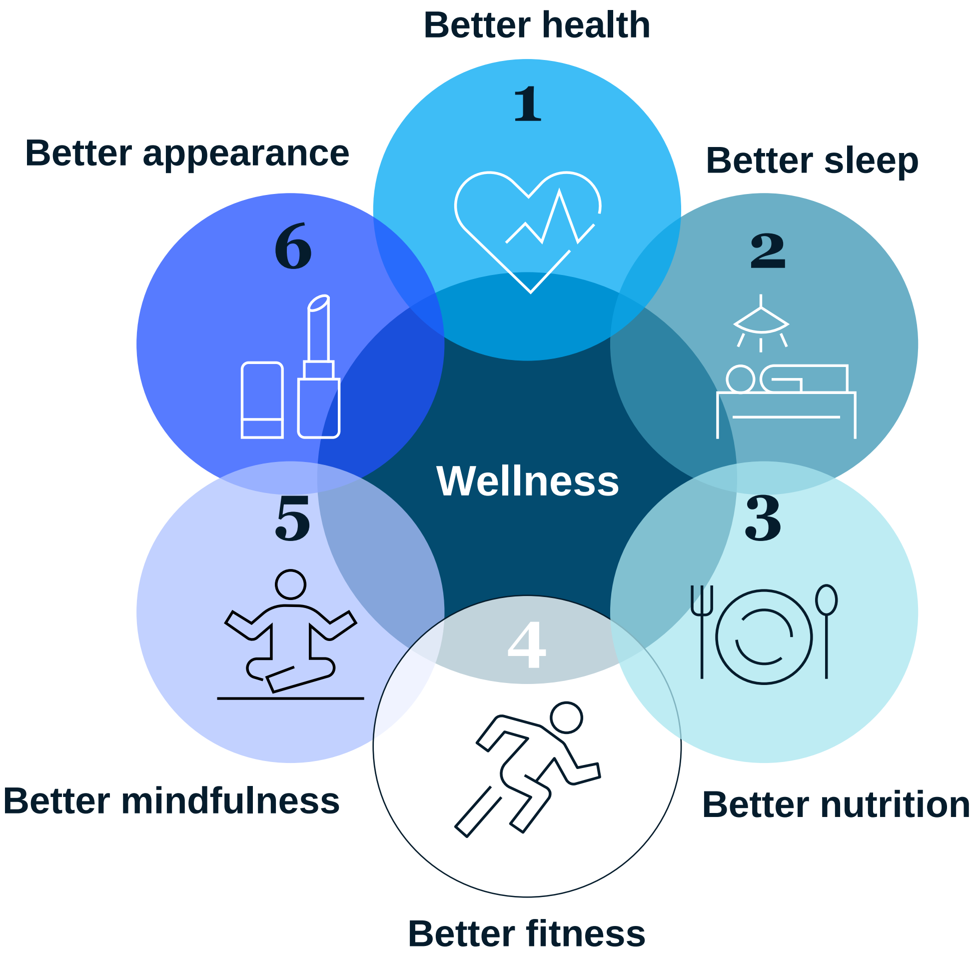
83% Share of consumers who say they are **achieving their wellness goals** to some extent, though only **12%** say they are definitely achieving them[5]

---

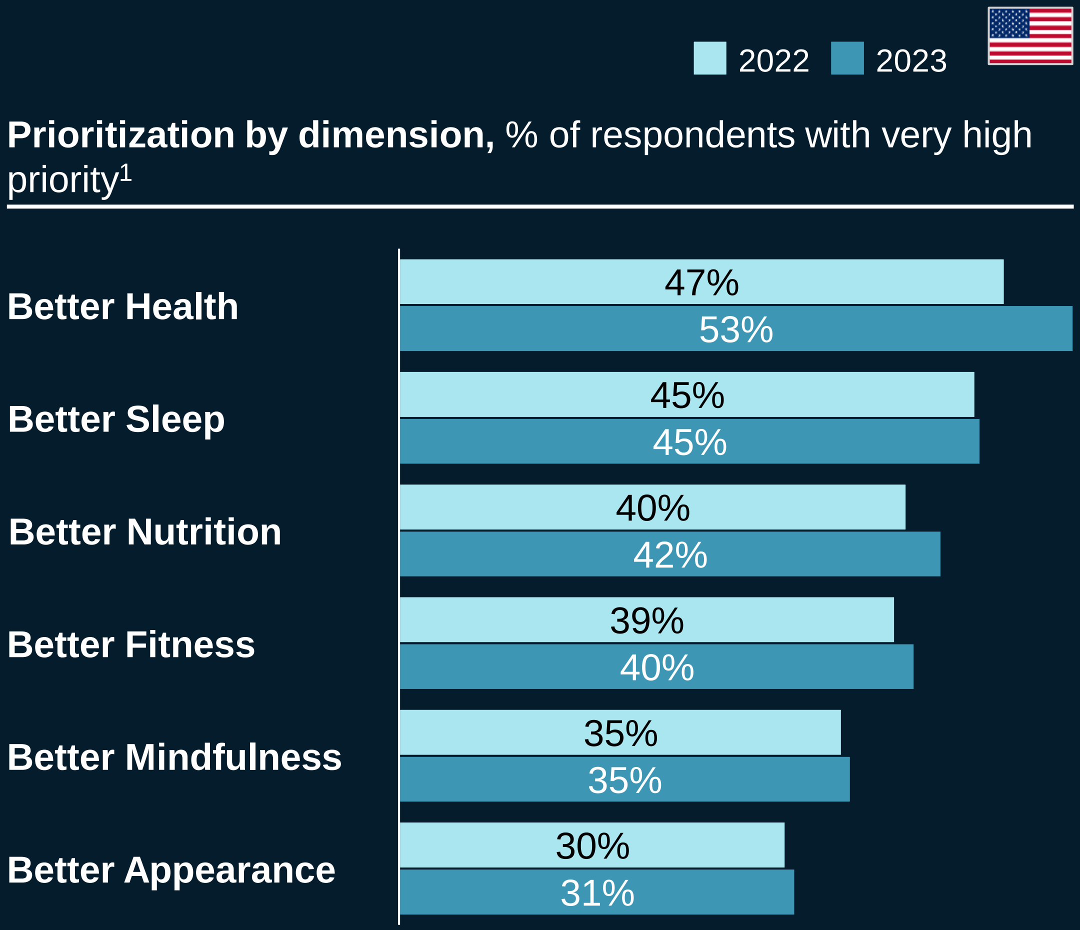
4. Selected either of the following statements: “I try to make wellness one of my top priorities in my day-to-day life”, “I think wellness is important, but it is not my top priority in my day-to-day life”
5. “Thinking about how you prioritize wellness, how has your prioritization of wellness changed compared to 1 year ago?”; Selected either “I prioritize it a lot more now” or “I prioritize it a little bit more now”
6. Selected either of the following statements: “I am definitely achieving my wellness goals”, “I am mostly achieving my wellness goals”, “I am somewhat achieving my wellness goals”

Contents

Consumer tend to think of Wellness along 6 dimensions



Health and Sleep are consistently top priorities for consumers



Prioritization by dimension, % of respondents with very high priority[1]

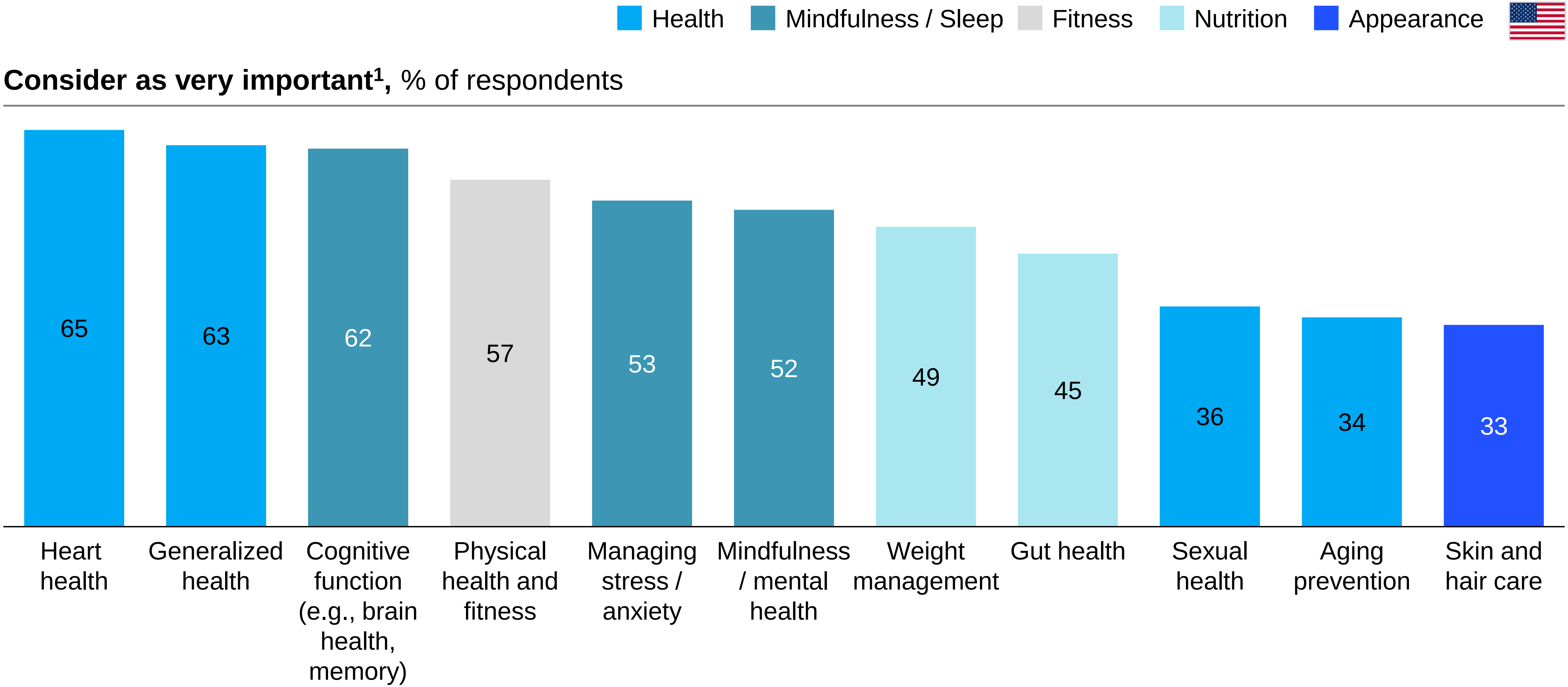
---

1. How high of a priority do you place on the following attributes?

Source: McKinsey Future of Wellness Survey, August 2023

Looking more deeply at consumer need states, we see that physical and cognitive/mental health are considered most important

Consider as very important[1]**,** % of respondents



---

1. Which of the following areas of health and wellness are important to you? “Very Important”

Source: McKinsey Future of Wellness Survey, August 2023

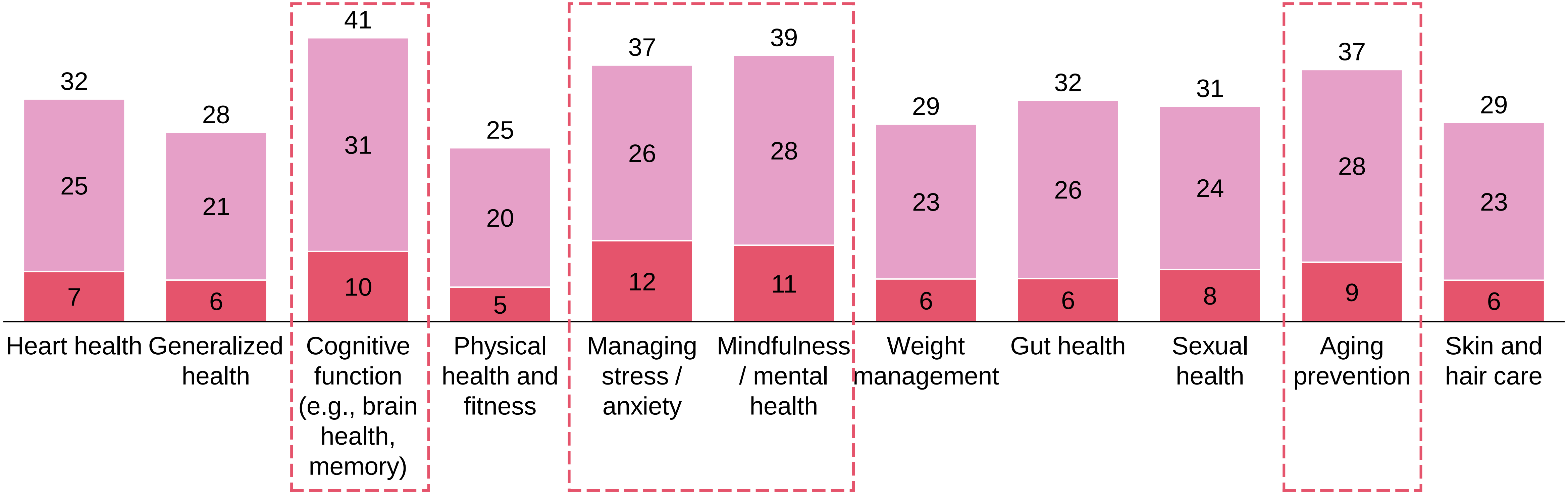
We also see material unmet consumer needs around solutions for mental / cognitive health, as well as for longevity

🟪 There are some products / services available to achieve this, but I wish there were more

🟥 There are not nearly enough products / services available to achieve this

⬚ Highest scores

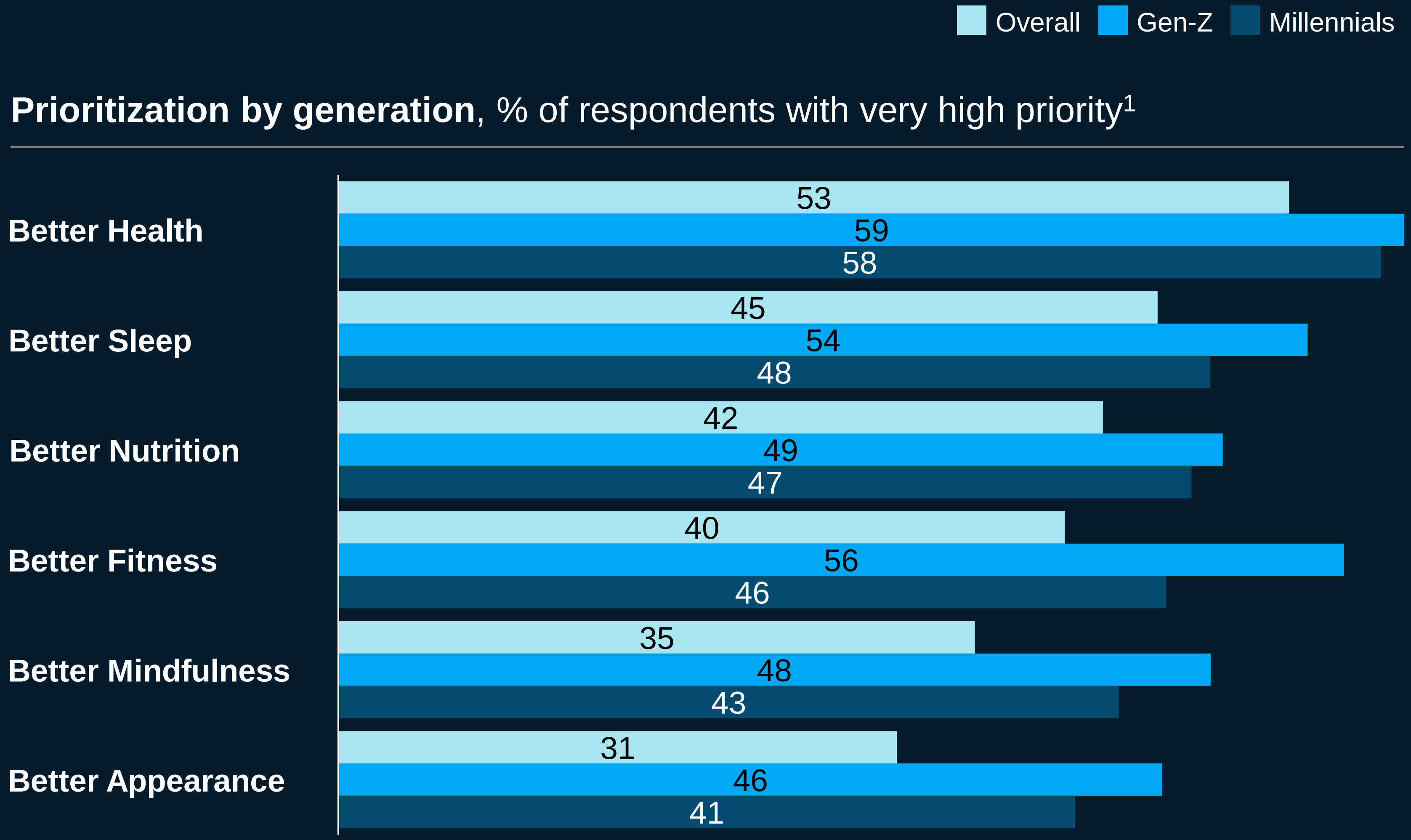
Current offerings do not meet needs[1], % of respondents *(areas are ordered by order of prioritization)*



Source: McKinsey Future of Wellness Survey, August 2023

Younger generations continue to prioritize their health and wellness more so than older generations

Prioritization by generation, % of respondents with very high priority[1]



	Overall	Gen-Z	Millennials
Better Health	53	59	58
Better Sleep	45	54	48
Better Nutrition	42	49	47
Better Fitness	40	56	46
Better Mindfulness	35	48	43
Better Appearance	31	46	41

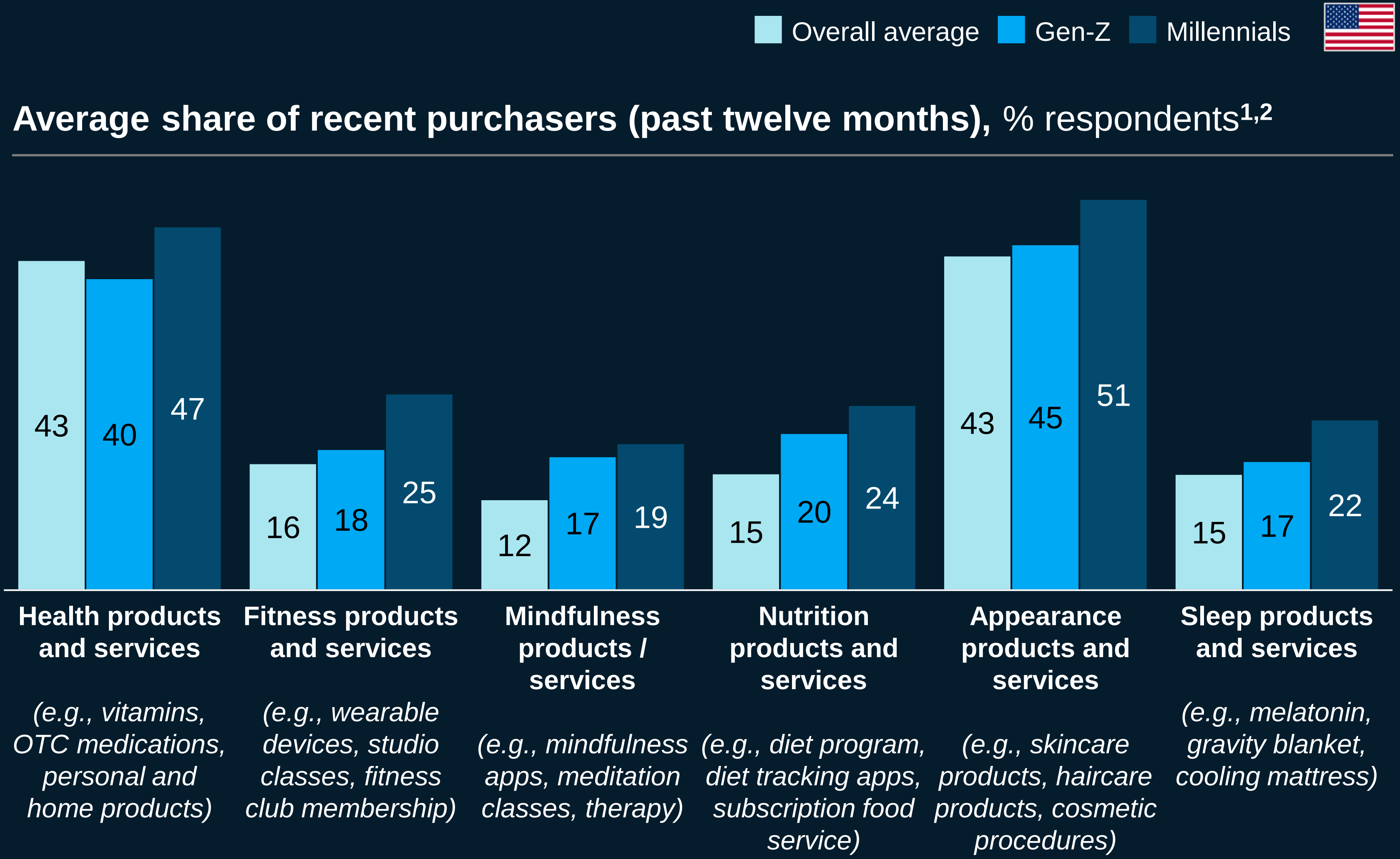
---

1. How high of a priority do you place on the following attributes?

Source: McKinsey Future of Wellness Survey, August 2023

Millennials are the highest spenders on health and wellness, with Gen Z now also outpacing older generations on spend

Average share of recent purchasers (past twelve months), % respondents[1,2]



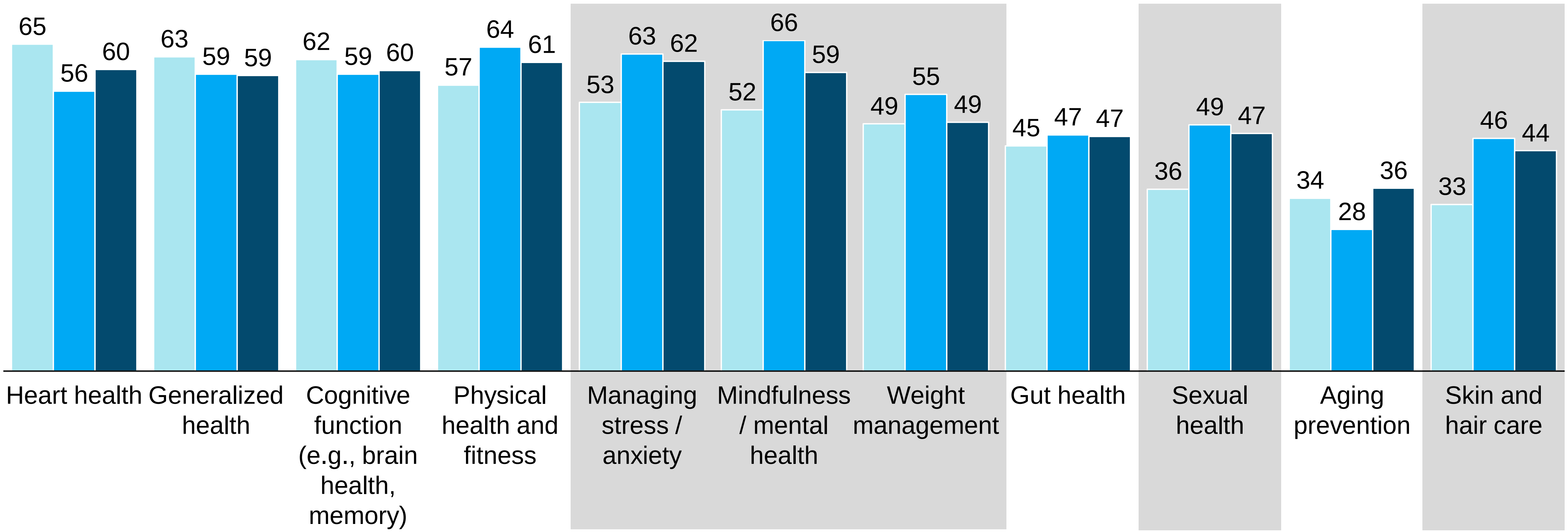
1. Average across all products in each category
2. % of respondents who purchased at least once in past 12 months

Source: McKinsey Future of Wellness Survey, August 2023

Younger generations over-index on importance of sexual health, mental health and skin / hair care

▨ Gen-Z / Millennials grant more importance vs. overall ■ Overall ■ Gen-Z ■ Millennials

Consider as very important[1], % of respondents



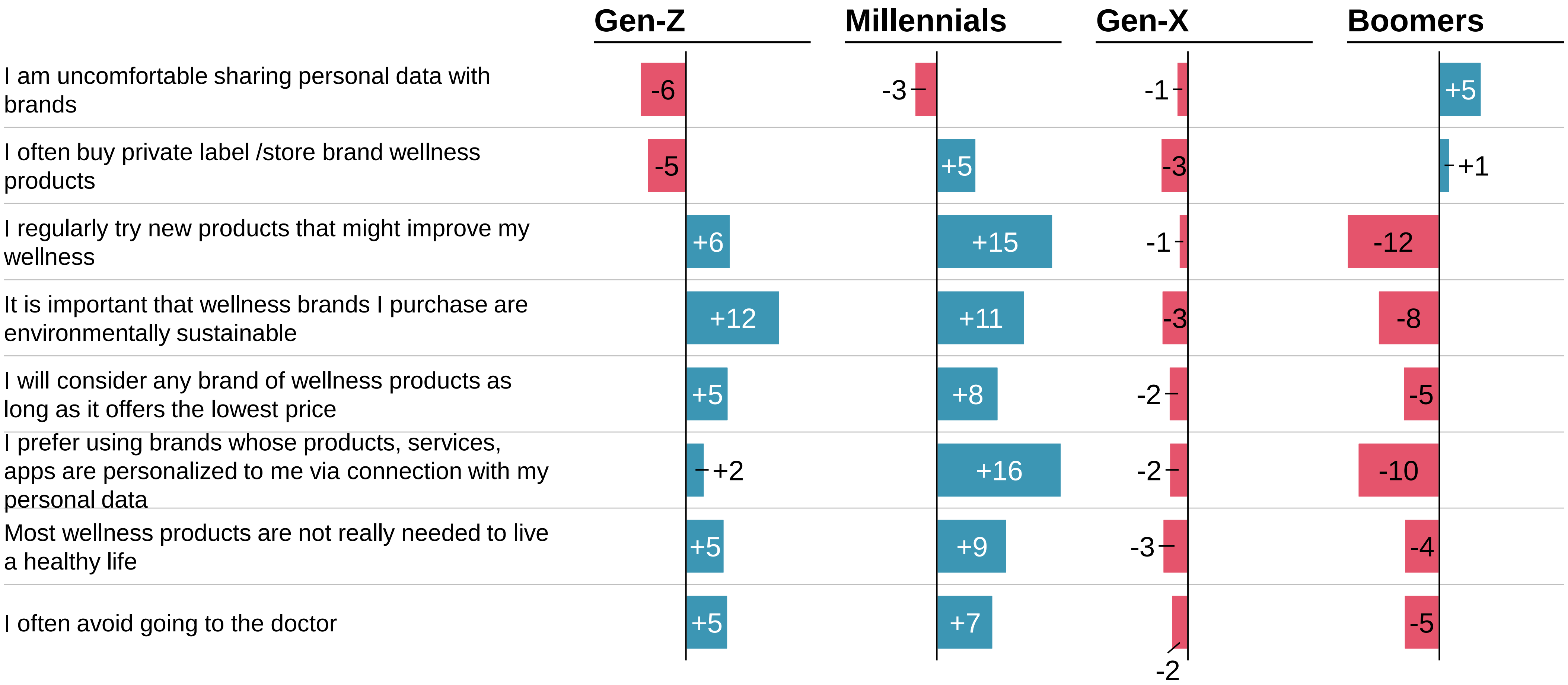
---

1. Which of the following areas of health and wellness are important to you? Top 1 Box "Very Important

Source: McKinsey Future of Wellness Survey, August 2023

Younger consumers are also more willing to try new products and seek out brands that are environmentally sustainable

Differences in attitudes related to health & wellness by generation[1,2], gap to overall (T2B)

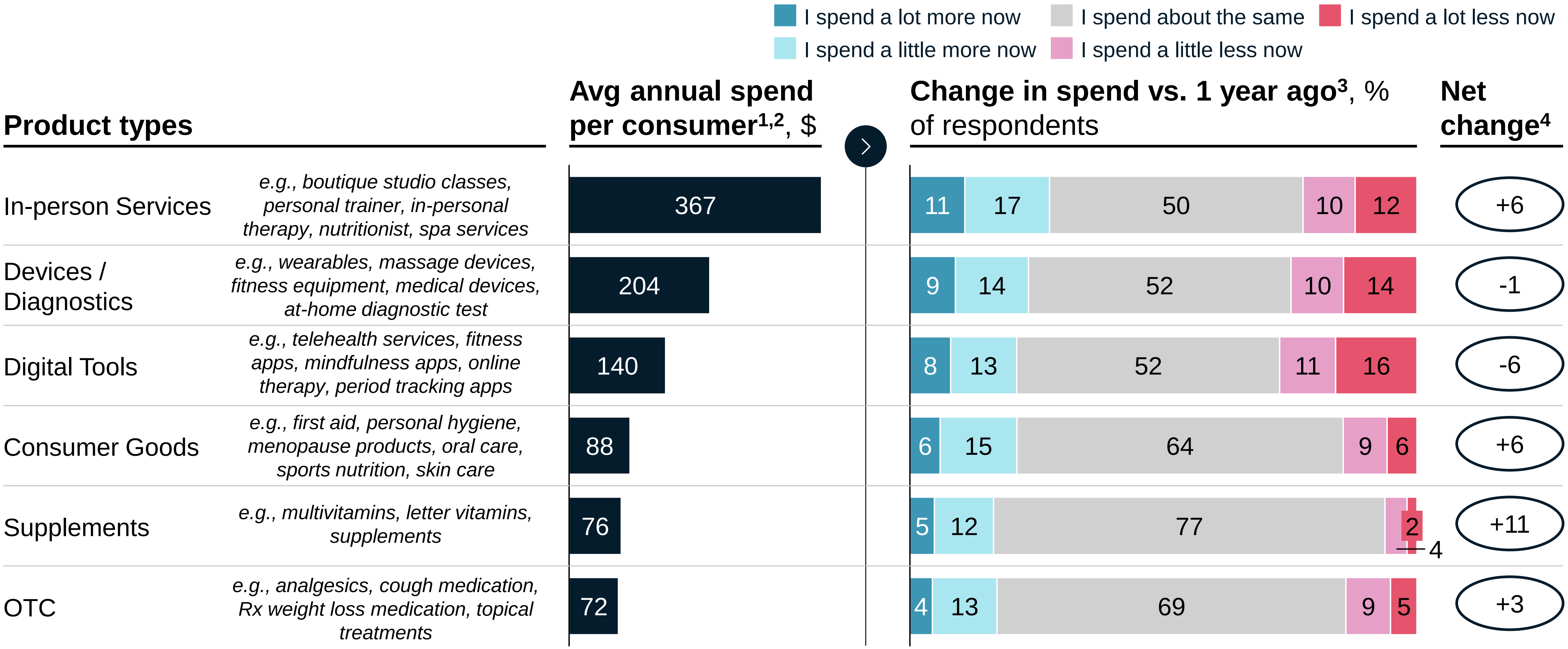


1.Please indicate how strongly you agree or disagree with each of the following statements; “Strongly agree” and “Agree”

2.Attitudes are ranked by overall % of respondents T2B (highest scores are at the top)

Source: McKinsey Future of Wellness Survey, August 2023

In-person services represent highest spend items and continue to gain traction; supplements are smaller but gaining traction too



Product types		Avg annual spend per consumer[1,2], $	Change in spend vs. 1 year ago[3], % of respondents: I spend a lot more now	I spend a little more now	I spend about the same	I spend a little less now	I spend a lot less now	Net change[4]
In-person Services	*e.g., boutique studio classes, personal trainer, in-personal therapy, nutritionist, spa services*	367	11	17	50	10	12	+6
Devices / Diagnostics	*e.g., wearables, massage devices, fitness equipment, medical devices, at-home diagnostic test*	204	9	14	52	10	14	-1
Digital Tools	*e.g., telehealth services, fitness apps, mindfulness apps, online therapy, period tracking apps*	140	8	13	52	11	16	-6
Consumer Goods	*e.g., first aid, personal hygiene, menopause products, oral care, sports nutrition, skin care*	88	6	15	64	9	6	+6
Supplements	*e.g., multivitamins, letter vitamins, supplements*	76	5	12	77	4	2	+11
OTC	*e.g., analgesics, cough medication, Rx weight loss medication, topical treatments*	72	4	13	69	9	5	+3

1. Approximately how much money have you spent on each of the following in the past 12 months? Your best estimate is fine.
2. Among recent purchasers i.e. does not include purchase rate (% of respondents who have purchased)
3. How has your spend on each of the following changed compared to 1 year ago? Average across products
4. % respondents who purchase more minus % respondents who purchase less

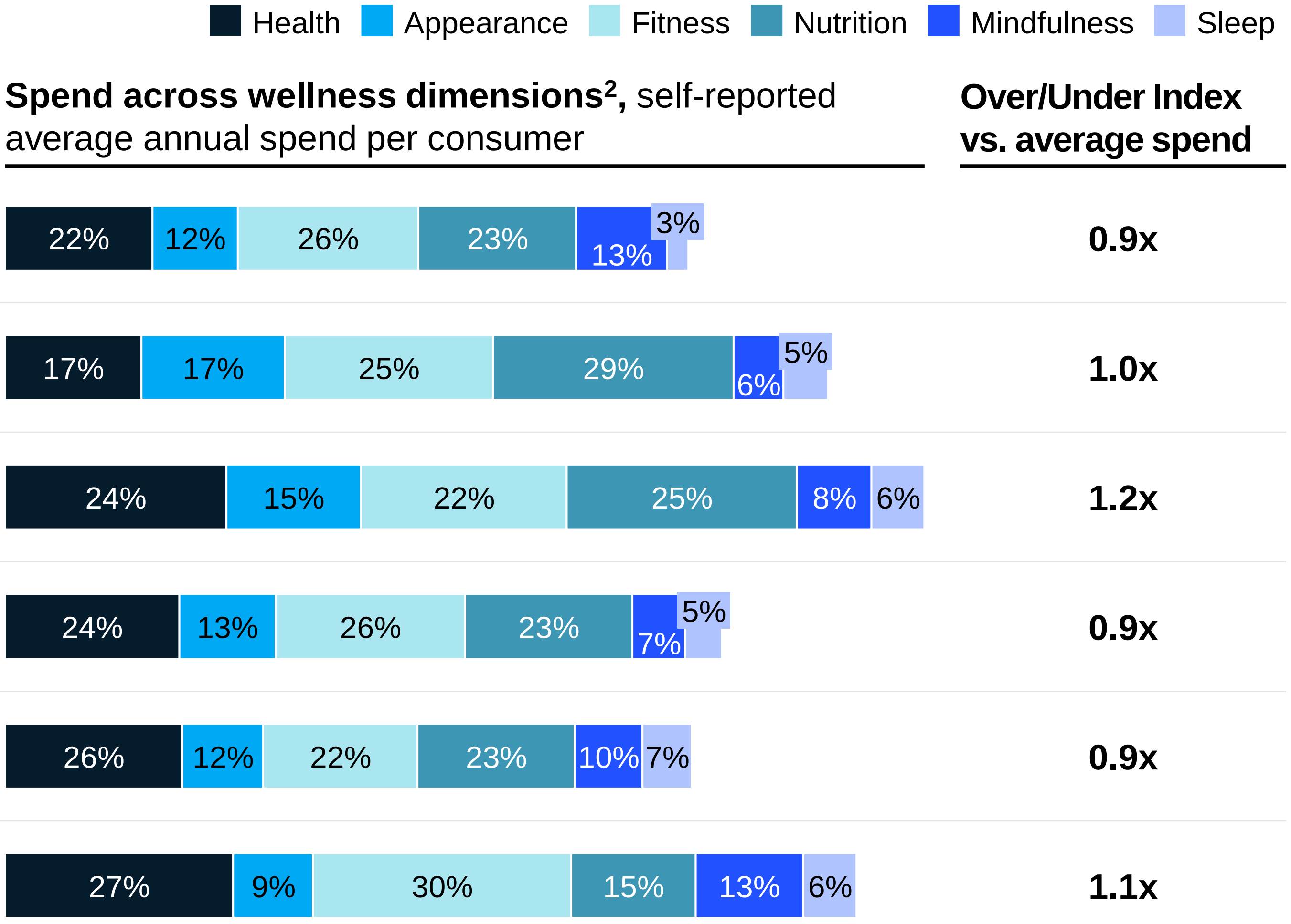
Source: McKinsey Future of Wellness Survey, August 2023

Through our research, we found different consumer segments with unique behaviors and attitudes

Consumer segments	**Wellness enthusiasts**	**Price conscious**	**Socially responsible**	**Wellness researchers**	**Loyalists**	**Passive participants**
% of respondents	16%	16%	9%	11%	23%	25%
Who they are	Wellness-obsessed. They regularly try new products and purchase many wellness products to achieve their wellness goals. They enjoy products / services that are personalized and environmentally sustainable	Younger consumer, price is the most important feature – they will consider any product as long as it offers the lowest price. They believe wellness products are important, but not essential to lead a healthy lifestyle.	Higher income, they prioritize wellness to some extent but prefer brands that are environmentally sustainable and products with clean/ natural ingredients. They are not comfortable sharing personal data with brands	Younger consumers with lower income. Wellness is a priority, but they often avoid going to the doctor. They are engaged in mindfulness activities and are interested in products that can be personalized for them	Older, suburban consumers who are loyal to their current routine and aren’t interested in new brands / products, especially those that would require sharing personal data. However, they grant importance to recommendation from doctors	Consumers are only passively engaged in the category and believe most wellness products are not really needed to live a healthy life. They often avoid going to the doctor and are not comfortable sharing personal data with brands
Wellness is a top priority	65%	44%	44%	43%	33%	31%

Source: McKinsey Future of Wellness Survey, August 2023

The highest spending segments are wellness enthusiasts and socially responsible consumers



Consumer segments	**% of P12M purchasers on avg across H&W categories,** % of respondents[1]	**Spend across wellness dimensions[2],** self-reported average annual spend per consumer						**Over/Under Index vs. average spend**
		Health	Appearance	Fitness	Nutrition	Mindfulness	Sleep	
Passive participants N=499	20%	22%	12%	26%	23%	13%	3%	0.9x
Loyalists N=464	20%	17%	17%	25%	29%	6%	5%	1.0x
Wellness enthusiasts N=317	32%	24%	15%	22%	25%	8%	6%	1.2x
Price conscious N=324	27%	24%	13%	26%	23%	7%	5%	0.9x
Wellness researchers N=221	26%	26%	12%	22%	23%	10%	7%	0.9x
Socially responsible N=182	24%	27%	9%	30%	15%	13%	6%	1.1x

1. Responses aggregated across ~60 products and services
2. “Approximately how much money have you spent on each of the following in the past 12 months?” Responses aggregated across ~60 products and services; excludes healthcare spend (e.g., dentist, doctor’s office)

Source: McKinsey Future of Wellness Survey, August 2023

Contents

● New trend emerging from 2023 research ● Trend is consistent with earlier research but evolving

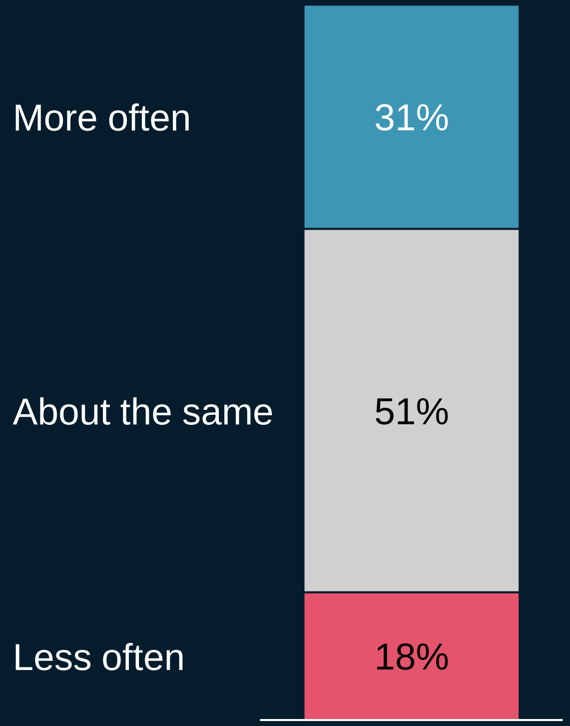
Our research identified several trends shaping consumer demand for health & wellness products/services

● 1	**Bio-monitoring**	**Usage of health tracking devices continues to rise**, especially among 30-45 y-o; consumers largely use **smartwatch** with features as **step counts, heart rate, and sleep hours**
● 2	**Health at home**	COVID-19 has resulted in strong momentum for **home diagnostic tests** with consumers now expanding their use to **more conditions** (26% would test for vitamin/mineral deficiencies, 24% cold and flu, 23% cholesterol)
● 3	**Fitness as an identity**	Fitness has **shifted from a casual interest to a priority** for many (35% of consumers have started going to the gym since COVID) and has become so **culturally relevant** that is it a **core part of many Americans' identities**
● 4	**Social inclination**	**Group wellness** – largely fitness but also support groups – is rising in popularity, especially among **Millennials** (~20% have participated in a group wellness activity this year), seeking experiences and social contact
● 5	**Clinical over "clean"**	Consumers continue to shift from "clean" to **clinically-proven efficacy** with ~50% selecting **effectiveness as top criteria** when purchasing wellness products vs. 23% for clean / all-natural ingredients
● 6	**Personalization**	Consumers increasingly seek **more personalized** products and services (~20% indicated preference for personalized products), in particular **Millennials** (34%); however, **price remains a top barrier** for many
● 7	**The rise of the doctor (again)**	**Doctor recommendations** are a strong influence on purchase decisions for devices, supplements, and services, especially for **mindfulness and sleep**; OTC and consumer goods rely heavily on **in-store presence**

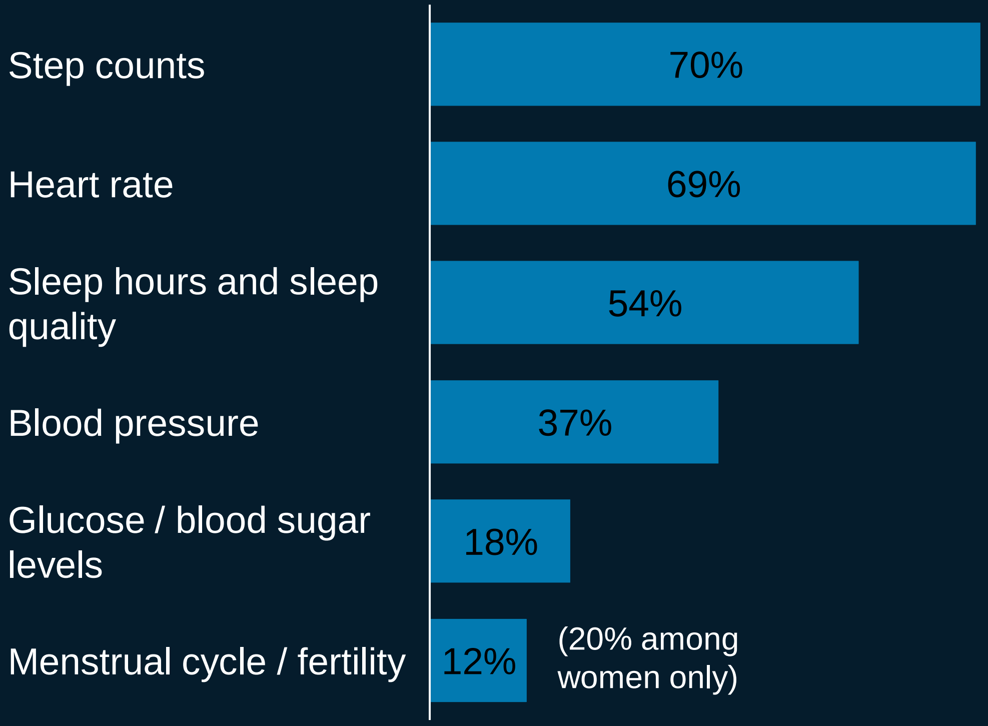
Source: McKinsey Future of Wellness Survey, August 2023

1 | Usage of health tracking devices is on the rise

Frequency of device usage vs. last year[2], % respondents



Data most important for tracking purposes[4], % respondents

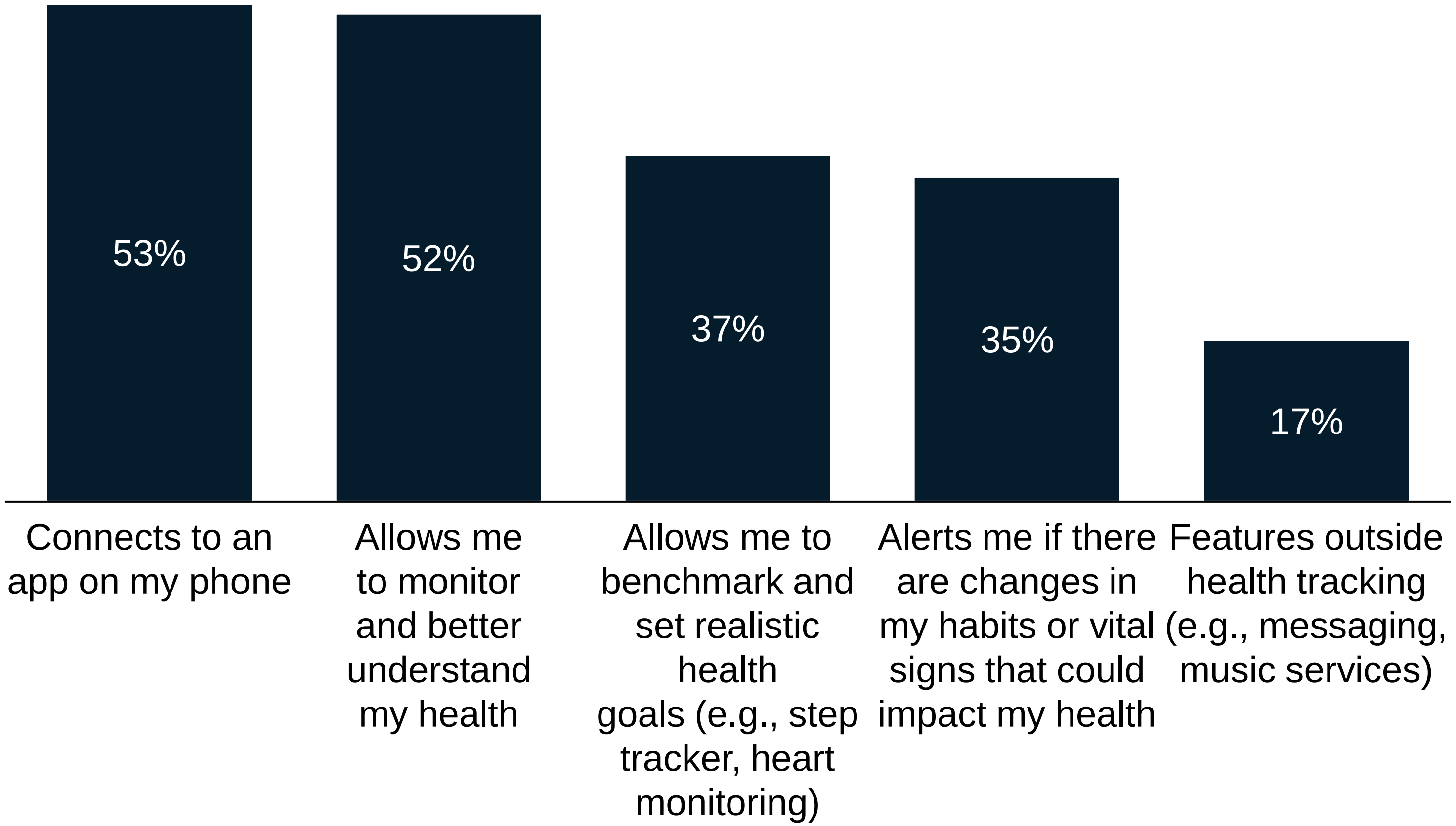


1. How often do you use health tracking devices today compared to one year ago?
2. What types of data are most important to you when selecting / using health tracking devices?

Source: McKinsey Future of Wellness Survey, August2023

1 | Consumers appear to be satisfied with existing tracking devices

Top 5 benefits and features in tracking devices[1], % of respondents



Satisfaction with existing offerings

94%

of consumers report that their health tracking device meets their needs[2]

Consumers are **most satisfied** with **glucose monitors** (59% “fully meets my needs”), **rings** (50%), and **smartwatches** (47%)[2]

Consumers are **least satisfied** (14% “does not at all meet my needs”) with **arm or torso band**[2]

---

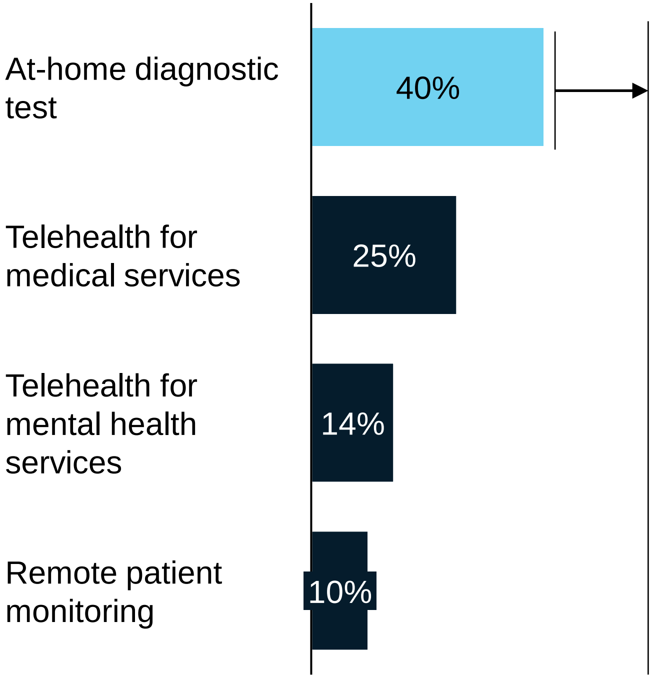
1. What benefits and product features would you find most appealing in wearable devices?
2. How well do health tracking devices you use today meet your needs? Respondents selected either “Product somewhat meets my needs” or “Product fully meets my needs”

Source: McKinsey Future of Wellness Survey, July 2023

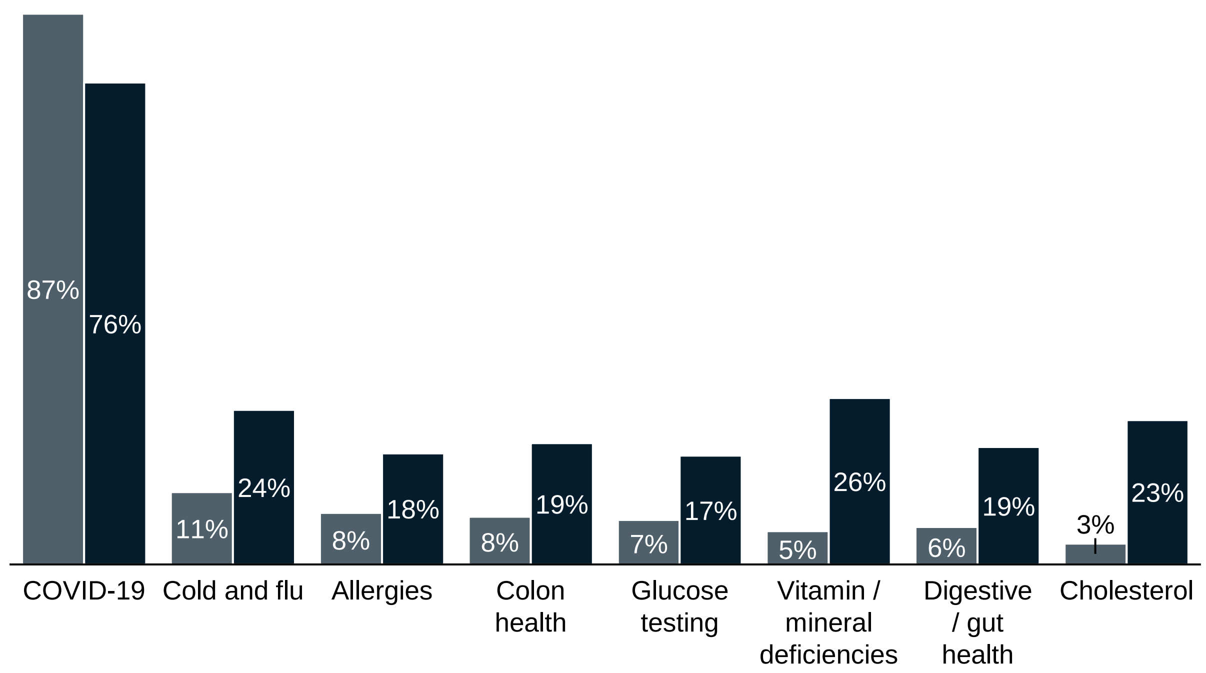
2 | COVID-19 has resulted in strong momentum for home diagnostic tests with consumers expanding its usage to many more conditions

■ In the past year ■ In the future

Top health & wellness products / services from home[1], % respondents



Top health conditions tested with at-home diagnostic[2], % respondents



Consumers have used an at-home diagnostic largely due to **convenience** (61% of respondents), **speed of results** (46%), and **ability to test frequently** (40%)[3]

---

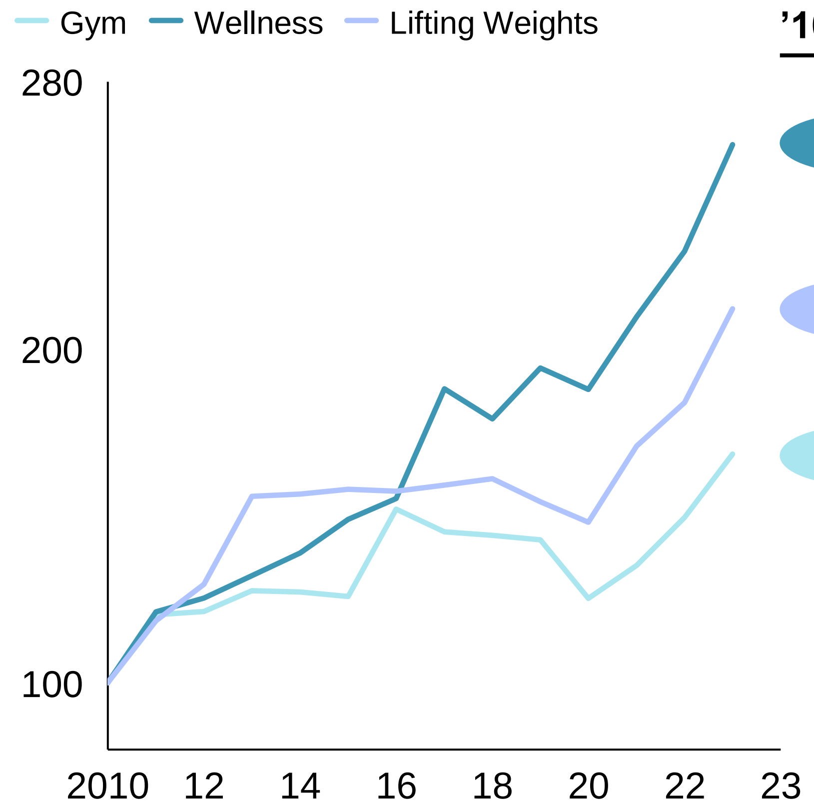
1. Have you used any of the below products or services in the past year to access health and wellness from home?
2. What types of health conditions have you used an at-home diagnostic test to test for in the past year? / If you were to use an at-home diagnostic test in the next year, what types of conditions would you be most likely to test for?
3. What are the top reasons you have used at-home diagnostic tests in the past year?

Source: McKinsey Future of Wellness Survey, July 2023

3 | Fitness has shifted from a casual interest to a priority for many American consumers

US Google # of searches, 2010-2023

Annualized and indexed to 2010 volume[1]

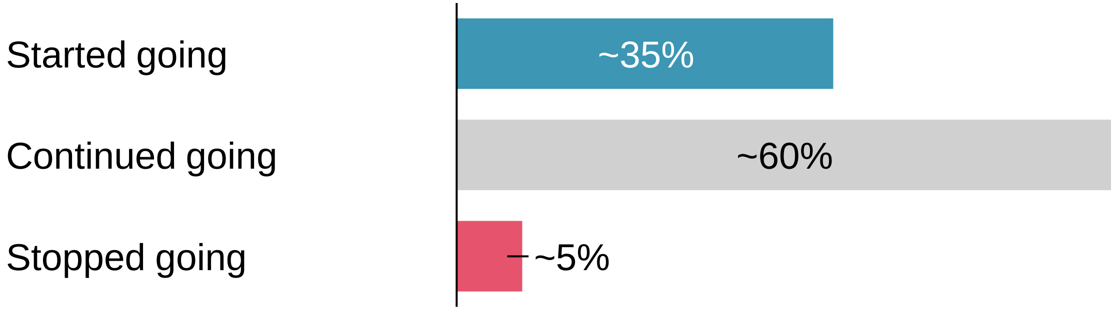


CAGR, % p.a.

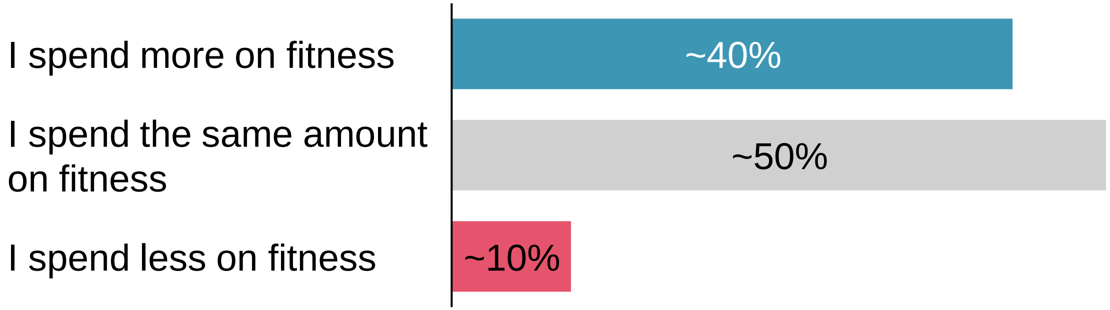
	'10-'19	**'20-'23**
Wellness	6.9%	8.6%
Lifting Weights	4.4%	9.4%
Gym	3.6%	7.7%

Increased prioritization of fitness

Self-reported change in gym member routine since January 2020[2], %



Self-reported change in fitness spend since January 2020[2], %



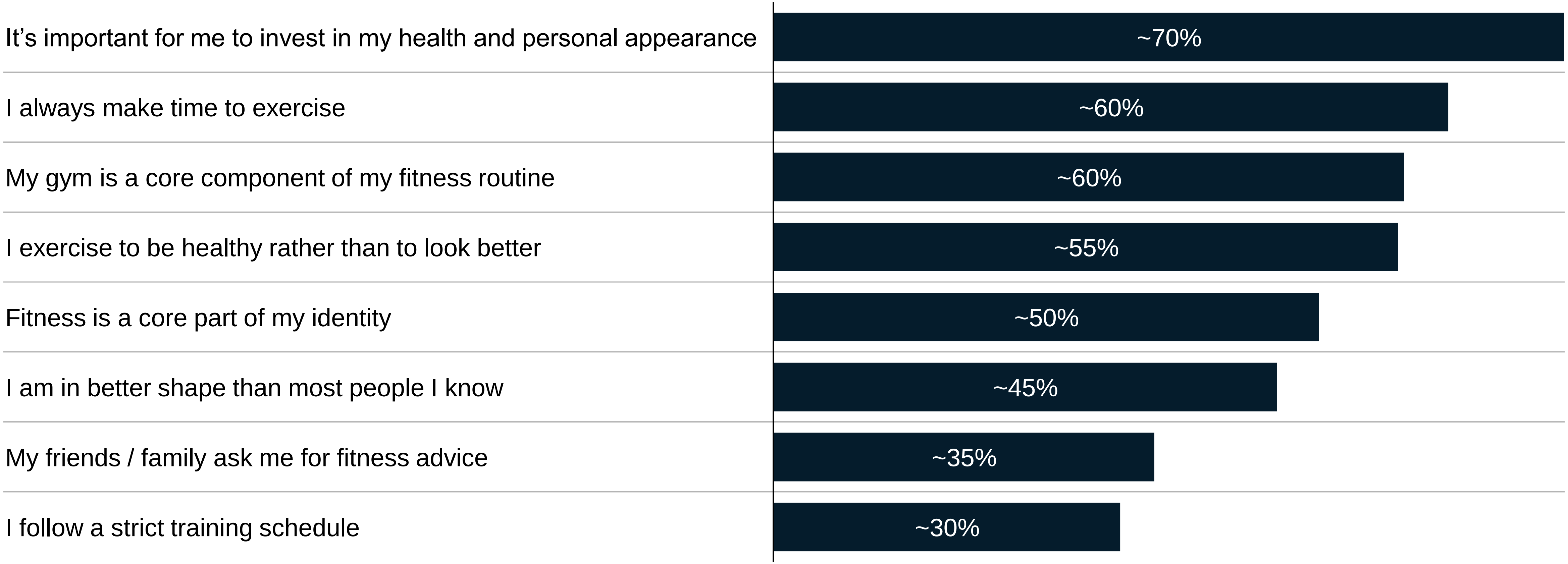
---

1. Numbers represent search interest relative to 2010 volume based on yearly max
2. Which of the following best describes how your gym usage has evolved since January 2020, before the COVID-19 pandemic?

Source: Google Trends, McKinsey Fitness Consumer Survey, July 2023

3 | Fitness has now become so culturally relevant that it is a core part of many Americans’ identities

Attitudes toward fitness, % US gym-goers who strongly agree or agree[1]



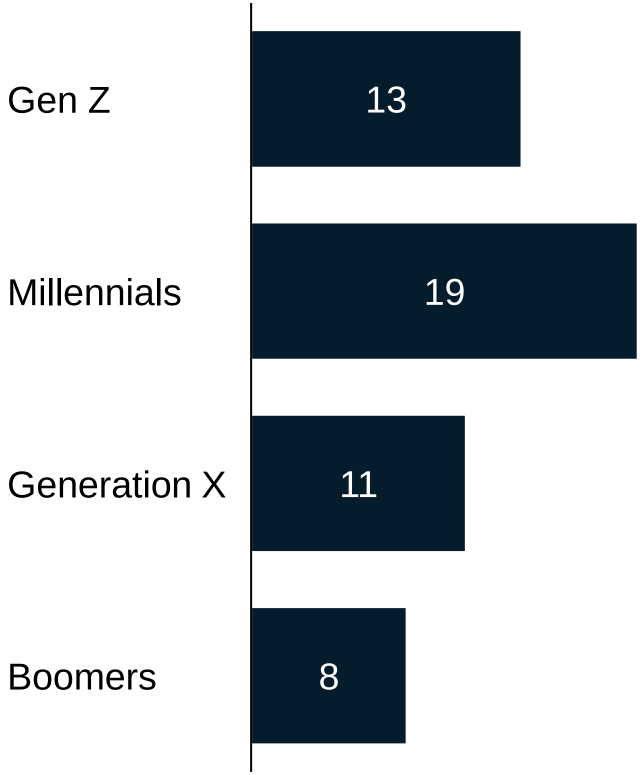
---

1. Please indicate how strongly you agree or disagree with each of the following statements

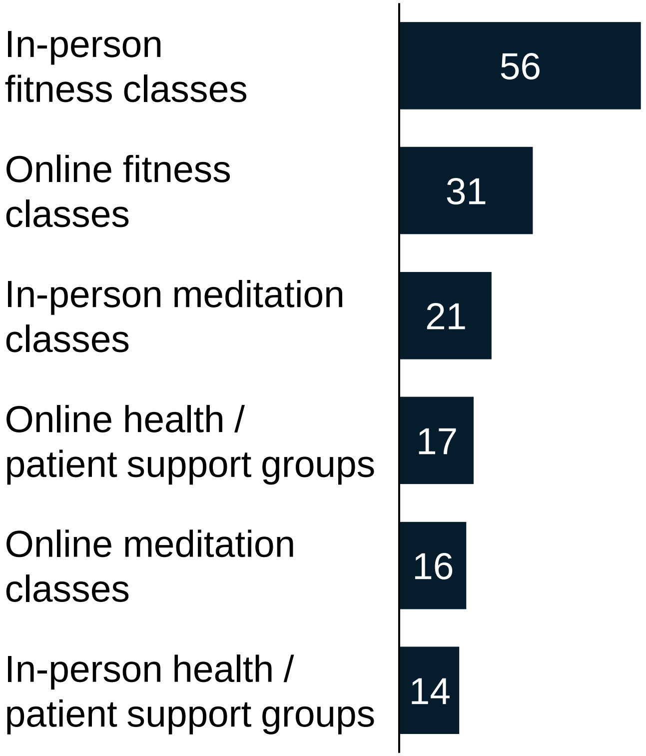
Source: McKinsey Fitness Consumer Survey, July 2023

4 | Group wellness is rising in popularity, especially among Millennials who are seeking social contact

Group wellness participation in past 12 months[1], % of respondents

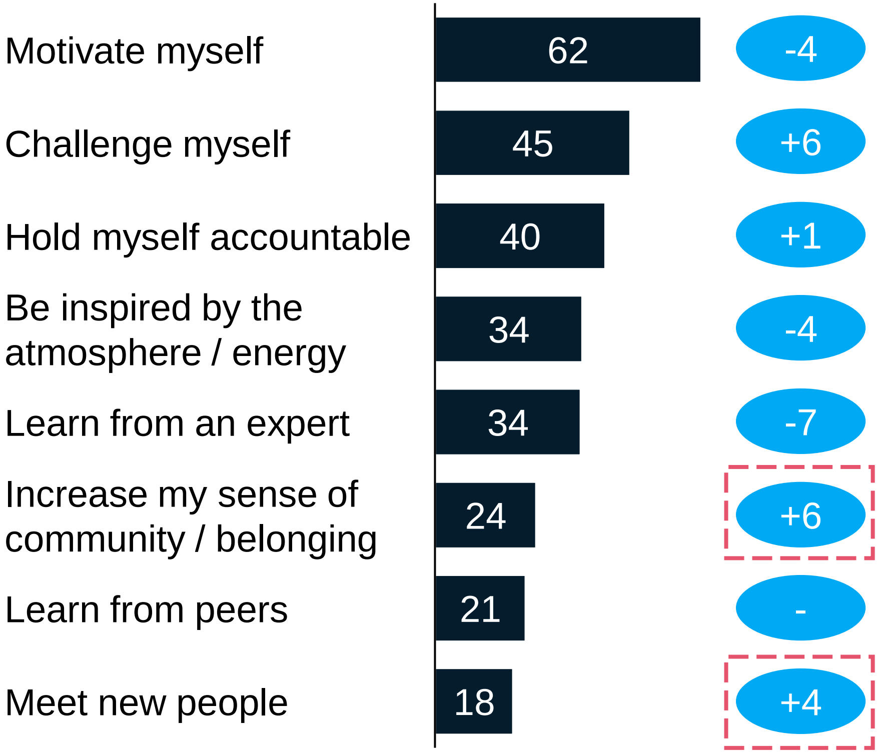


Types of experiences[2], % of respondents who have participated in group wellness



● Millennials' gap to overall

Top reasons[3], % of respondents who have participated in group wellness



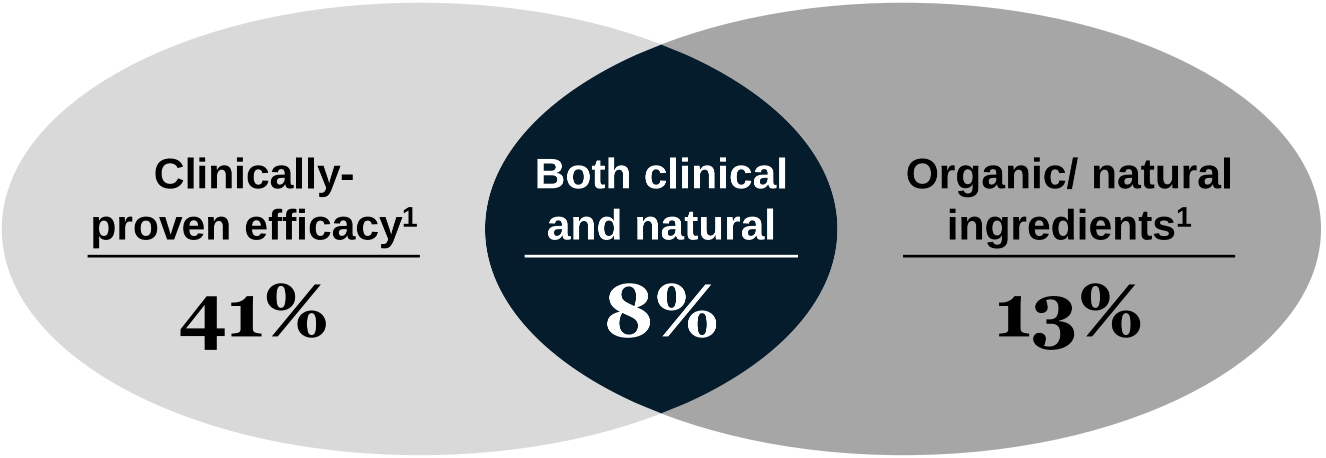
---

1. Have you participated in any group wellness experiences, classes or communities in the past year
2. What types of group wellness experiences, classes or communities have you participated in the past year?
3. For what reasons do you seek out these types of group wellness experiences, classes, or communities?

Source: McKinsey Future of Wellness Survey, August 2023

5 | Consumers seek out clinically-proven and effective products over organic/natural, with few seeking both

Most important criteria when purchasing wellness products[1], % of respondents who selected among top three



Clinically-proven efficacy[1]

41%

Both clinical and natural

8%

Organic/ natural ingredients[1]

13%

Clinical trumps clean

When purchasing a range of health & wellness products and services, consumers consistently select clinically-proven efficacy above organic/natural, with a small subset selecting both

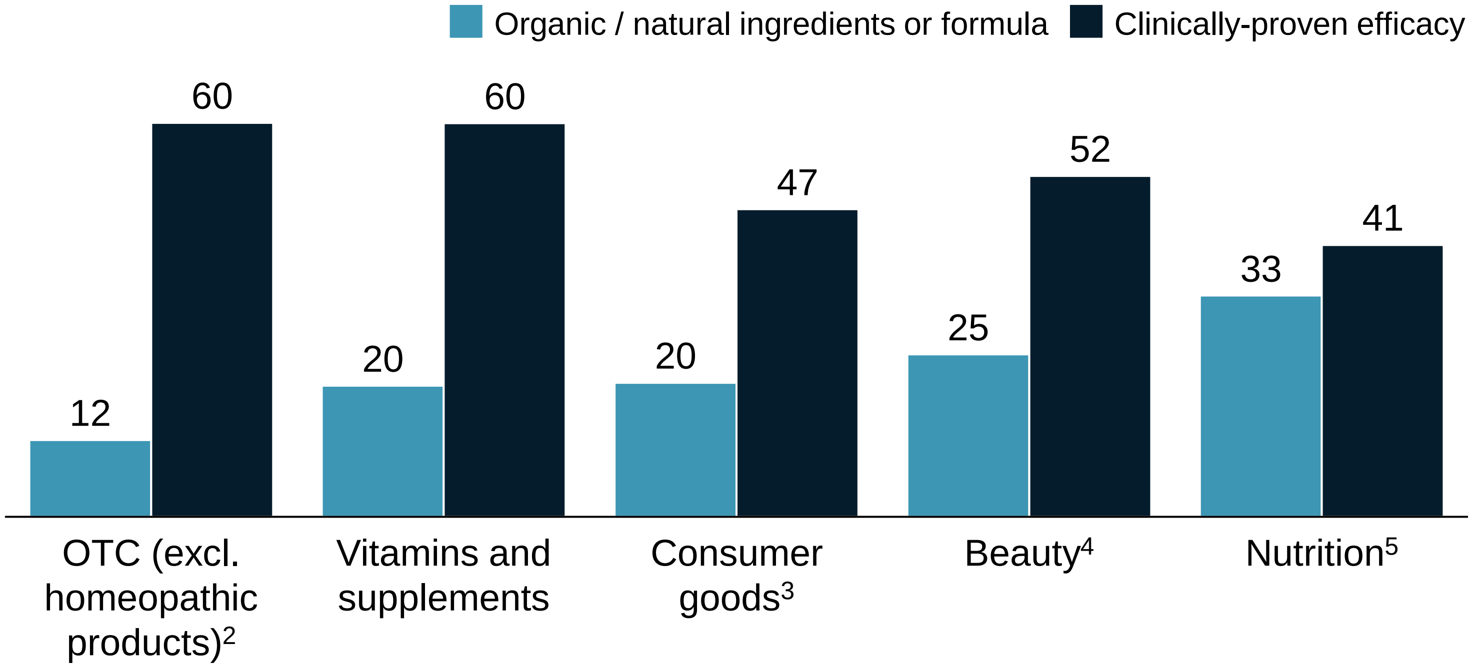
---

1. What is most important for you when choosing to purchase [product]? Please select the three most important; Top 3 Box

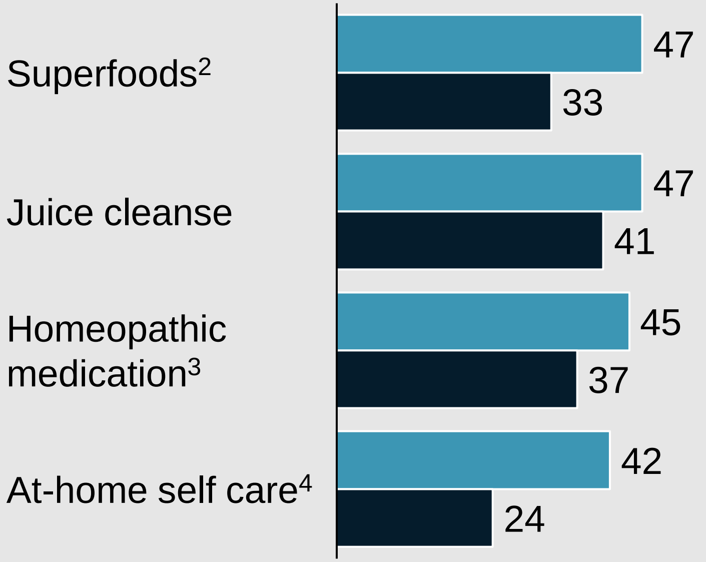
Source: McKinsey Future of Wellness Survey, August 2023

5 | Consumers prefer clinically-proven efficacy for most wellness products

Consumer preference for clinically-proven efficacy vs. organic / natural for select product types[1], % of respondents



Consumers indicate organic / natural ingredients as more important than clinically proven efficacy for the following products (out of 32 products surveyed):



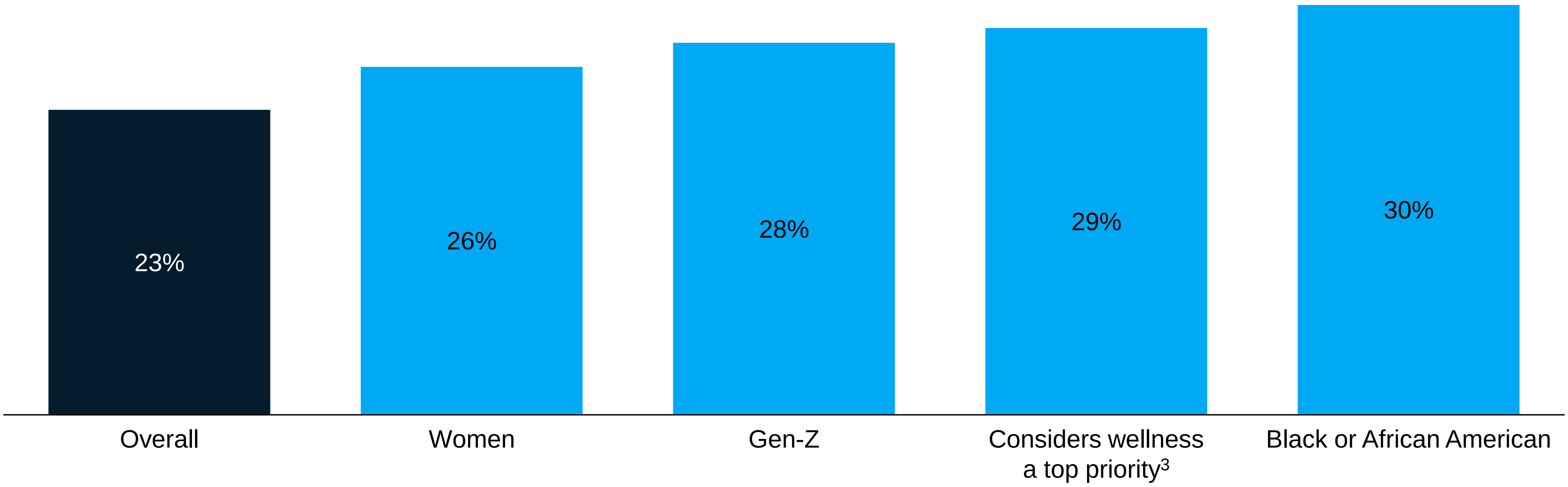
---

1. What is most important for you when choosing to purchase [PRODUCT]? Please select the 3 most important across a list of 9 statements, of which "Organic / natural ingredients or formula (i.e., no chemicals)" and "Clinically-proven efficacy"
2. Analgesics; cough, cold, and allergy medication; digestive medication; topical treatments; prescription weight loss products; OTC sleep medication
3. First aid products; disinfection products; personal hygiene products; infant care products; menstrual care products; pregnancy / post-partum products; sexual wellbeing products; oral care products; eye care products; at-home self care
4. Condition-specific skincare; anti-aging products; sun care products; skin care products; lip care products; haircare products; color cosmetics
5. Hydration products; healthy energy drinks; superfoods; sports nutrition products; juice cleanse; meal replacements

Source: McKinsey Future of Wellness Survey, August 2023

5 | Importance of clean / all-natural ingredients is higher among women, Gen-Z, wellness enthusiasts, and African Americans

Importance of clean / all-natural ingredients[1] across demographics[2], % of respondents



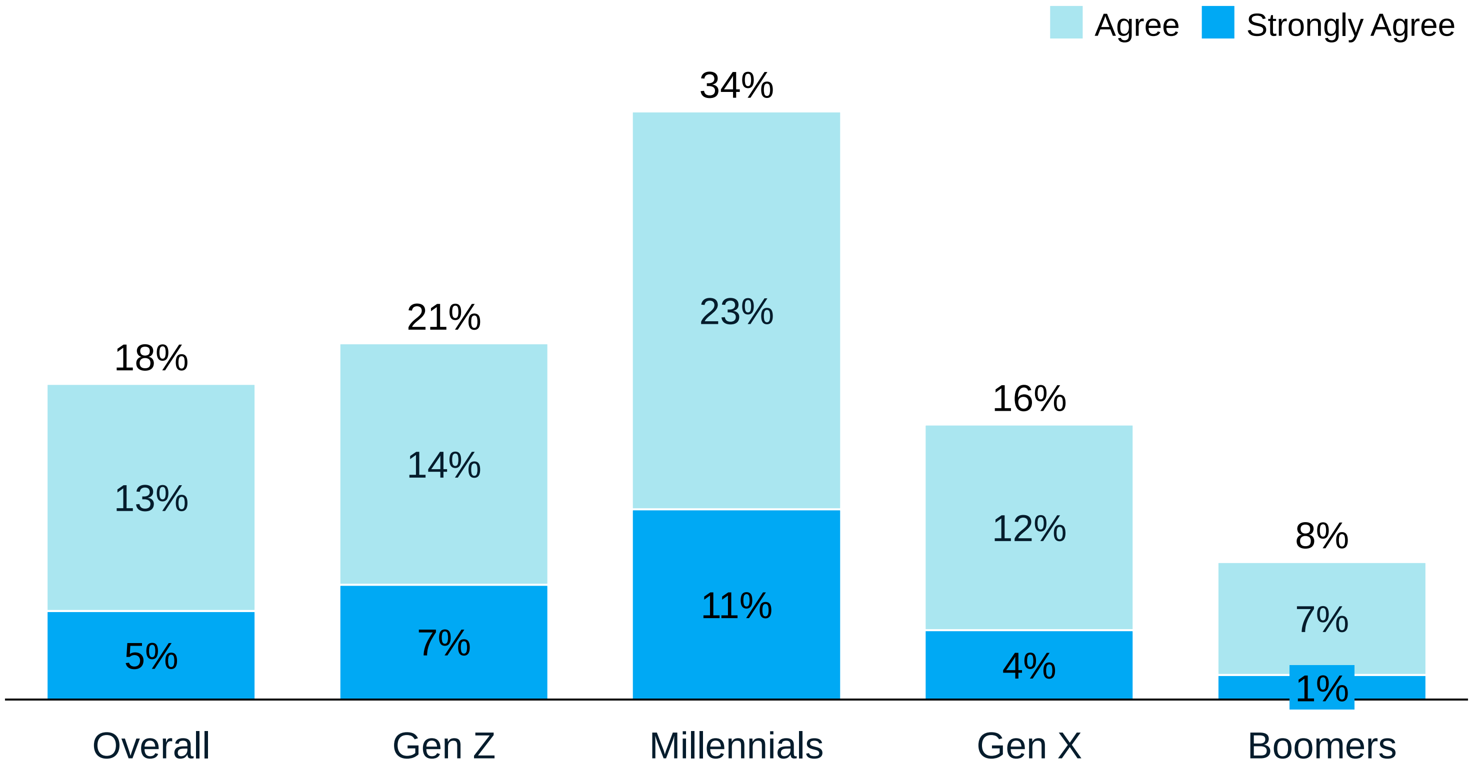
---

1. When purchasing wellness-related products, which of the following are the most important to you? Select up to 5; Respondents selected “Clean / all-natural ingredients” out of 18 options
2. Select demographics showing higher importance of clean / all-natural ingredients
3. Selected “1. I try to make wellness one of my top priorities in my day-to-day life”

Source: McKinsey Future of Wellness Survey, August 2023

6 | The shift towards personalization continues, especially among Millennials

Preference for personalized products and services[1], % of respondents



Top barriers to adoption[2]

1 Price

43% of consumers cite price as biggest barrier, especially among Gen Z (49%) and Millennials (47%)

2 Lack of need

37% of consumers express that they do not see a need for personalized products (particularly for consumers who don't think wellness is important, 45%+)

3 Unsure of added benefit

29% of consumers say they are not sure personalized products have better benefits than non-personalized products (especially among Boomers 35%)

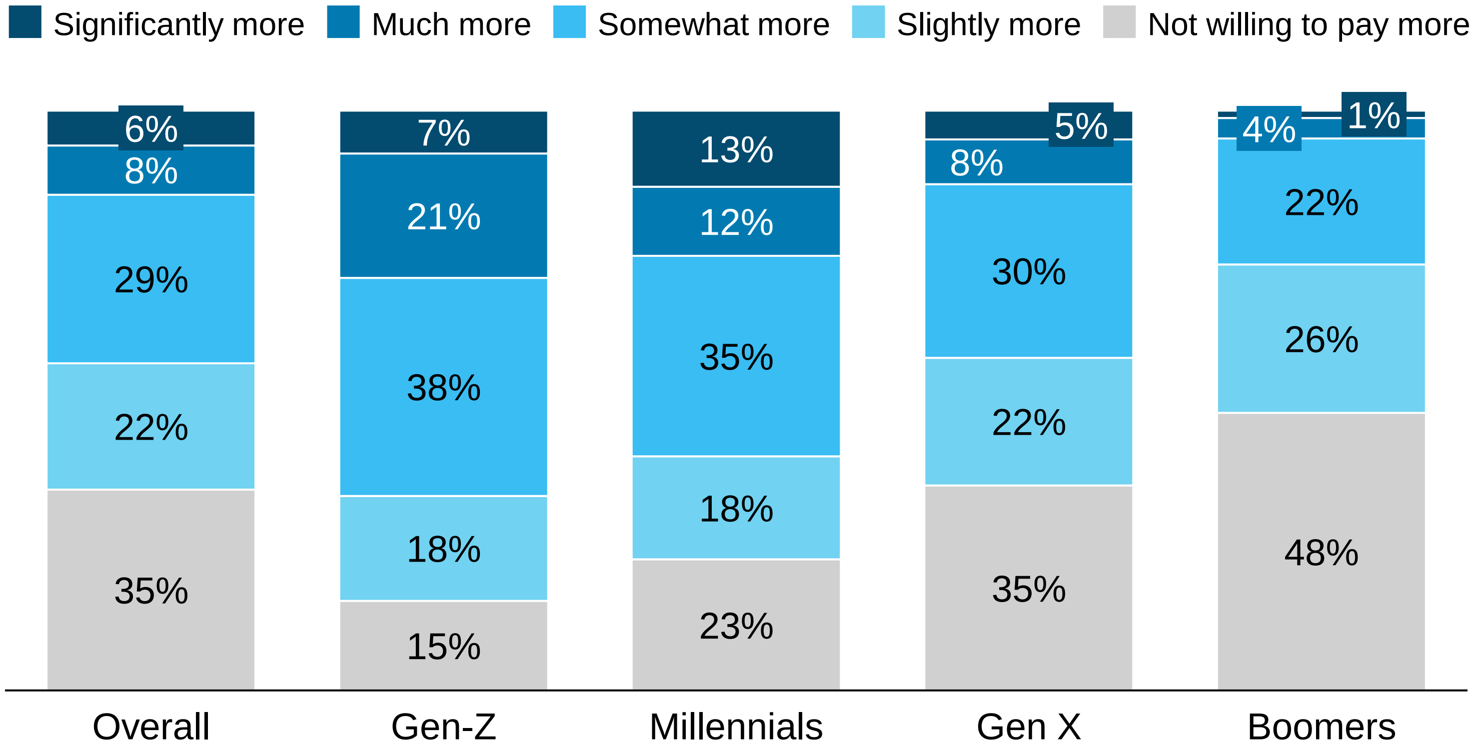
---

1. Please indicate how strongly you agree or disagree with each of the following statements: "I prefer using brands whose products, services, apps are personalized to me via connection with my personal data
2. You mentioned that you have not purchased a personalized wellness product in the last year. Why not?

Source: McKinsey Future of Wellness Survey, August 2023

6 | Willingness to pay for personalization is also higher among younger generations

Willingness to pay more for a personalized product / service[1], % respondents



Expected features from personalized product / service[2]

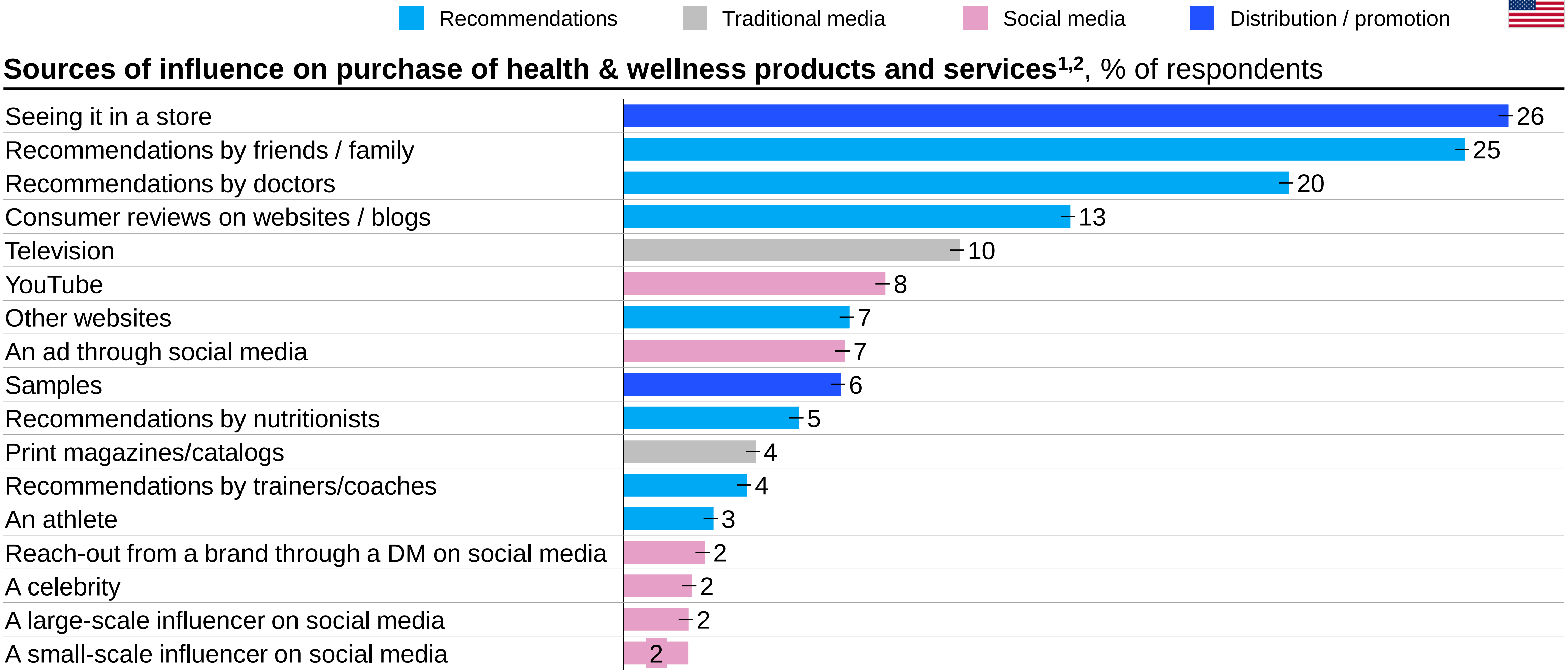
Majority (~45%) indicates they expect **personalization based off personal data** (e.g., basic physicals, pre-existing conditions, diet, etc.) but **~30% of consumers do not know what features they expect**

---

1. To what extent are you willing to pay more for a product or service if it is personalized? (vs. a similar product or service that does not)?
2. When you think about a personalized wellness product or service, what features do you expect it to provide you?
3. What type of personalization have you used in the past year?

Source: McKinsey Future of Wellness Survey, August 2023

7 | Consumers’ purchase decisions are influenced by in-store presence and recs; celebrities & influencers rank among last



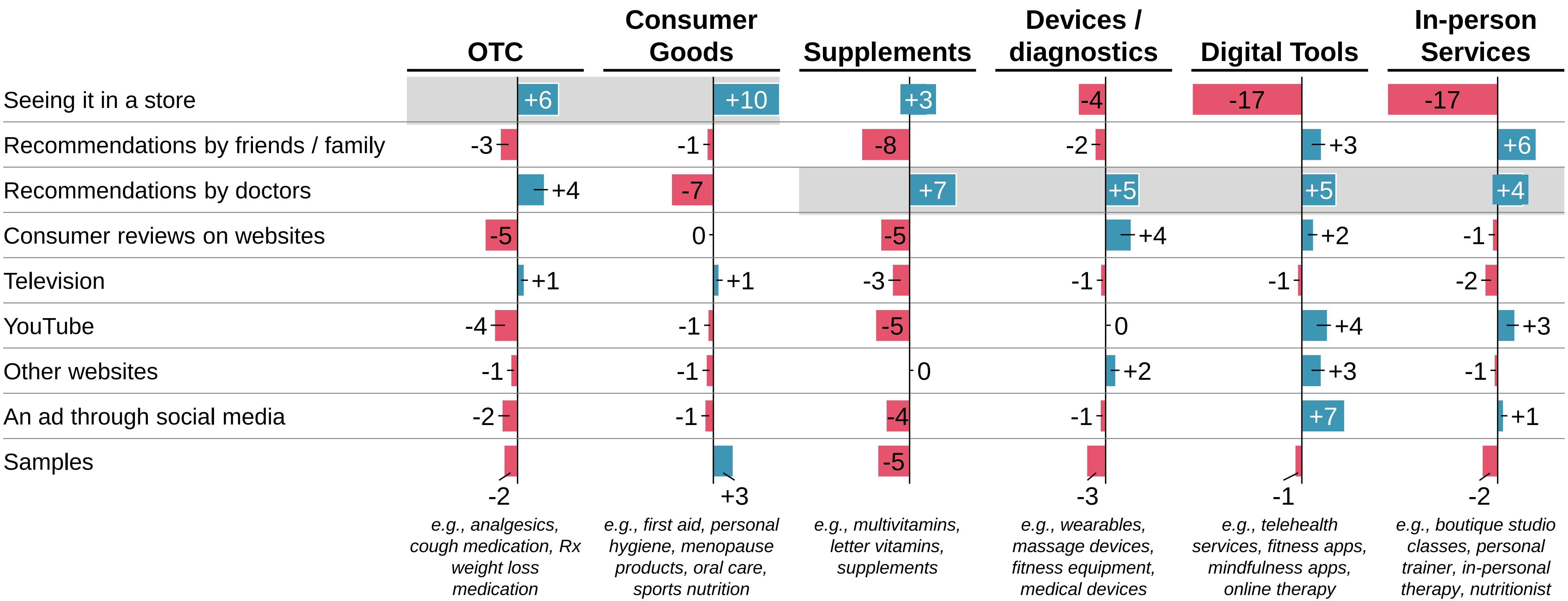
Sources of influence on purchase of health & wellness products and services[1,2], % of respondents

1. Which of the following influence your decision to purchase new products or brands for [PRODUCT / SERVICE]?
2. Excludes Bloggers (2%), Fashion websites (2%), and Recommendations from an AI chat bot (1%)

Source: McKinsey Future of Wellness Survey, August 2023

7 | In-store presence is key for OTC and Consumer Goods; doctor recommendations are best for devices, supplements, and services

Sources on influence by type of product / service[1,2], % of respondents

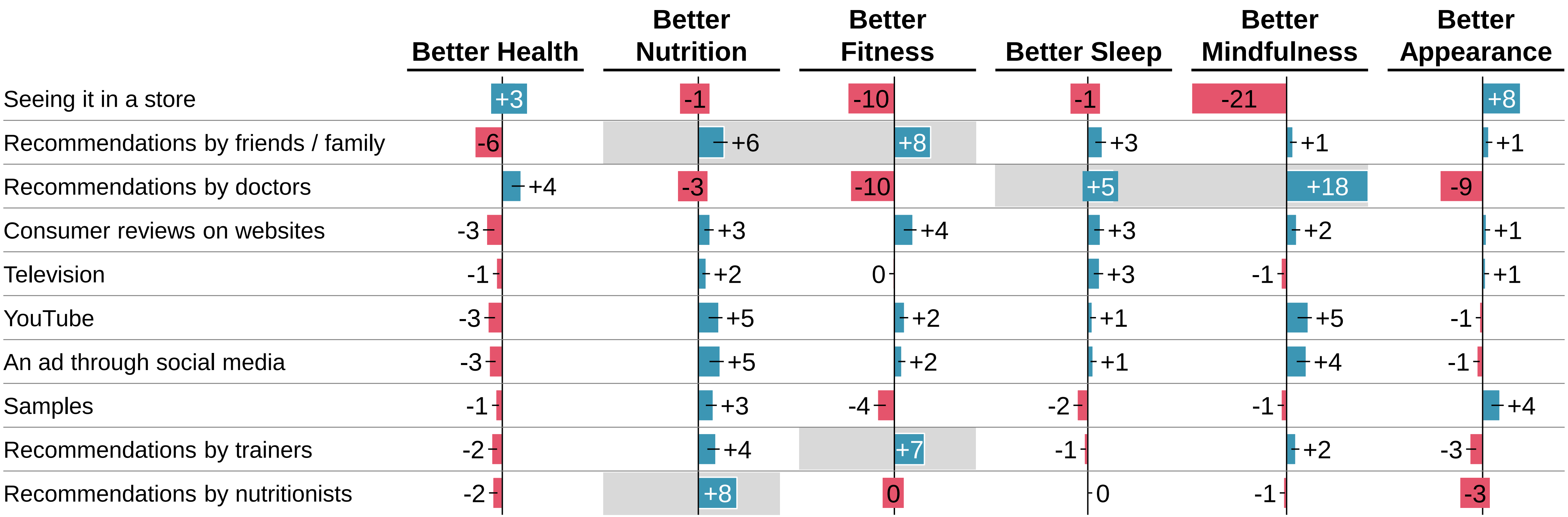


1. Which of the following influence your decision to purchase new products or brands for [PRODUCT / SERVICE]?
2. Sources are ranked by overall % of respondents T2B (highest scores are at the top); Excludes recommendations by nutritionists, print magazines / catalogs, recommendations by trainers, athletes, reach-out from a brand on social media, bloggers, celebrities, large-scale influencer, small-scale influencer, fashion websites, recommendations from an AI chatbot where differences between types of product / service was limited (<4)

Source: McKinsey Future of Wellness Survey, August 2023

7 | Mindfulness and sleep rely heavily on doctor recommendations; nutrition and fitness rely on recommendations by friends and specialists

Sources on influence by dimension of health & wellness[1,2], % of respondents



	Better Health	Better Nutrition	Better Fitness	Better Sleep	Better Mindfulness	Better Appearance
Seeing it in a store	+3	-1	-10	-1	-21	+8
Recommendations by friends / family	-6	+6	+8	+3	+1	+1
Recommendations by doctors	+4	-3	-10	+5	+18	-9
Consumer reviews on websites	-3	+3	+4	+3	+2	+1
Television	-1	+2	0	+3	-1	+1
YouTube	-3	+5	+2	+1	+5	-1
An ad through social media	-3	+5	+2	+1	+4	-1
Samples	-1	+3	-4	-2	-1	+4
Recommendations by trainers	-2	+4	+7	-1	+2	-3
Recommendations by nutritionists	-2	+8	0	0	-1	-3
	e.g., vitamins, OTC medications, personal and home products	*e.g., diet program, diet tracking apps, subscription food service*	*e.g., wearable devices, studio classes, fitness club membership*	*e.g., melatonin, gravity blanket, cooling mattress*	*e.g., mindfulness apps, meditation classes, therapy*	*e.g., skincare products, haircare products, cosmetic procedures*

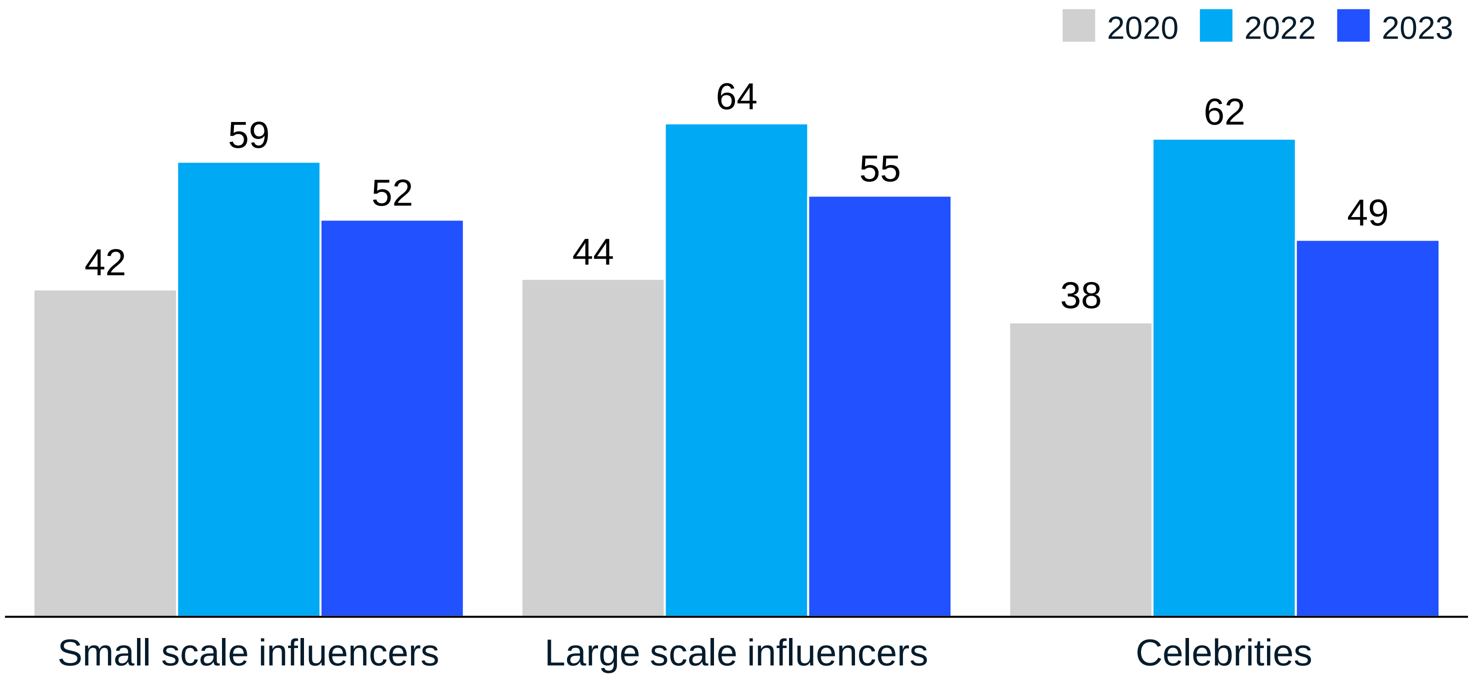
1. Which of the following influence your decision to purchase new products or brands for [PRODUCT / SERVICE]?
2. Sources are ranked by overall % of respondents T2B (highest scores are at the top); Excludes other websites, recommendations by nutritionists, print magazines / catalogs, athletes, reach-out from a brand on social media, bloggers, celebrities, large-scale influencer, small-scale influencer, fashion websites, recommendations from an AI chatbot where differences between types of product / service was limited (<4)

Source: McKinsey Future of Wellness Survey, August 2023

7 | Influencers remain key for brand discovery, but have reached their peak

More important to wellness brand discovery vs. last year[1]

% of respondents



	2020	2022	2023
Small scale influencers	42	59	52
Large scale influencers	44	64	55
Celebrities	38	62	49

15% of consumers (and **30-35% of Gen-Z and Millennials**) indicate they are likely to buy a wellness brand or product **posted by one of their favorite influencers / celebrities**[3]

There is **no difference** in purchase consideration by consumers between **celebrity endorsement** and **celebration creation** (+1pp for celebrity endorsement)[4]

Celebrity and influencers influence was highest on **body-focused aesthetic procedures, cosmetic procedures, diet programs, and personal trainers**

---

1. Thinking about using the following to discover new wellness products or brands, how has the importance of each of the following changed over the past year? Top 2 Box ("Much more important" and "Somewhat more important")
2. How likely are you to consider buying a wellness brand or product posted by one of your favorite influencers or celebrities? Top 2 Box ("Will definitely consider buying" and "Will probably consider buying")
3. Are you more or less likely to consider buying a wellness product from a company with i) Product is endorsed by a celebrity, ii) Product is created by a celebrity (e.g., part of a celebrity-owned brand)?

Source: McKinsey Future of Wellness Survey, July 2023

Contents

We see 7 major pockets of growth in consumer health and wellness

🟦 % of consumers who will probably or definitely buy more 12 months from now

⬛ % of respondents who will definitely place a higher priority over the next 2-3 years

Gut health	80%+ of consumers consider gut health as important; **probiotics** are the top product in this space (used by 50% of consumers) but there are **opportunities to innovate** (1/3 wish there were more products)	24%
Weight management	50%+ of consumers hope to lose 20+ pounds; **exercise** is by far the most used intervention, but **prescription medication** has seen major growth, driven by its perceived efficacy	29%
Sexual health	Demand for sexual health products is **growing** (20%+ of consumers spent more vs. last year), with spend focused on more **traditional categories** (personal lubricant, contraceptives, and adult toys)	25%
Women's health	Women's health is seeing a lot of **traction** across all areas, but **menopause** has seen the biggest jump with 40%+ of consumers indicating increased spending	24%[1]
Healthy aging	70% of consumers indicate they purchased more longevity-focused products over the past year than in prior years, with vitamins and supplements and body/skin treatments the top categories	28%
Sleep	Sleep is the **second highest health priority** for consumers, as the impact on overall health continues to emerge; 30% report having spent more on sleep enhancing products in the past year vs. in prior years	23%[2]
In-person fitness	In-person fitness continues to show a lot of traction, in particular with **Gen-Z and Millennials**; key success factors are **locations** and **aggregator presence**, with best gyms leveraging both effectively	29%

1. Question was asked for menopause products specifically;
2. Question was asked for sleep enhancing products specifically

Source: McKinsey Future of Wellness Survey, August 2023

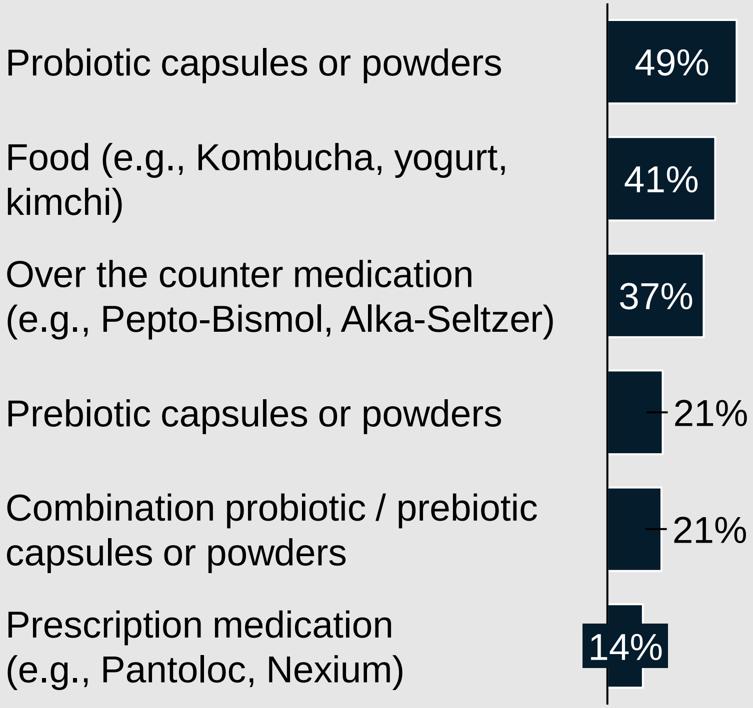
A | Gut health is on the rise, largely driven by growing awareness of its importance

82% Share of consumers who consider **gut health as** important, with 45% reporting it very important[1]

54% Share of consumers who claim they will place a **higher priority** on gut health in the **next 2-3 years**[2]

1/3 Share of consumers who wish there were **more products** to support gut health[3]

The increased popularity of gut health is driven by the **growing consumer awareness** of the importance of gut health, advances in **microbiome scientific research**, the increased prevalence of **digestive disorders**, and product **innovation**



Most frequently used gut health products[4], % of respondents

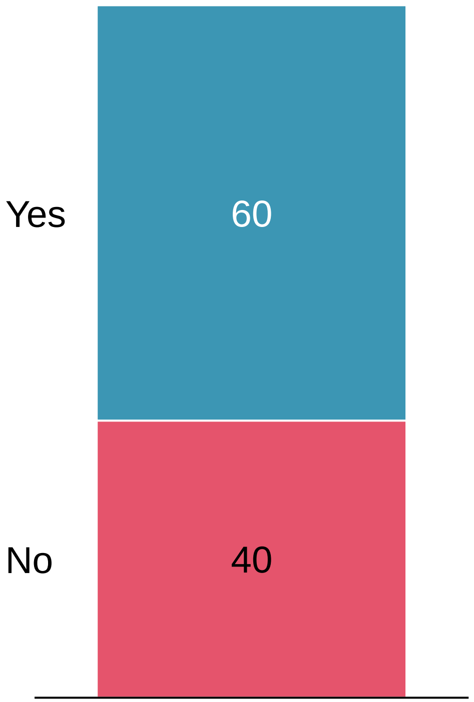
---

1. Which of the following areas of health and wellness are important to you? Gut health; Top 2 Box ("Very important", "Moderately important")
2. How do you think your priority level for each of gut health will change over the next 2-3 years?
3. Selected "There are not nearly enough products / services available to achieve gut health" (6%) or "There are some products / services available to achieve gut health, but I wish there were more? (26%)
4. Which of the following digestive or gut health products have you used?

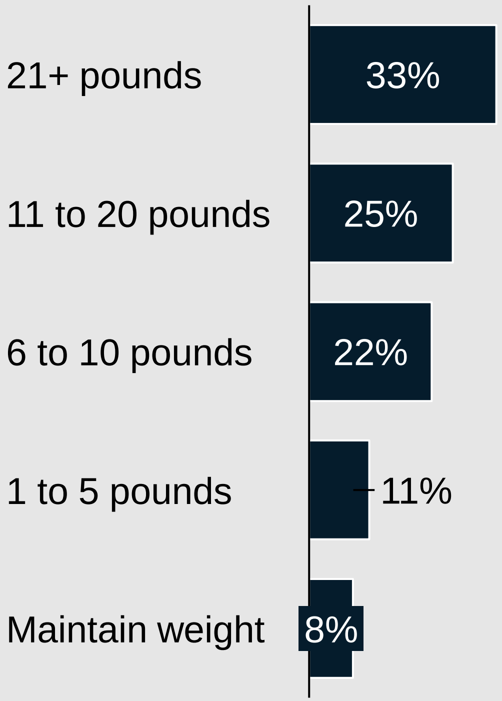
Source: McKinsey Future of Wellness Survey, August 2023

B | Over 50% of consumers seeking weight management solutions are hoping to lose 10+ pounds

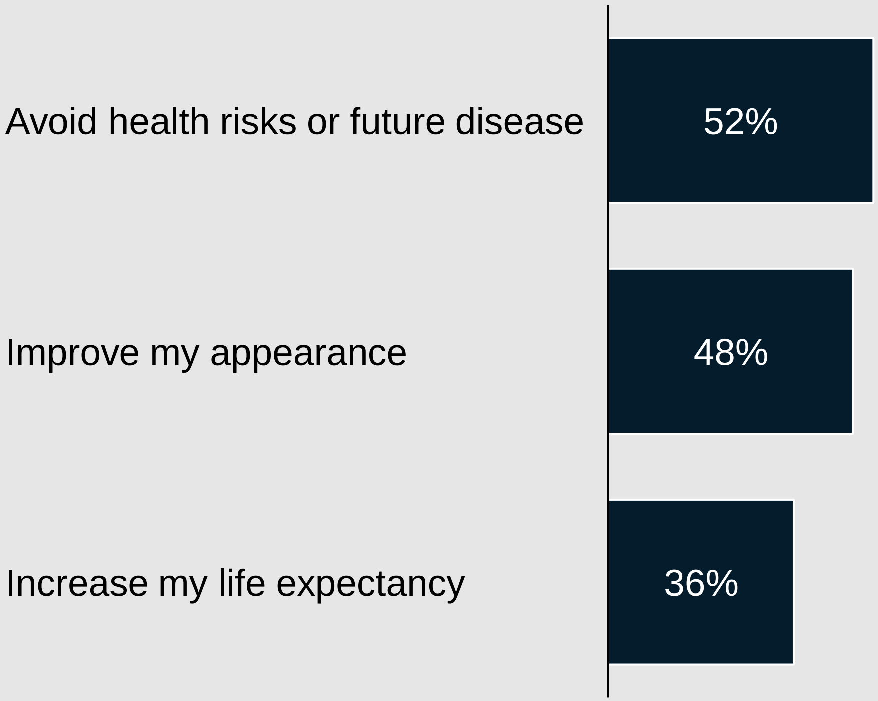
Consumers seeking to manage/lose weight[1], % of respondents



Target weight loss amount[2], % of respondents



Top 3 reasons for weight management / loss[3], % of respondents



---

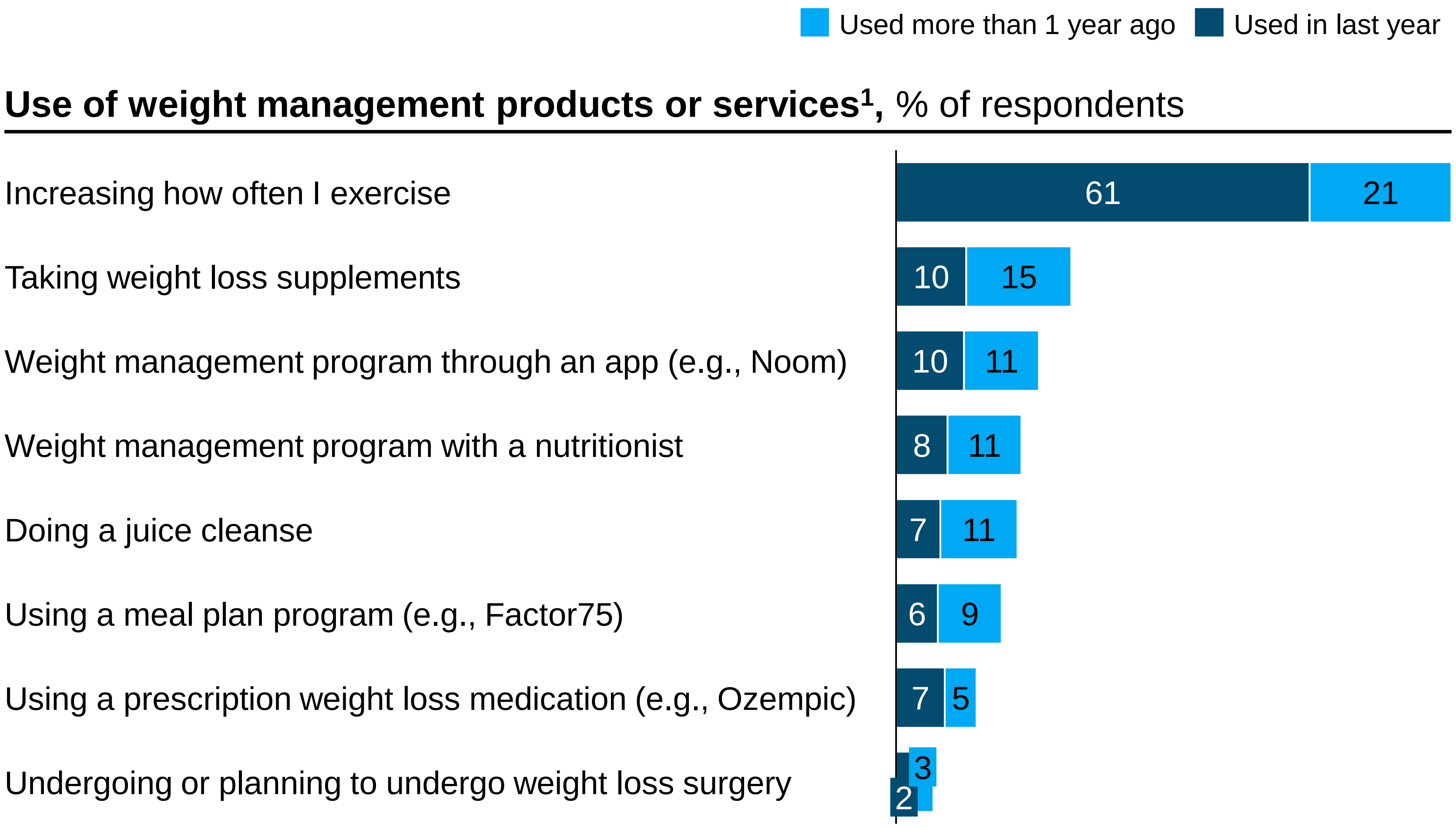
1. Are you currently trying to manage/lose your weight?

Source: McKinsey Future of Wellness Survey, August 2023

1. How much weight are you trying to lose?
2. Why are you looking for ways to manage/lose weight?

B | Exercise remains, by far, the most common weight management intervention

Use of weight management products or services[1], % of respondents



Barriers[2], % of respondents

Price, in particular nutritionists and meal plans (~60%)

Preference for managing their weight naturally through one's own diet and exercise plan

Uncertainty about the solution's efficacy, particularly high with juice cleanse and weight loss supplements

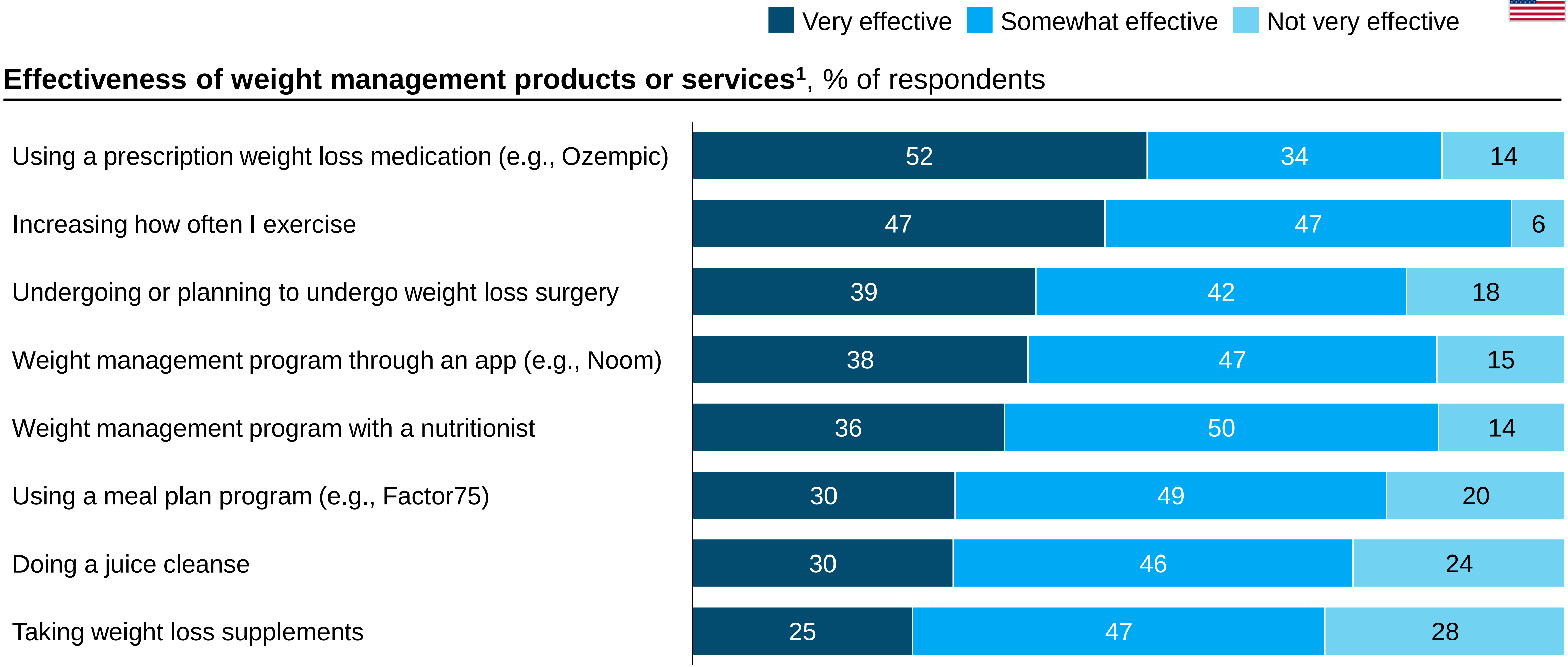
Prescription medication, supplements, and surgery also had a high number of respondents highlighting **side effects uncertainty** as a barrier

---

1. You mentioned you are trying to manage/lose weight. Which of the following are you doing?
2. You mentioned that you have considered or used [product] in the past but do not currently use them, why not? Select up to 2 reasons

Source: McKinsey Future of Wellness Survey, August 2023

B | However, consumers have found prescription medication (e.g., GLP1) to be the most effective



Effectiveness of weight management products or services[1], % of respondents

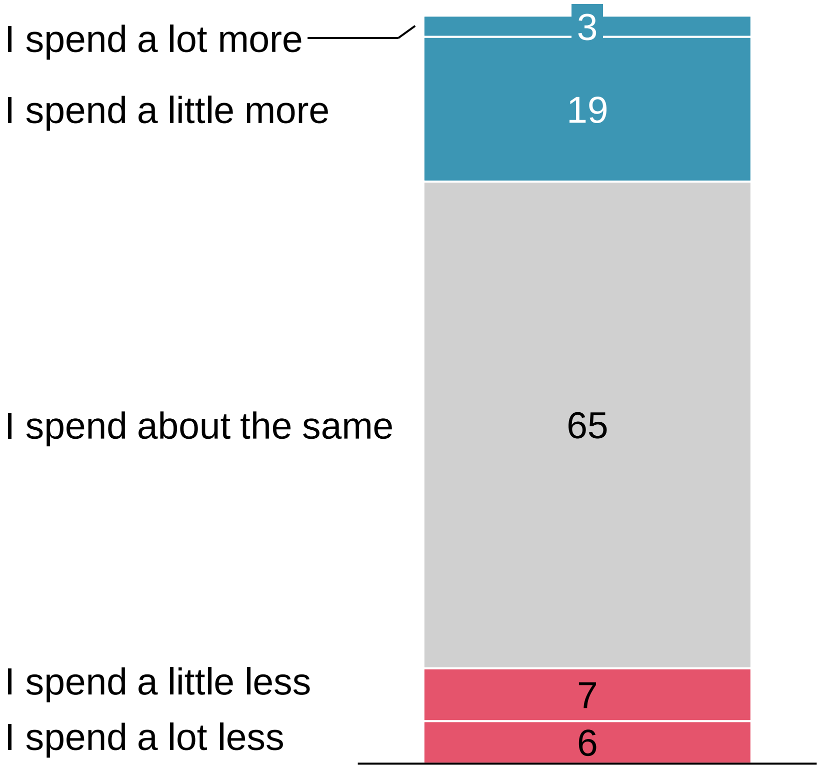
---

1. How effective are each of the following activities in helping you manage/lose weight?

Source: McKinsey Future of Wellness Survey, August 2023

C | There is growing demand for sexual health products

Sexual wellbeing products spend vs. 1 year ago[1], % of respondents



The growing demand for sexual health products is driven by **reduced stigma** toward sexuality, increased sexual **education**, growing focus on **female sexual health** (e.g., low libido, vaginal dryness, pain during intercourse), and continued **rise of e-commerce** allowing for discreet online shopping

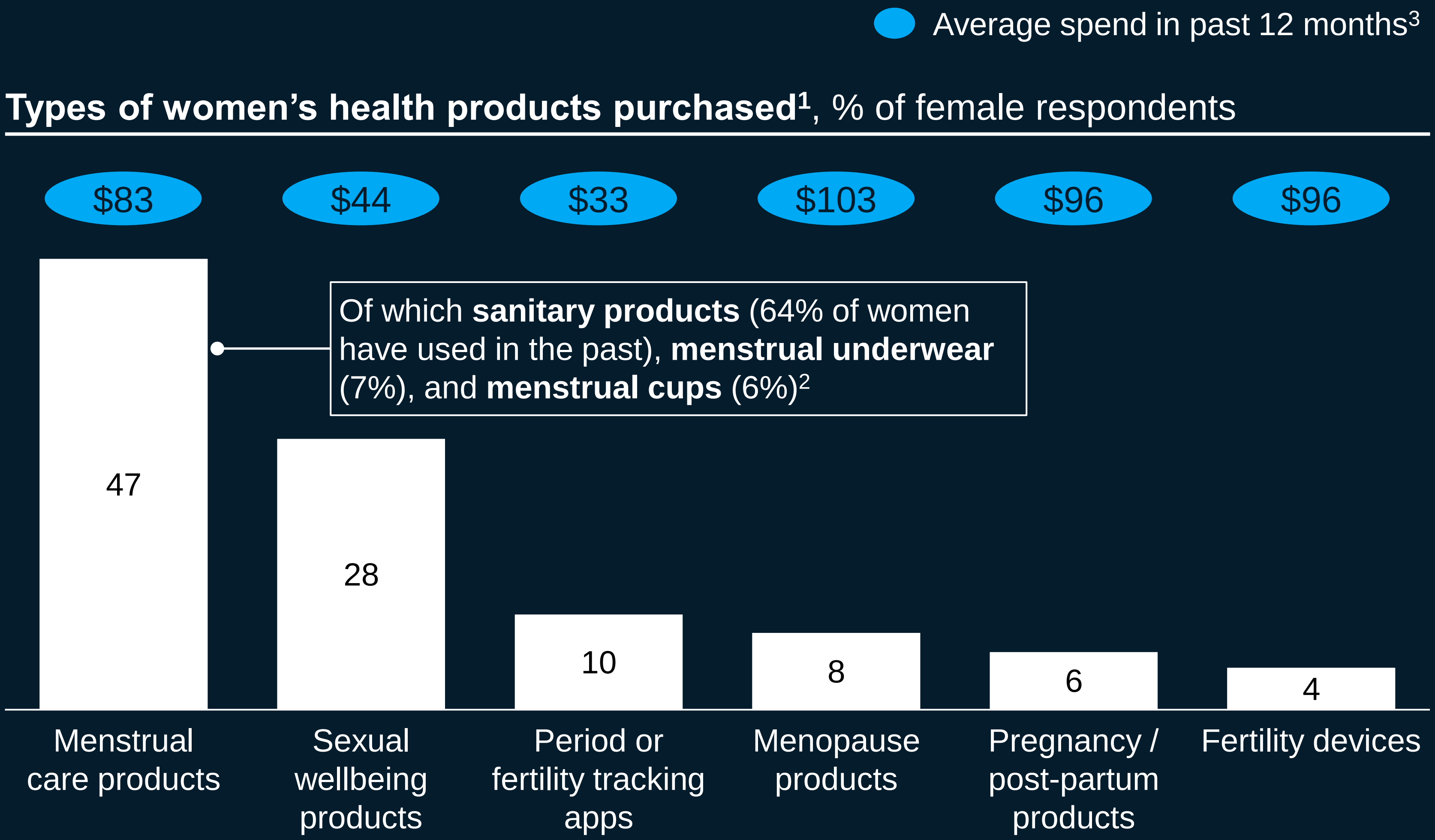
Types of sexual health produces used[2], % of respondents

---

1. How has your spend on [sexual wellbeing products] changed compared to 1 year ago?
2. Which of the following types of sexual health products have you used in the past?

Source: McKinsey Future of Wellness Survey, August 2023

D | Menstrual care and sexual health see highest purchase rate, but menopause and pregnancy see higher spending



Of which **sanitary products** (64% of women have used in the past), **menstrual underwear** (7%), and **menstrual cups** (6%)[2]

---

1. Purchased once or more in past 12 months
2. Which of the following types of women's health products have you used in the past?
3. Approximately how much money have you spent on each of the following in the past 12 months?

Source: McKinsey Future of Wellness Survey, August 2023

E | Consumer focus on longevity and healthy aging is increasing

---

2 consumers out of 3

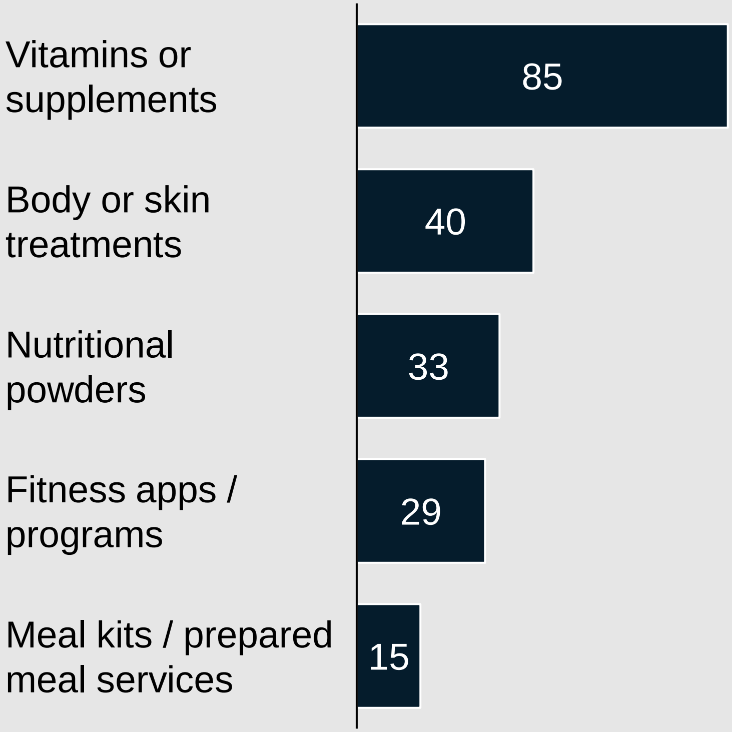
consider very / extremely important to purchase products or services that help with healthy aging/increasing longevity vs. other benefits[1]

~70%

of consumers indicate they have purchased more longevity-focused products in the past year vs. prior years

The rise in longevity and healthy aging is driven by a broader **shift towards preventive medicine**, the rise of **health-tech** (e.g., telemedicine, health monitoring wearables, health apps) making it easier for consumers to manage their health, increased health **education**, and **advances in anti-aging research**

Top 5 preferred product types for healthy aging / longevity[2], % of respondents

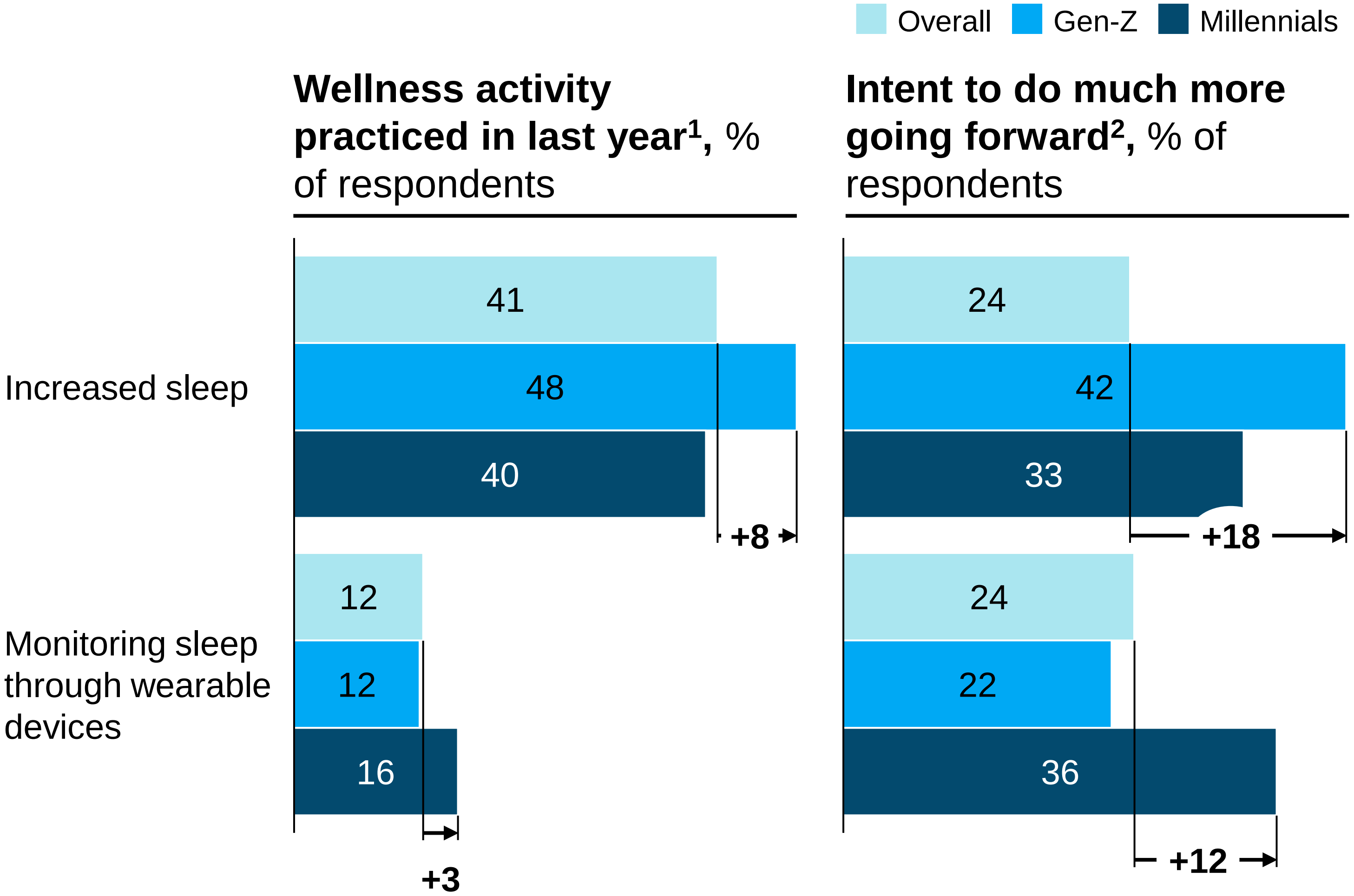


---

1. How important is it to you to purchase products or services that help with healthy aging/increasing longevity vs. other benefits?
2. What types of products or services have you purchased in the past year with the goal of healthy aging/increasing longevity?

Source: McKinsey Future of Wellness Survey, July 2023

E | Sleep is the second highest priority for consumers, especially Gen Z



	Wellness activity practiced in last year[1], % of respondents	Intent to do much more going forward[2], % of respondents
Increased sleep – Overall	41	24
Increased sleep – Gen-Z	48	42
Increased sleep – Millennials	40	33
Increased sleep – difference	+8	+18
Monitoring sleep through wearable devices – Overall	12	24
Monitoring sleep through wearable devices – Gen-Z	12	22
Monitoring sleep through wearable devices – Millennials	16	36
Monitoring sleep through wearable devices – difference	+3	+12

#2 Highest health priority after overall health (with 45% of consumers who say sleep is a **very high priority** for them[3]

30% Share of consumers who spend more on sleep enhancing products vs. 1 year ago

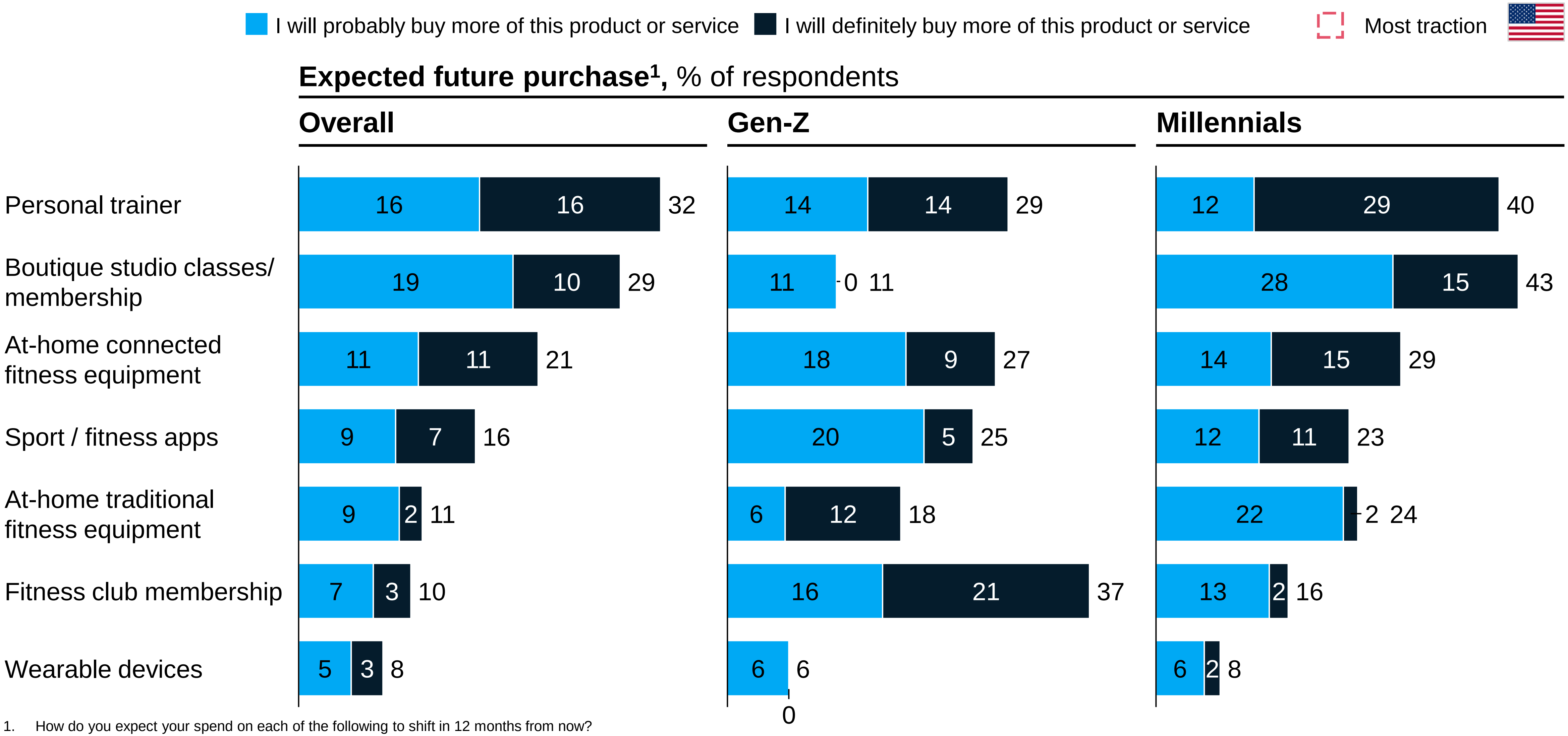
The increased prioritization of sleep is driven by the **growing awareness of the importance of sleep** and its impact on a range of health issues, the **proliferation of electronic devices** that has disrupted sleep patterns for many people, and the **widespread usage of wearables** that provide sleep insights

---

1. What wellness-related activities or behaviors have you practiced in the last year?
2. To what extent do you intend to continue these activities or behaviors going forward? T1B “I intend to do much more of this activity or behavior going forward”
3. How high of a priority do you place on the following attributes? | Better sleep; T1B “Very high priority”

Source: McKinsey Future of Wellness Survey, July 2023

G | In-person fitness shows strong traction with consumers, in particular Gen-Z and Millennials

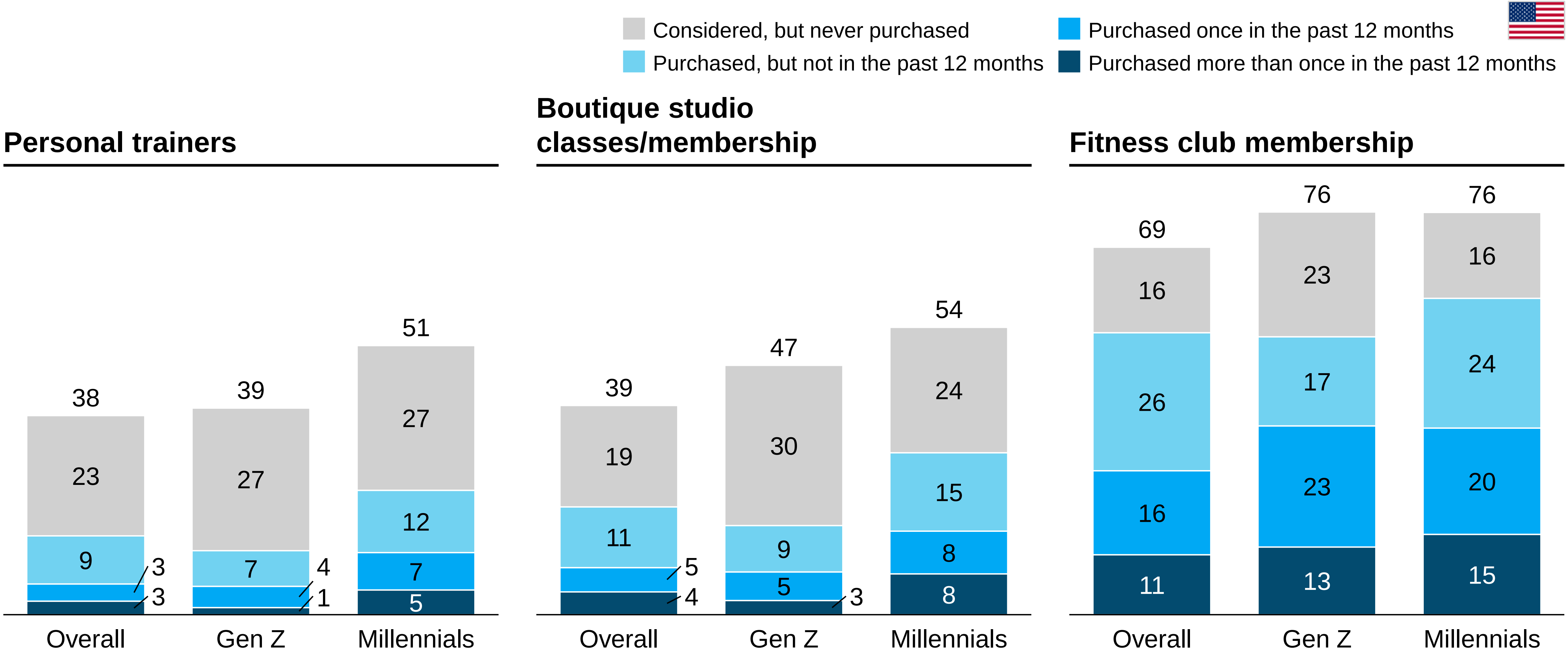


---

1. How do you expect your spend on each of the following to shift in 12 months from now?

Source: McKinsey Future of Wellness Survey, July 2023

G | In-person fitness show strong consideration among younger generations, but room to improve conversion and repeat purchase



Source: McKinsey Future of Wellness Survey, July 2023

Disclaimer

These are suggested practices, in many cases adopted by companies across sectors.
We do not offer recommendations on sufficiency, adequacy or effectiveness of these measures.
You can derive no rights or make decisions based on this material.

We do not provide legal, accounting, tax, medical or other such professional advice normally provided by licensed or certified practitioners and will rely on you and your other advisors to define applicable legal and regulatory requirements and to ensure compliance with applicable laws, rules and regulations. We do not intend to supplant management or other decision-making bodies, and you remain solely responsible for your decisions and actions, including those relating to manufacturing, product release, regulatory reporting and market action. We make no representation or warranty, express or implied, and expressly disclaim any liabilities relating to your manufacturing operations, compliance, quality, R&D and regulatory processes and products.