Voice of the Consumer 2026

The Rise of Everyday Health

Consumer Goods Forum 2026

Voice of the Consumer 2026
Health edition

21,808

Sample Size

A global online survey across key demographics within each country.

Countries

27 countries

with reportable samples sizes in each country, across developed and emerging markets[1)]

Age Distribution

46%

are in the 25-44 age group, 27% Gen Z, 35% Millennials, 25% Gen X, 13% Boomers and older

Employment Status

75% employed

6% students, 6% unemployed, 7% retired and 6% homemakers

Survey Period

Q1 2026

1) Countries covered: Australia; Brazil; China; Egypt; France; Germany; Hong Kong, SAR; Hungary; India; Indonesia; Ireland; Malaysia; Mexico; the Netherlands; the Philippines; Poland; Qatar; Romania; Saudi Arabia; Singapore; Spain; Thailand; the United Arab Emirates; Ukraine; the United Kingdom; the United States; and Vietnam

Health is becoming a part of the everyday

1

Health goals are manifold for consumers

2

Behaviour is coalescing around health moments

3

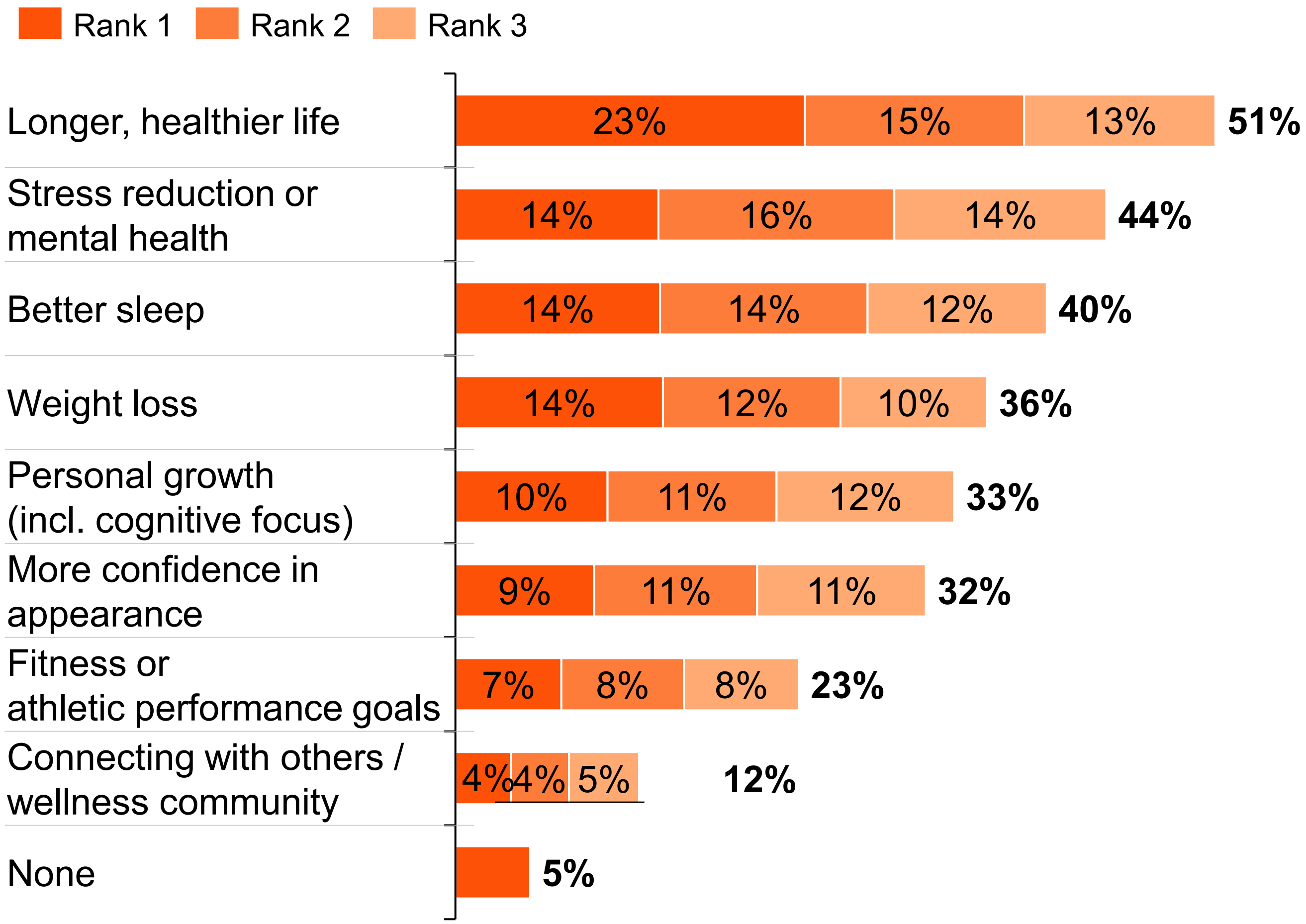
GLP-1 users show us what can happen next

4

Technology and trust power the opportunity

Health goals are manifold: live longer, reduce stress, sleep better, manage weight

Ranking of primary health and wellness goals
(% of respondents ranking goal as number 1, 2, or 3)



- **Longevity** is the top goal across **generations,** its importance rises steadily with age (16% of Gen Z respondents, 40% of Silent Generation respondents)
- **Women rank weight loss as no 1 more often (+5ppt) than men** and this increased to **+8ppt** when exploring top 3 focus. Weight loss replaces sleep in the top 3 focus areas for women
- Longevity is no. 1 in every region. In APAC, personal **growth** (41% vs 33% global) **replaces sleep as a top 3 goal**. In LatAm, 17% rank reduce stress or improve mental health as their top rank 1 goal

Behaviour is coalescing around health moments

Health moments throughout the day

7:00AM

Start well

8:00AM

Movement

12:30PM

Healthy eating

3:30PM

Energy boost

5:30PM

Better choices

7:00PM

Nourishing dinner

9:00PM

Relaxing moment

10:30PM

Quality sleep

All day

Track & improve

Dietary Choices

>5% pts

shift in expected consumption intent since 2025; more fresh produce, less alcohol and processed food. +2pts in supplements.

Wearables & Apps

80%

use a healthcare app or wearable for one or more health and wellness activities and women lead on all activities except exercise

Spending

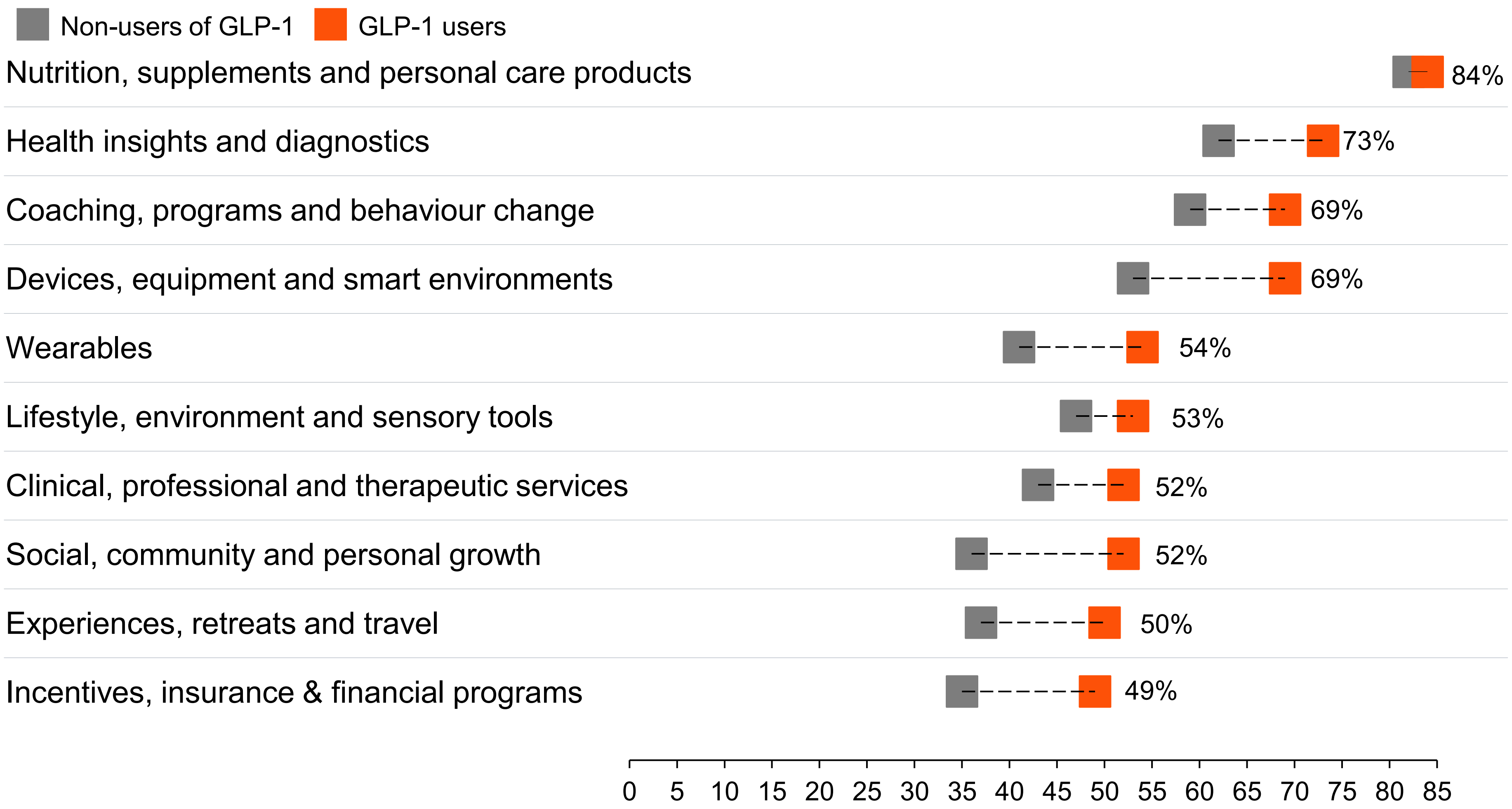
90%

made discretionary health purchases in the last year. On average, women purchase from 4 categories and men from 3. Women lead in buying beauty and service led categories.

Source: Q2.2, Q3.2, Q6.1, N= 21,808

GLP-1 users show us what can happen next

Purchase intent across product/service themes to achieve health and wellness goals
(% of respondents choosing this product or service)



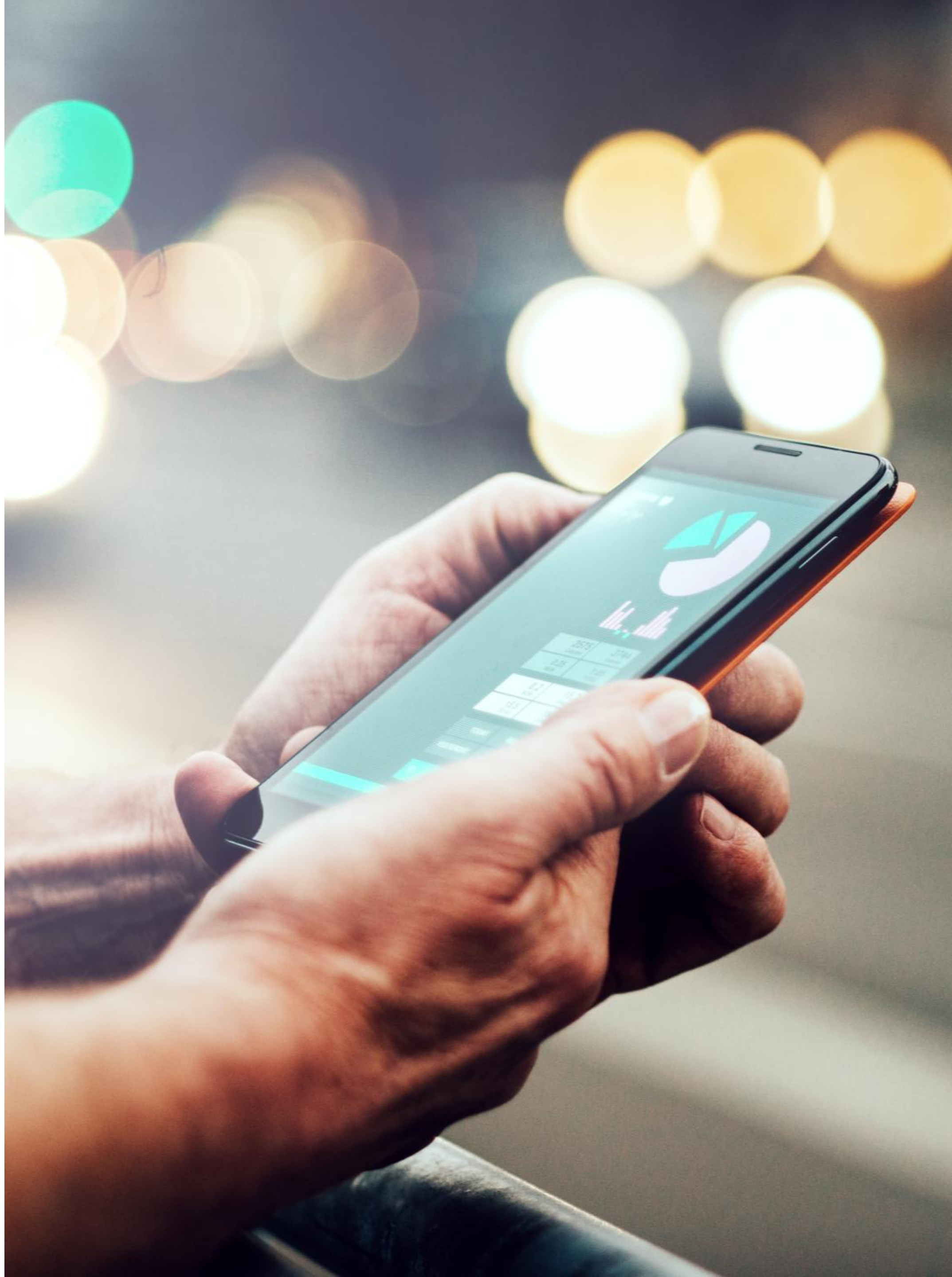
- GLP-1 users **more actively monitor intake on a frequent basis** (calorie, fiber, protein and fluid), on average, 59% monitor vs 35% for non-users)
- They **more actively practice intermittent fasting** and time-restricted eating on a frequent basis (46% vs. 21% for non-users)
- **>50%** of GLP-1 users pay **more attention** to food labels and spend more on health, wellness and food

Consumers need to be reached via AI as their comfort with technology grows…

86% comfort level of Gen Z and Millennials with letting AI handle a health care related task

38% of Gen X and older are not comfortable letting AI handle any tasks

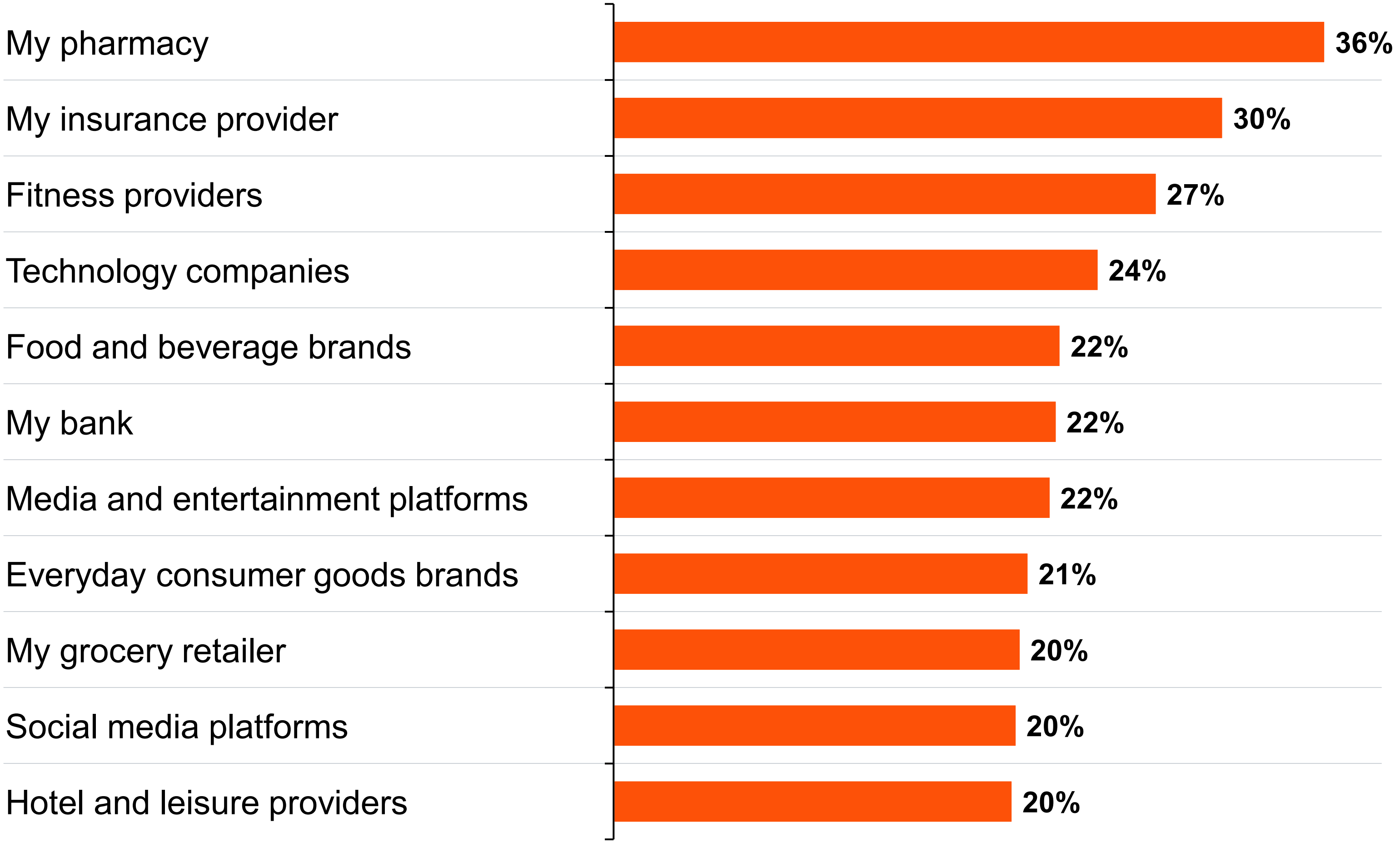
31% use AI to investigate health concerns before consulting a professional or other sources



 Source: Q6.4, Q6.5, N= 21,808

… and building trust will be critical to unlocking the consumer opportunity

Comfort with sharing biometric or detailed medical data for greater personalization of products & services
(% of respondents willing to share with type of provider)



- **36% of Middle Easterners**, on average, are comfortable sharing biometric or detailed medical data
- On average, **31%** of respondents would not share any health data for personalization (**42%** for **social media, 38%** for grocery stores, **31%** for food and beverage companies)
- 43% of Western Europeans, on average, **would not share any data**

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Explore the report

Panel

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