

MILLENNIALS & HEALTH

FAST FACTS FROM FONA

They were born between 1978 and 1995 and number about 78 million in the U.S. With \$2.8 trillion in buying power, it's a group that has already shown it can shake up the healthcare & food industries.

When it comes to Millennials and wellness, here are the top trends our taste experts are tracking.



BE BRAINY

Top ingredients for brain health & cognition for this generation: Omega-3 & B-Vitamins. Up and coming ingredients: bacopa, ashwagandha and tulsii. About **68%** likely to purchase nootropics.

ADAPTOGENS

70% of Millennials are likely to purchase adaptogens for their personal use. (62% would purchase for their children.)



ACTION, ACTION, WE WANT ACTION



Millennials are more active than any other generation that came before, and purchase products to support that lifestyle

WHOLE SELF HEALTH

More than other generations, Millennials place more weight on experiences – like how they feel, energy level, digestion, etc.

TOP NEED STATE

Millennials' top health needs? Energy & Metabolic Health. B-vitamins & Caffeine are sought to achieve their goals.

CUSTOMIZE IT

This is not a generation interested in the traditional diet. They purchase based on their unique goals and needs



40% of Millennials polled by FONA say they're interested in Intuitive Eating.

Need Details?

We've done a deep dive into the health and wellness habits of consumers, across all generations.

Schedule a presentation today.

Lisa Demme
Marketing Director
ldemme@fona.com
630-715-9278

