The Future of Wellness: Insights from Today's Consumer Trends

A Suzy Research Whitepaper

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Introduction
Shifting Wellness Attitudes

As consumers kick off 2024 with New Year's resolutions, health and wellness are on many people's minds, whether that means **reducing stress, improving nutrition, or starting a new exercise routine**. However, consumers' wellness journeys can change dramatically from year to year as new trends, **products, technologies, and medical advancements change the health landscape**.

For example, since the pandemic, there's been a notable shift towards bringing wellness home, whether that means **direct-to-consumer (DTC) goods or DIY home gyms**. As DTC has grown and technology has improved consumers are also looking for **heightened personalization in their wellness journeys**, from **customized workout plans to meal kits** tailored to their nutritional needs.

Meanwhile, the **breakout medical advancement of Ozempic** in 2023 and the **return of high-fashion thinness ideals** have made weight loss much more achievable and desirable. And yet, this stands in contrast with broader trends of body positivity and the movement to look at health holistically.

How do consumers make sense of these changing trends and technologies, and how do they incorporate them into their wellness practices? And what does it mean for brands across the food and beverage, CPG, retail, media and entertainment, and tech sectors?

Suzy ran **multiple surveys in December 2023** asking **more than 1,000 Americans** for their **opinions and behaviors on various wellness trends and innovations**. We weighted our results to reflect the US demographics along lines of age, gender, race, ethnicity, and geographic location. In this whitepaper, we take a deep dive into three main topic areas:

1. What **wellness at home** looks like in a post-pandemic world
2. How DTC and technological advancements have made **personalized wellness** more possible than ever
3. **Body image** in the age of Ozempic

Wellness at Home

Here To Stay

A few years ago, the pandemic may have forced people to start and end their wellness journeys at home, whether that meant cooking for themselves, building a home gym, or doing their own nail and hair care. But going into 2024, many of these "trends" are here to stay. Per our survey, the **vast majority (84%) of consumers** feel it's important to **integrate wellness into their home environment**.

Sleep (72%) and **relaxation (66%)** are the **top ways consumers already do this**, followed by **nutrition (60%)** and **mental health (58%)**. And people are constantly looking for ways to improve their home health, with many consumers incorporating new products or practices in just the past six months: **70%** tried **new dietary supplements or vitamins**, **67%** incorporated **physical exercise or yoga**, and **48%** used **new products in their skincare routine**.

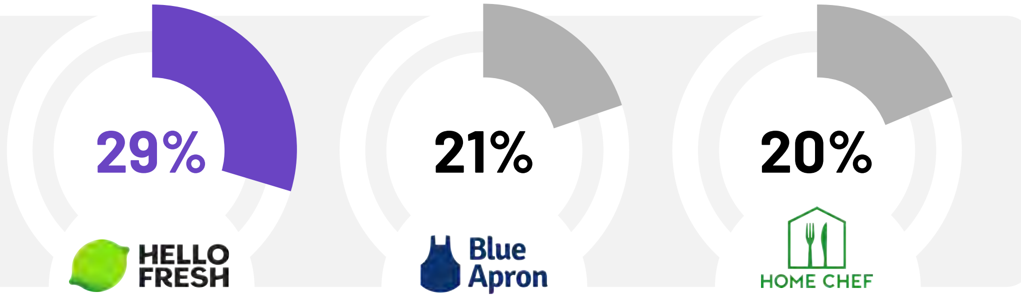
And importantly, consumers show a strong willingness to spend on new home wellness products that align with their goals. **71%** said they'd be **willing to pay a premium**, and **47%** were **very or extremely willing**.

To tap into this consumer interest, brands first need to know what consumers' at-home wellness practices look like. Here's what Suzy found:

Nutrition

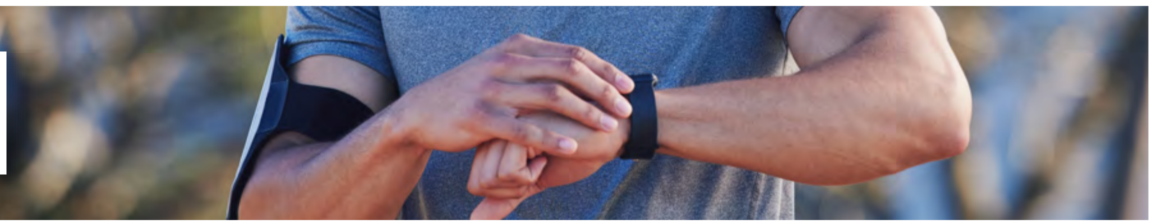
In a post-pandemic world where delivery has become a well-oiled machine, **just under two thirds (64%) of consumers** make **DTC purchases for food and beverages at least once a month**, and **40% subscribe to a delivery service** for **supplements or vitamins**. In 2023, prioritizing ingredients over pre-made food became a trend, with meal kit delivery taking off.

What were the **top meal kit services** consumers tried in the past year?



Still, ready-to-eat isn't dead, especially when it comes to "mood foods" with added wellness benefits beyond simple nutrition. 79% of consumers are **interested in ready-made "mood foods,"** particularly those that promise **increased energy or vitality** (48%), **relaxation and calmness** (46%), **stress relief** (43%), and **improved sleep quality** (41%).

Exercise

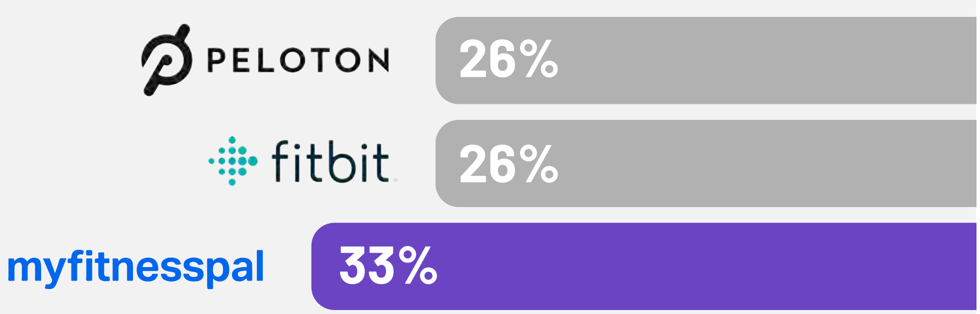


Home gyms became a necessity during the pandemic, but their continued popularity even into 2023 proves that they're much more than just a passing trend. Per our survey, both traditional home gym equipment and smart technology are heavily utilized among those who exercise regularly.

81% use some type of **wearable fitness device**, with **Apple Watch** (44%) and **Fitbit** (35%) by far the most popular devices. About a third (32%) **track their fitness progress or health metrics** with these devices **daily**.

Meanwhile, about three quarters (73%) use some kind of **home gym equipment** as part of their fitness routine, and half (50%) use workout apps.

Which brands were the **most popular home gym equipment and workout apps** among consumers?



Mental health

Healthcare professionals by and large agree that **stress is one of the biggest detractors of health**, meaning that keeping up with mental health is also important for keeping up with physical health. **About half (51%) of consumers** say they are **concerned about their mental health**.

Tech increasingly allows consumers to keep up with their mental health from the comfort of their own homes.

Among those who meditate, **four in ten (40%)** use a meditation app **at least a few times a week**, with **Calm (46%)**, **Mindbody (24%)**, **Breethe (22%)**, and **Stop, Breathe & Think (21%)** being the most popular.

And virtual therapy has maintained its popularity even post-pandemic, with services like **BetterHelp (21%)** and **Talkspace (21%)** being used by respondents who go to therapy.

Body care

What do the beauty and CPG industries have to do with wellness? A lot, as it turns out. Spa care—like hair masks, skin treatments, or nail care—can be part of consumers' health and wellness journeys, both for physical health and hygiene, as well as for mental health reasons, like promoting relaxation and self-image. For example, midway through 2023, **skincare began outpacing makeup** in terms of growth, as consumers have grown more conscious about things like **sun protection**.

Per our survey, **half of consumers** use **at-home spa treatment products** at least **occasionally**, and **around the same amount (49%)** agree that these treatments can be **just as effective as going to a professional spa**.

What were the **top product types** that consumers were **interested in trying at home?**

Suzy's Big Takeaway

Overall, at-home wellness is here to stay, whether that means DTC food and supplements, home gyms and spas, or meditation apps. But, importantly, consumers don't want all of these things to remain separate. After all, they're engaging in all of these things in one place—their home—so **they want to look at their health journey as one connected whole**.

This affects, for example, where people shop: major retailers that let consumers achieve all their wellness goals in one place are the most popular places to shop, namely **Walmart (73%)**, **Amazon (64%)**, and **Target (44%)**. It's not coincidental that these retailers also tend to be where consumer shop for other household goods.

It also affects what consumers want to see from brands in the future. **Affordable wellness bundles are the top enhancement** that consumers want to see from brands, with 52% saying so—even slightly edging out **sales and promotions (51%)** and **in-store samples (43%)**. Next on the list was **customization (38%)**, which we'll dive deeper into in the following section.

Personalized Wellness

Something for Every Body

When it comes to health, every body is different, with **different nutritional and movement needs**. But so is every mind—which means consumers also have different wants, whether that's specific fitness goals they want to achieve or how they want their food to taste.

With new technological advancements, **tailoring to these wants is more achievable than ever**. This can take many forms, such as **apps that provide personalized workout plans** down to which specific muscles to target for a desired body shape or **direct-to-consumer (DTC) food and beverage options** that are personalized for consumers' tastes, dietary restrictions, or nutritional needs. In 2024, how will consumers seek out this personalization in their wellness journeys? We asked Suzy:

Nutrition: Food and Beverage

Just under half (47%) of consumers already "**frequently" seek out products** that **align with their wellness goals or dietary preferences** when they shop, and **over a sixth (17%)** do it **every single time**.

What do consumers look for? **Older consumers over 45** tend to look for **low-carb (16%)** and **low-sodium (12%)** foods, while younger consumers are more likely to look for lactose-free foods, vegan foods, and those that fit into trendier diets like "keto" and "paleo." **Nearly two in three (61%)** said they have **specific brands that they favor** that align with their health and wellness goals.

What **brands** did consumers mention?

Kellogg's, OLIPOP, Whole Foods Market, Pepsi, Thrive Market, Mars, Coca-Cola, Mondelēz International, Organic Valley, Nestlé, General Mills, Chobani, Amy's, Tyson, Dole, Danone, Annie's, Trader Joe's

Because consumers are already primed for this behavior, selling them on hyper-personalized food and beverage plans isn't a far leap. **Nearly two thirds (64%)** are interested in a service that **creates recipes tailored to their nutritional needs and taste preferences**. That **rises to three quarters (75%)** of younger consumers **under age 44**.

Plus, consumers are willing to fork up for this kind of service. **More than half (55%)** said they'd be **willing to pay a premium** for food & beverage **products tailored to their dietary and wellness needs**, with millennials aged 25-34 especially willing.

Nutrition: Supplements

Supplements have become an important segment of the CPG industry, with many CPG giants investing in the space. Forbes predicts that consumer interest in supplements will continue to grow in 2024, citing interest in traditional synthetic supplements like creatine and magnesium, as well as plant-based supplements like ashwagandha, mushroom powder, and sea moss.

51% of consumers take some form of supplements **daily**.

77% of consumers take supplements **at least once a week**.

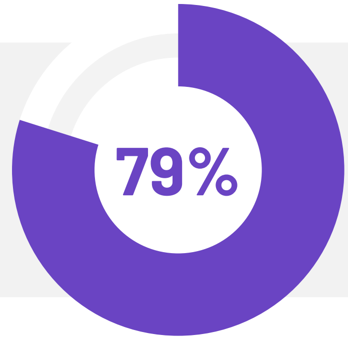
Right now, **most of those people (73%)** take a **broad multivitamin**. But there's plenty of room to improve on that formula by offering customized vitamin packs delivered straight to consumers' doors. The global personalized supplement market is expected to triple from roughly $11 billion in 2023 to $36 billion by 2030, led by DTC subscription services like Nurish, Persona, and Ritual.

Exercise

Consumers are already used to strong personalization and choice when it comes to exercise—and their expectation for this doesn't change whether they're freestyling their exercise routines.

A **whopping 96% of consumers** said that **personalized wellness routines in their workout apps** were important to them. **Customization options were a major deciding factor** for **about half (48%)** when considering what workout app to buy.

Customization even trumps a desire for data privacy: 79% said they **feel comfortable sharing their data with a company to get personalized wellness insights**.



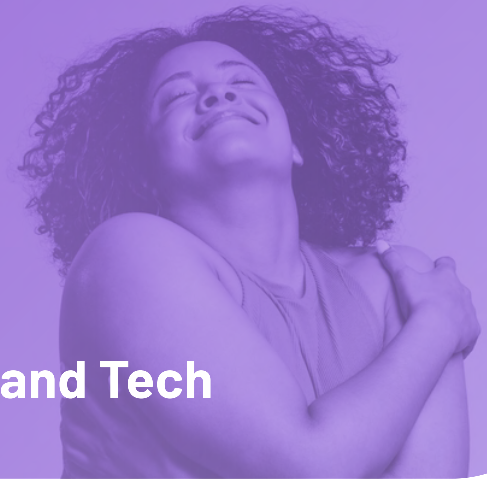
For many consumers, being able to combine both exercise and nutrition into a single app is important. Per our survey, **MyFitnessPal (33%)**, **Fitbit Coach (36%)**, and **Peloton (21%)** were the **most popular** exercise apps. Those same companies also appeared on the list of overall health and wellness apps, with **Fitbit** in the lead at **59%**, followed by **MyFitnessPal (46%)** and **Peloton (28%)**.

This speaks to consumer interest in streamlined, single-ecosystem solutions—they want to pick a brand and stick with it. According to consumers, having a **wide range of features and functionalities (67%)** and **offering a variety of workout types (60%)** were the **top determining factors** in purchasing one app over another, even more important than **good user reviews (58%)**.

Suzy's Big Takeaway

Consumers have always craved personalization in nutrition and fitness, but for a long time, this level of personalization was reserved for those with enough money to invest in a dietitian or personal trainer. Now, thanks to technological advancements, **everyday consumers can personalize their health and wellness journeys**—and are very eager to do so, whether that means **paying extra for customized DTC food or supplements** or **sharing their data to get stronger fitness suggestions**.

Just like with home wellness, the best customization requires an **understanding of consumers' broader wellness journeys**, including both exercise and nutrition at the same time. Brands whose products can speak to both desires, such as vitamin companies that offer workout supplements like creatine, or fitness apps that also provide meal-tracking functionalities, will be **best positioned to reach these holistic-minded consumers**.



Body Image

Positivity And Diversity in Retail, Media, and Tech

Fitness and weight loss have historically been some of the most prominent ways that consumers incorporate wellness into their New Year's resolutions. But the narrative around fitness has changed over the years, with the **body positivity movement emphasizing the impact of exercise on broader goals like health and longevity**, rather than achieving a certain look. **Exercising (50%)** and **eating healthier (47%)** were bigger goals than just **achieving weight loss (35%)**, according to Statista.

However, though this push within media and society for body positivity has been largely embraced, 2023 saw the rise of the Y2K trend bring ultrathin bodies back to fashion runways, and new medications like Ozempic and Wegovy making weight loss easier than before.

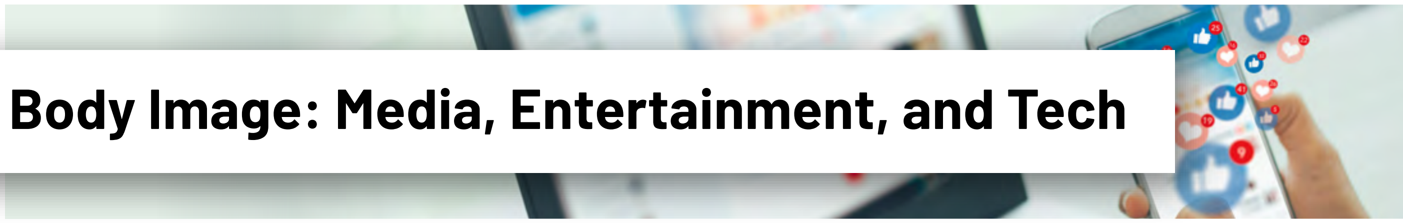
What does this mean for the narrative of body image and body positivity for the upcoming year? Here's what consumers had to say.

Body Image: Fashion and Retail

Respondents were roughly split about whether or not they **felt pressured by societal standards of body image and ideals of thinness**. **About half (52%)** said they **have not**, while **42%** **have**. **Women** were **significantly more likely**, at **53%**. Despite this, **most people (57%)** still **feel their body type is adequately represented** in fashion and apparel advertising, while **only a fifth** feel their body type is not.

This suggests that the current wave of ultrathin high fashion models isn't indicative of overall fashion trends among everyday consumers. The **majority of consumers (62%)** **agree that retail brands offer a diverse range of sizes** catering to different body types, and **54%** say they come across **retail ads or marketing campaigns** that **promote body positivity often**. In other words, for brands with broader audiences than Paris Fashion Week attendees, body positivity is still in vogue.

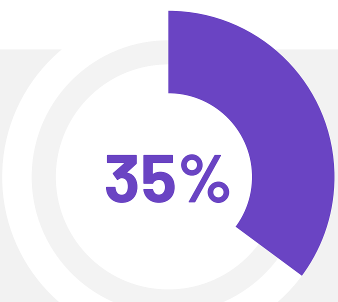
Which brands are doing the **best job promoting body positivity?**



Body Image: Media, Entertainment, and Tech

As AI has improved, social media beauty filter capabilities have gone from light airbrushing to complete transformations of people's faces and bodies in photos. Now, with tech getting even more advanced, those filters aren't limited to photos—influencers have begun showing how apps can change their bodies in videos and remain virtually undetectable.

Consumers are aware of this—and strongly against it. **About two thirds (64%)** agree that the use of **AI-enhanced filters** on social media **promotes an unrealistic body image**. **Roughly the same amount (63%)** would be interested in an **option to toggle off AI-enhanced filters**, allowing you to view the original image.



And some consumers are open to more drastic measures: 35% would **feel happy** if social media platforms **limited or banned the use of "beauty" filters altogether**.

Body Image: Nutrition

In 2023, Ozempic, Wegovy, and other semaglutide-based medications took the world by storm, making it easier than ever to lose significant amounts of weight. **Sales of Ozempic grew a whopping 363%** in the first 6 months of 2023 alone, spurred by a craze among celebs.

There's a difference between what the media is showing and what consumers are actually engaging with.

34% Are **familiar with Ozempic** or similar medications

13% **Have taken it** for weight management

A few factors influence this—Ozempic still requires a prescription, its price can be inhibitive, shortages plagued it for much of 2023, and, per our survey, **37% of consumers** are **concerned with its safety and side effects**. In 2024, Ozempic will certainly continue its meteoric rise, especially with improved supply and better education about its effects and safety.

However, this doesn't mean that consumers will abandon other avenues for weight loss. Even among those familiar with the medication, most consumers would **prefer first to try exercising (39%)** or **modifying their diet (25%)** before **considering Ozempic (17%)**, while **another 10%** would **opt for other natural means**, like herbal supplements. Plus, **61% of those who are taking Ozempic** say they have **explored plant-based or food-based alternatives** as a complement or replacement for it.

Suzy's Big Takeaway

Though the high fashion industry and celebrity usage of Ozempic would make it seem like striving for ultra-thinness is now the norm, everyday consumers tell a different story. Most **still prize body positivity**, and generally **engage with brands that promote body diversity** in their ads and carry a broad range of sizes. As AI filtering capabilities grow stronger, many consumers also show a **desire to see diverse, unedited bodies on social media**. Most brands that speak to broad audiences should make sure their messaging doesn't lose sight of a body-positive norm.

And yes, **consumers are interested in Ozempic**. Its growth won't slow down in 2024. But that doesn't mean the market for exercise, diet, and supplement weight loss tools is going anywhere. With consumers now thinking of wellness more holistically, many are shifting from seeing weight loss as a goal in and of itself to **seeing health as the broader goal**, with diet and exercise steps on the way to achieving that goal.

What Else Can We Learn?

Making the Most of Suzy's Platform

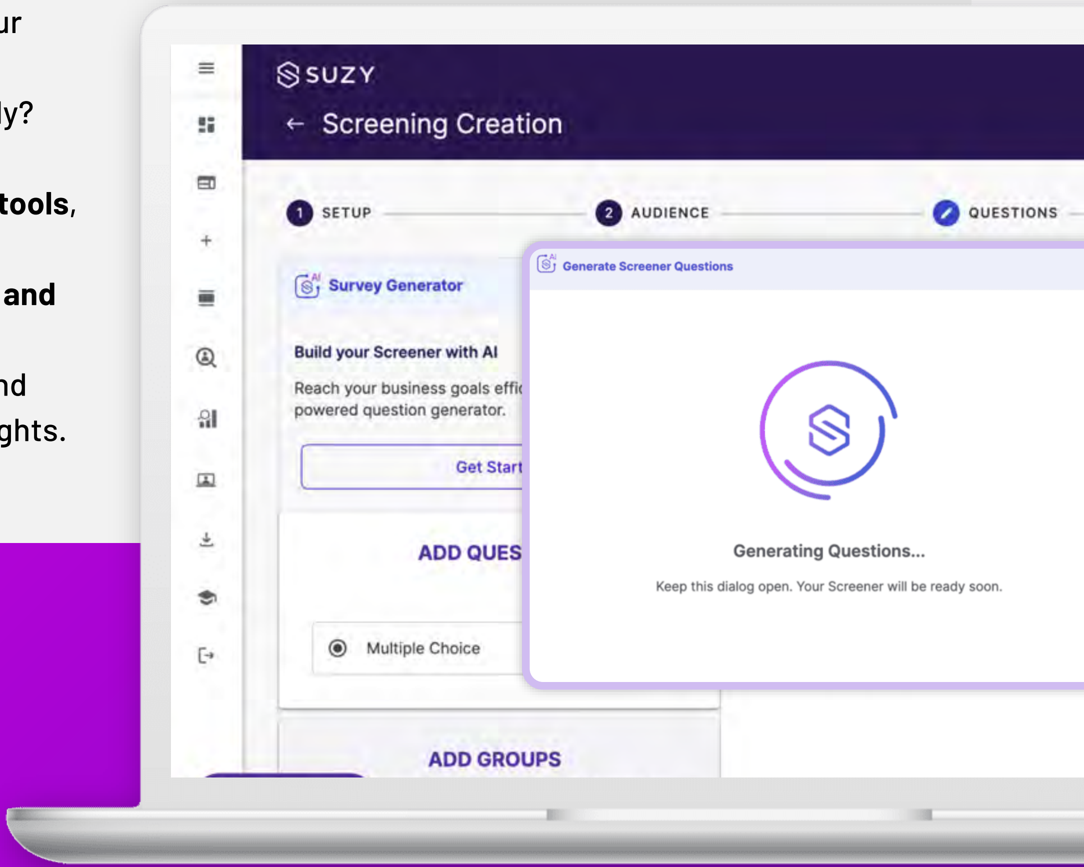
Keeping up with changing trends in every facet of wellness, from nutrition to exercise to mental health, can be a massive undertaking. Plus, with personalization growing into such a major expectation, **staying up-to-date with the trends isn't enough**—brands need to make sure they're also **up-to-date with their specific consumers' wants and needs**.

That's where Suzy comes in. We can get your brand the kind of **custom, tailored insights** that your consumers also expect from you. Here are just some examples of things you can ask Suzy:

1. **What kind of home environment do my consumers live in, and how does this impact their specific wellness needs?** Are my consumers mostly suburbanites willing to invest in home spa and exercise equipment, or are tech-savvy urbanites more interested in apps and personalized DTC food delivery?
2. **Are my consumers among the half who are willing to pay a premium for personalized dietary offerings?** If so, how much more are they willing to pay? Can my brand repackage our existing offerings into tailored packages?
3. **What kind of body image messaging will my consumers respond to?** Are they among the growing population taking Ozempic? Do my consumers expect body-positive messaging, or are they among the crowd looking to high fashion for their trend cues?

What else can Suzy's blend of qualitative and quantitative research help your brand with?

1. Trying to understand the state of your category or industry? Want to develop actionable consumer personas? Tap into Suzy's suite of products to get the **foundational learning you need for business success**.
2. Launching a new product or adding a new service line? Test concepts, products, and packaging to ensure that what you are building resonates with consumers. Find the right concepts with **monadic testing and MaxDiff analysis**, **drive packaging impact with heatmaps**, and figure out **the right price point**.
3. Ready to go to market? Test your messaging, creative, and physical and digital assets with Suzy. See **which marketing campaigns will get the best ROI** for your business.
4. Already in the store? Learn how to win with consumers on the shelf. Understand your **brand performance compared to competitors** and **improve your purchase funnel** to convert leads to sales.
5. Want to speed up your market research processes completely? Lean into **responsibly-built AI tools**, like **AI Screener Generation and Text and Video Open-End AI Analysis** for faster and more actionable insights.



Conclusion

Building a Healthy, Holistic Strategy

Wellness itself isn't a trend—**people will always have the desire to be healthy**. But what "wellness" means for consumers, and how they go about achieving that, is **highly subject to change** based on current trends and technologies.

For example, in a post-pandemic world, many thought that **home gyms, virtual therapy, and at-home spa care** would be a thing of the past—but these trends have **proven to be durable**, and consumers are looking for even more ways to bring wellness practices and products into their homes. The **body positivity movement has shown it's here to stay** for now, too, with everyday consumers showing a preference for body diversity despite what's trending in high fashion.

Aided by technology, consumers can get **hyper-specific with wellness behaviors**, with personalized supplements and custom workout routines targeting individual muscles. But they also want to see the big picture, looking at wellness as a whole: considering their **diet, exercise, mental health, and even beauty routines as part of one big health journey**, rather than thinking of them separately.

All of this is what we're seeing as we move into 2024—but who knows what else the year will bring? New trends in health and wellness can mean new opportunities for different brands and industries, but it also means that it's **imperative to tap into high-quality, iterative research that can keep your brand up to speed with these changes**.

At Suzy, our consumer insights platform prioritizes the same things that consumers do. In the age of AI, we make sure to get you **insights that are genuine, unfiltered, and authentically human**, and our **diverse suite of both qualitative and quantitative research offerings** means you'll be able to get nitty-gritty enough to **give consumers the personalization they desire**. Plus, we can get these insights to you rapidly, without breaking the bank.