



PRIVATE LABEL  
MIDDLE EAST

# “FOCUSED HEALTH” FOR OPTIMAL WELLBEING

Produced by  
**Daymon**

*“Focused health” puts the consumer at the centre of their wellness journey. Instead of taking a broad view of one’s overall health, the focus is around specific health goals such as mental well-being, physical fitness, nutrition, as well as certain medical conditions.*

In so doing, allowing for a more intentional, tailored, and effective approach to managing health and wellbeing so as to achieve desired outcomes. Understanding that personalised interventions allow individuals to take a closer look at, ‘what I need right now’ as opposed to a more generalised approach around ‘who I am as an individual’.

Recently we’ve been faced with formidable challenges with the stats certainly painting an emotive picture. With 49% of US consumers feeling stressed, 38% feeling anxious, a further 22% mentally exhausted and 20% dealing with the effects of burnout<sup>1</sup>. Conscious of the negative implications of these factors and exacerbated by an unbalanced lifestyle, many

concerned consumers are paying greater attention and taking this more personalised “focused health” approach.

For this reason, consumers’ lifestyles and daily routines are adjusting as they check in with their mental and physical health at particular moments in their lives. Searching for

healthier products that cater to a specific need. It’s this aspect of “focused health” that helps consumers make progress as individuals as they come to understand and address said needs, whether mental or physical, in any given consumption moment. Indicative of this, a recent report revealed that 58% of global consumers say, how well the product/service is tailored to my needs and personality,

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"often and always" has the greatest influence on product choice<sup>1</sup>.

In terms of physical health, on the one hand there has been an increased interest in products that provide functional benefits such as muscle recovery, as well as protective ingredients that promote longevity and help with reducing the risk of disease. While on the other, the importance of mental health and related cognitive functions playing a role, with consumers seeking out products that support their individual brain health as well as emotional wellbeing.

By way of example and in line with this thinking, a recent study revealed that 33% of US consumers indicated that "energy-boosting" is an "essential/key driver" when deciding which food/drinks to purchase and 32% saying, "aiding relaxation or improving my mood" is key<sup>2</sup>.

So too, generational differences play a role in shaping consumer needs and preferences when it comes to their health. For millennials and Gen Z mental health and stress management is a key

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focus area, together with what the experience offers and the novelty that a product brings. While Gen X and baby boomers, prioritise health and wellbeing tied to ageing, longevity, and cognitive function.

The effect "focused health" is having on individuals is mirrored in the innovation we see







in the industry, in support of taking this healthy lifestyle approach. For example, a relaxation gum was launched by *Dente Medical Solutions* that contains matcha, lemon balm, buckthorn, and vitamin B to promote relaxation and mental wellbeing – also available as an energy gum. So too, *Pokémon Sleep* a smartphone app that works with the cult-favourite *Pokémon GO* – allows you to measure your sleep data. The app features an island where one can interact with other *Pokémon*'s that have similar sleep styles.

## REGIONAL VIEW

In the Middle East and Africa 18% of consumers when asked “how do you see your lifestyle evolving over the next 3 months?” responded saying that they will start “taking time out to rest and relax”<sup>3</sup>.

Cognisant of this and in line with the “focused health” approach, initiatives in the MEA region to support communities when it comes to mental health, work-life balance and a reduction in stress levels are becoming more evident. Illustrated by way of example in the Kingdom of Saudi Arabia, with an initiative to introduce a range of mandatory benefit enhancements that focus on preventative care and mental health coverage.

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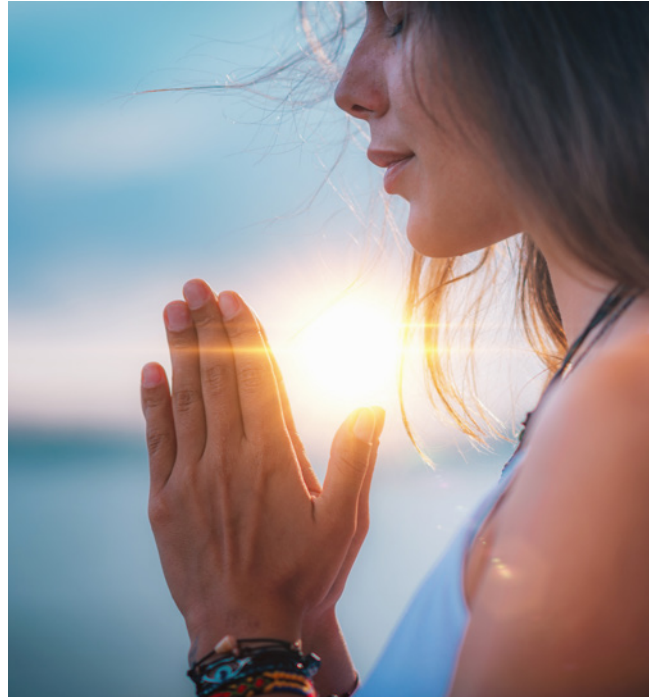
Taking a closer look at consumer behaviour in the region, when asked “how well the product/service is tailored to my needs and personality” 64% of Middle East and African consumers responded, “often and always”. Mindful of this changing landscape, Nigerian company *Bio Food Products Ltd* introduced a new product in July 2023 targeting active consumers who want to lead a healthier lifestyle. Their Bio Active Probiotic Yoghurt Drink is made with real fruit and contains healthy bacteria to stimulate the immune system, aid digestion and boost general wellbeing.

## MOVING FORWARD

As health is becoming more holistic on the one hand, it’s also becoming more focused on the other with products fulfilling specific needs. From boosting energy to aiding in the recovery process or in support of rest, and relaxation.

From an industry perspective this means:

1. **Understanding what drives consumers when it comes to “focused health”** – what they are looking for and which products can contribute to fulfilling their needs. In turn identifying what this means for the company and its offer, currently and in terms of future capabilities. At the same time, **clearly communicating with consumers and educating them about “focused health”, the offer(s) available and related benefits.**
2. **Exploring ingredients and production methods** that can bring additional functional benefits to current product ranges. As well as review current ingredients and how they may already be answering to specific needs. Ultimately, the aim is stay on track with the evolution of the market.
3. Consumers want healthy products, without sacrificing flavour or ingredients. **Taste and nutrition need to be considered when developing “focused health” solutions** and products, as well as the broader health spectrum as it relates to holistic wellbeing.



Sources: <sup>1</sup>Mintel GNPD, Databooks 2022, <sup>2</sup>GlobalData Consumer Survey, Q1 2023, <sup>3</sup>Hartman Group.

## About Daymon

With 50 years of experience building successful private brand programs around the world, Daymon is the only solution provider that influences all aspects of private brand development, from strategy to execution to consumer engagement. Daymon’s unique approach helps retailers and brands set themselves apart through a full suite of best-in-class private brand development services, including: strategy, analytics and insights, product development, supplier development and management, account management, and design and packaging management.

Daymon drives brand innovation, differentiation and results.

For more insights and recommendations for driving your brand, contact [fdc@daymon.com](mailto:fdc@daymon.com).