

HOLISTIC WELLBEING IN RETAIL

Produced by
Daymon

Over the years, there has been a significant shift in the approach to health and wellbeing, moving from a reactive mindset to integrate a more proactive and holistic approach. Previously the focus was primarily on treating illnesses and diseases as they occurred, with little emphasis on prevention. However, times are changing with a growing awareness of the importance of preventative care and the impact it can have on future health.

Health in relation to consumers goes beyond just the physical and now includes an overall sense of wellbeing. Including more holistic needs like mental, social, emotional, and spiritual health and the desire to feel safe and strong - as consumers come to understand how these all contribute to their wellbeing and in turn, why they need to be addressed to be well. Mirrored from a retail perspective with different solutions being made available, from products to experiences and services.

Consumers have different and evolving definitions of what it means to be healthy. Physically (me and my body),

mentally (how do I feel) and environmentally (how I interact with my environment). This behavioural shift amongst consumers has created a demand for more holistic solutions that work together to reinforce and support lifestyle choices. Where wellbeing does not lie in a single aspect of health but instead has touchpoints across all of them – a connection that equates to an overall feeling of being well.

To support this, we see in a recent survey¹ that 64% of global consumers when asked how the product or service impacts their health and wellbeing and how that impacts their choices, answered

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“often and always”. While in a positive move, 48% when asked what will happen in the next 5 years in terms of their health, responded that they “will be healthier”² and, 64% saying they are making choices that will keep them healthy and reduce their risk of illness going forward³. The retail sector cognizant of this refreshed approach is having to step up and address wellness aspirations by offering tailored products and services.

Cognizant of the increasing trend of using food as medicine and mindful of consumers’ proactive approach to their health, with 72% of US consumers reporting this behaviour⁶, retailers are taking note. For example, developing applications that enable their customers to track their activities, lifestyle, dietary habits, medicine usage and other important health information, or by introducing new product ranges. Looking to inspire, *Albert Heijn* launched a free app for customers to assist them when it comes to eating healthier and living more sustainably. ‘Health & Fit’ provides dietary information, healthy weekly menus and even a goal based ‘My Lifestyle

Coach’ to get one going. While one of the world’s leading fresh produce providers, *Dole*, has recently repositioned itself as a holistic wellness company, introducing in March 2023 a range of new products. Functional supplements and probiotic sodas were launched under a new brand name – ‘The Secret Nature of Fruit’, transforming *Dole* into a “purpose-led nutrition and wellness company.”

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REGIONAL VIEW

It was reported that 74% of consumers in the Middle East and Africa, when asked how the product/service impacts their health and wellbeing and in turn, has the greatest influence on their choice of drinks, answered “often and always”¹, versus 64% globally. So too, as perspectives become more mainstream, we see that 48% of consumers in the Middle East and Africa say that they are extremely concerned about their “mental wellbeing” with an additional 43% extremely concerned about their “physical fitness and health” – outperforming the global average on both criteria¹.

In support of this, *Spinneys and Aster Pharmacy*, launched the UAE’s first supermarket wellness concept ‘Zest Pharmacy’. An extension of their ‘Eat Well, Live Well’ philosophy and commitment to ethical sourcing to further promote the ideology of offering products that are good for consumers as well as good for the planet’. So too, compliance and regulations have come under the spotlight in the region and measures taken to align with holistic care, with the Kingdom of Saudi Arabia shortlisting a range



of mandatory benefit enhancements that focus on preventative care and mental health coverage⁴. Likewise, switching things up as we take it to the office - *Lifemost* a UAE wellbeing management platform enables employers to offer wellness programs to their employees. This customizable program includes access to over 100 venues with activities for both physical and mental health, online classes for mind and body care, as well as expert lectures and team building events⁵.



MOVING FORWARD

Seen as a positive move, health is now becoming recognised as not solely determined by physical factors but instead considers the interconnectedness of various aspects of health and recognises that they all play a role in our overall wellbeing.

From an industry perspective, this means:

1. Understanding what drives consumers when it comes to holistic wellbeing and identifying how it is reflected in the company and its offer. With the aim of **defining a plan to address holistic needs for both parties**.
2. Assessing their current portfolios through the lens of holistic wellbeing. **Identifying any adjustments or shortfalls in terms of formulations** and integrating this approach for future developments. To convey this to consumer, it is essential to **establish clear communication** to educate them about holistic wellbeing and the measures being implemented.
3. **Keeping track of changes in market legislation** and incorporating these into product reformulation and future product development.

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.



Sources: ¹GlobalData Consumer Survey, Q1 2023, ²Euromonitor Lifestyle Survey 2022, ³Kerry Proprietary Consumer Research – Fortified & Functional 2022, ⁴Top Health Trends of 2022 in Middle East and Africa (march.com), ⁵www.crunchdubai.com, ⁶Hartman Group: Health & Wellness 2023 – The Great Wellness Reset