

SUMMARY REPORT

Health trends 2024: strategies for a fitter future

Four retail trends shaping
the year ahead

January 2024

RetailAnalysis from IGD



Strategies for a fitter future

As part of our annual Global retail trends work, we identified '**strategies for a fitter future**' as a significant driver of change in the retail industry in 2024 and beyond.

It spans diverse but interconnected aspects of health. These range from healthcare and nutrition to physical movement and underserved health needs.

Retailers and suppliers are seeking to serve more of their customers' health needs and challenges on a day-to-day basis.

Actions are being driven both by necessity to play their role in improving public health, and in pursuit of new growth opportunities.

Our global retail trends for 2024



The efficiency imperative



Media matters



Unleashing the promise of technology



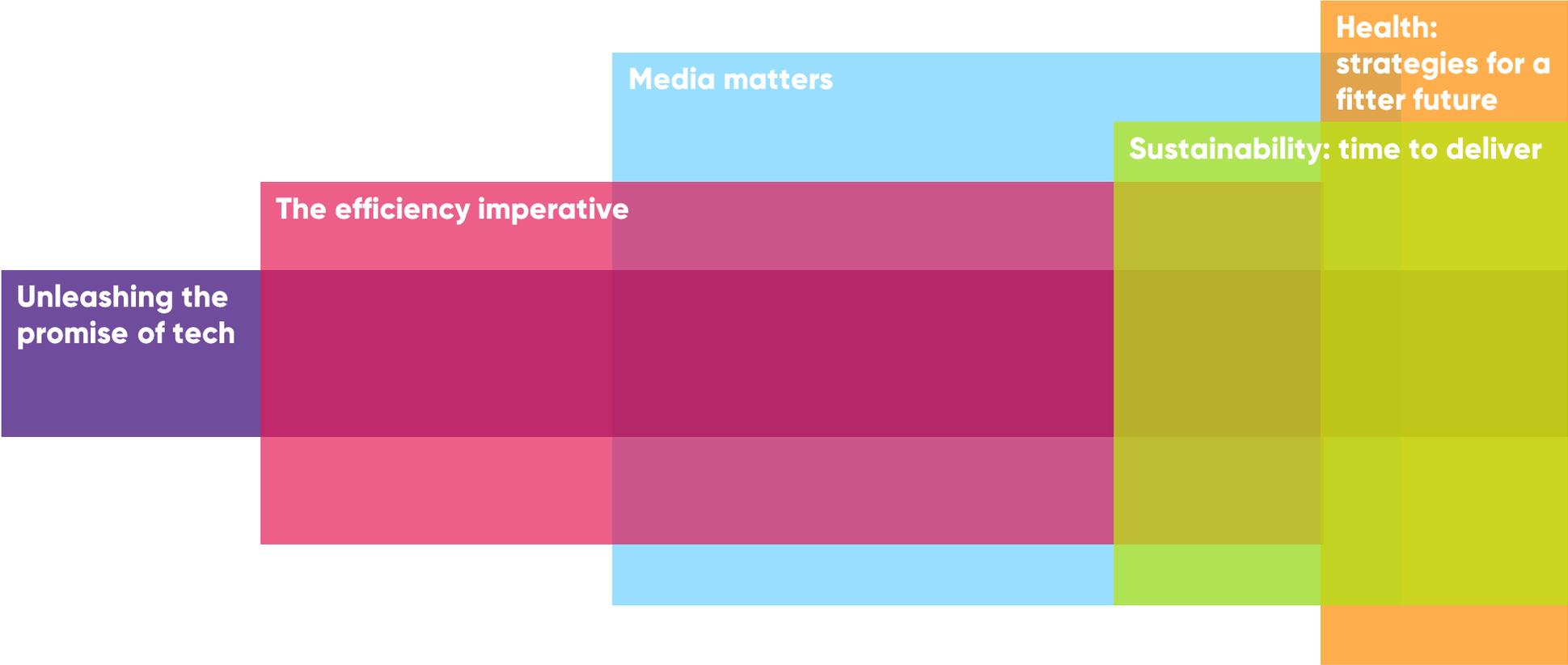
Health: strategies for a fitter future



Sustainability: time to deliver



The interplay between our global trends



Our global trends are not independent of each other. Technology is an enabler for all, while also being a driver of change itself. Across physical and digital stores, the efficiency imperative will be evident and contribute to the drive for greater operating efficiencies, while sustainability and health will remain critically important as retailers aim to do business better.

Four focus areas of strategies for a fitter future



Evolution of legislation and policy



Let's get moving



Serving diverse health needs



Retailers as healthcare providers

Evolution of legislation and policy

As public health challenges become increasingly costly, governments have stronger impetus to act.

Legislation and policy can accelerate change in the industry. It can spur product reformulation and packaging innovation, reinvention of space, range and displays, marketing modifications and more.

Despite being years in the making, interventions can be distorted by current political and economic factors, and sometimes result in unintended consequences, requiring course correction.

Expect to see:

- ▶ Industry demonstrating pro-activity, reducing the need for intervention
- ▶ Ongoing analysis of the efficacy of actions
- ▶ Sharing of global best practice
- ▶ Scientific study resulting in new focuses



Let's get moving

Alongside nutrition, physical activity is an important contributor to healthier lives.

The 2024 Paris Olympics and Paralympics, alongside regular sporting fixtures, will inspire retailers and brands to get their shoppers moving.

This is a positive message that will connect at local, national and international levels. It will also create opportunities to work with influencers and sponsor events.

Expect to see:

- ▶ Spotlight on foods that fuel physical activity
- ▶ Family-focused initiatives to encourage the athletes of tomorrow
- ▶ Building loyalty through sporting connections



Serving diverse health needs

Nothing is as personal as health. Individuals are working towards their ambitions, and there are exciting opportunities to serve a broader range of needs and interest areas.

However, catering for diverse definitions of health in a retail environment can be challenging as it runs the risk of adding complexity for shoppers.

Expect to see:

- ▶ Tools to help shoppers navigate choices
- ▶ Space, range and displays dedicated to different needs
- ▶ Tailored distribution and channel strategies to reach the right consumer
- ▶ Activation to raise awareness of under-served and emerging health needs



Retailers as healthcare providers

This trend continues to gather pace in North America, where retailers are expanding into healthcare as a new revenue stream.

Competition is increasing as more retailers offer convenient access points for patients at a time when health systems are under increasing pressure.

Expect to see:

- ▲ M&A and partnerships to accelerate growth
- ▲ New services and propositions to differentiate the offer
- ▲ Ecosystem integration, including closer ties between nutrition and healthcare
- ▲ Focus on value



Walmart  Health



**Welcome to your
Walmart Health Center**
Get quality care at affordable
prices, with or without insurance.



Learn more

If you do not have an IGD account manager, contact Nikki at nikki.matthews@igd.com

from **IGD**