



WELLNESS TRENDS TO WATCH

STRONGER & HEALTHIER

Trends in American Health into 2024

2023 END-OF-YEAR REPORT



About Brightfield Group

Brightfield Group's AI-driven consumer insights and social listening help marketing and innovation teams see the person behind the trend.

Informed by predictive AI integrated with **survey** and **social media** data, our data has the answers innovators need to make decisions confidently.



[Get in Touch!](#)

Problem

Solution BRIGHTFIELD GROUP

Outcome

I need more customers

Category specific consumer insights across brands and channels

Double your customer base!

Consumers don't recognize my brand

Flexibly **filter data** to zoom in on key motivators, messages, and channels that resonate with your consumer

Increase consumer awareness by 100%

It takes too long to validate new innovations

Data to validate trends in emerging categories with **real-time social listening** & quarterly updated consumer surveys

Cut go-to-market time in 1/2



This is our **FREE** report

This report includes a small fraction of the data and insights in Brightfield's **Consumer Insights and Social Listening for Wellness and CPG brands**.

Brightfield Group insights are integrated with social listening to dive deep into:

- Plant-based dairy and milk
- Protein powder and supplements
- Energy-boosting products
- Cannabis and hemp-derived THC's
- Alcohol & alcohol alternatives
- Ready-to-drink coffee
- & so many more categories!

Get in Touch!



American Wellness Trends into 2024

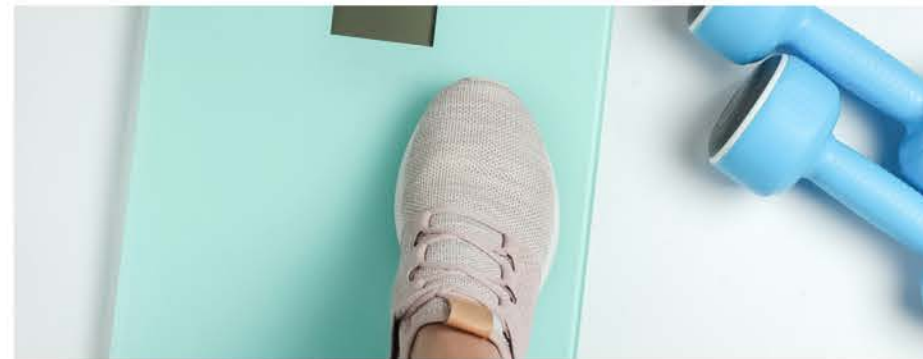
We are perpetually in a quest to stay healthy & strong, but how Americans do so continues to shift throughout the years. Brightfield Group's [Wellness Consumer Insights & Social Listening](#) reveal the latest trends.

IMMUNITY TODAY



As cold and flu season approaches and many are back in the office, immunity is weighing on our minds. The immunity need state saw an uptick this last quarter to the highest its been since our tracking started in Q3 2021. Tried and true supplements like vitamin C, D and zinc remain strong but there is an increase in consumers saying they purchase these as ingredients likely due to the functional beverage boom in immunity. Trendy immunity supplements like spirulina, moringa, and amla are growing on social.

WEIGHT LOSS GAME CHANGERS



At any given time, half of Americans say they are trying to lose weight. They continue to turn to tried and true weight loss supplements like Apple Cider Vinegar and Green Tea Extract but some new supplements are getting buzz like inositol and berberine. We continue to see Ozempic and other Semaglutide injections garner a lot of attention on social media. Some recent news reports are even saying food sales are down and may be tied to this weight loss revolution.

STRONG IS THE NEW SKINNY



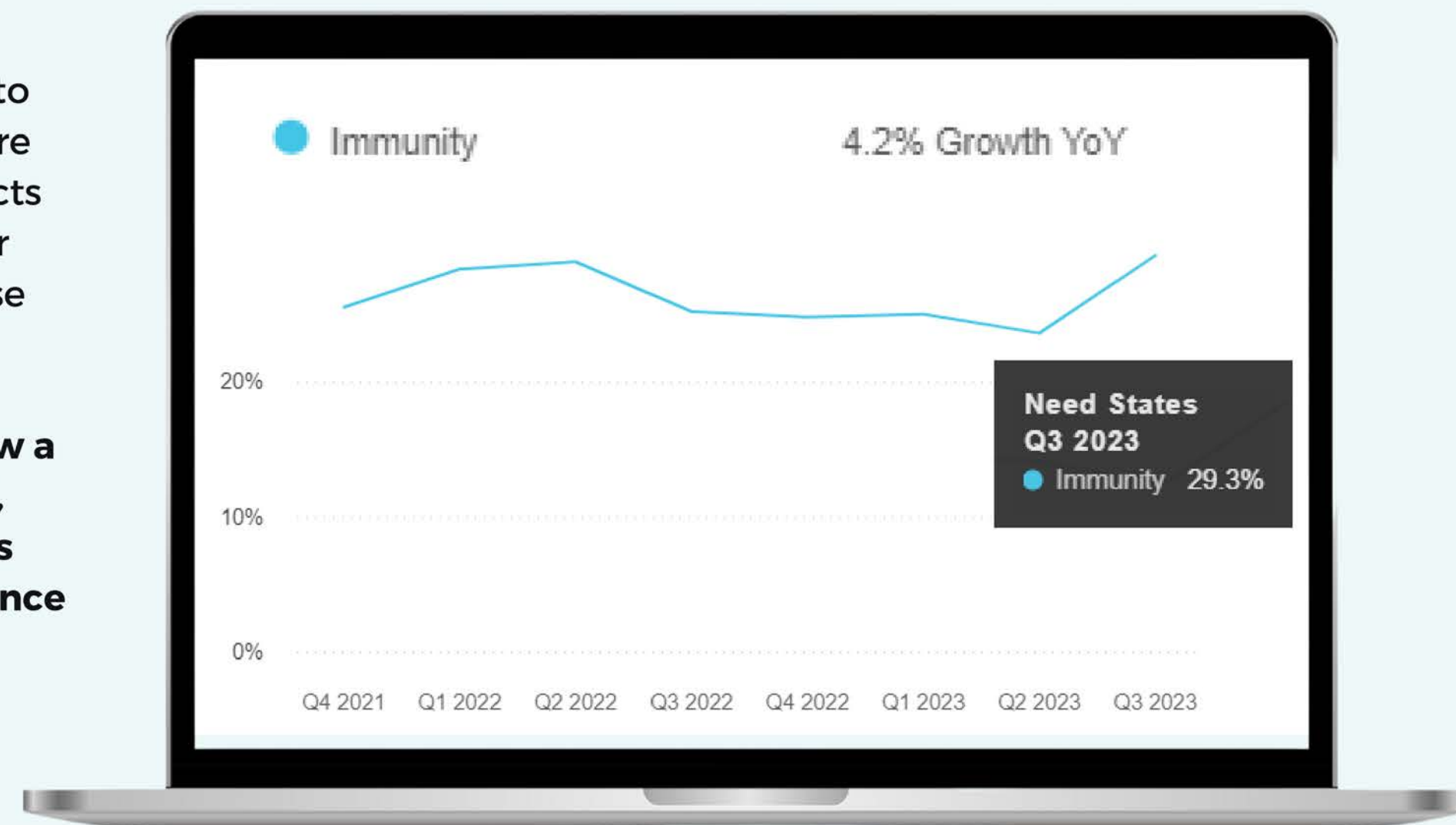
A third of consumers are looking for high protein products. Protein is usually associated with men, but we see women increasingly focused on protein. Videos and posts about "30g" are trending on social. Creatine has blown up on social with focus on building lean muscle. Young males are finding Creatine, an amino acid located mostly in your body's muscles as well as in the brain, very appealing with strong growth within the past year

Defining the Immunity Need State

Distinguished by the unique psychographics of American consumers, Wellness Consumer Insights tracks need states like holistic wellness, digestive health, focus, and community connection. Need states use cluster analysis to define the types of needs consumers are trying to fulfill or control. These are not mutually exclusive, like segments, as people have different needs at different times.

The **immunity need state** includes consumers looking to boost their immunity. They are more likely to look for products that boost/support a stronger immune system and purchase functional foods/ingredients.

The immunity need state saw a spike up from Q2 to Q3 2023, which is a shift away from its declining prevalence seen since Q3 2022.



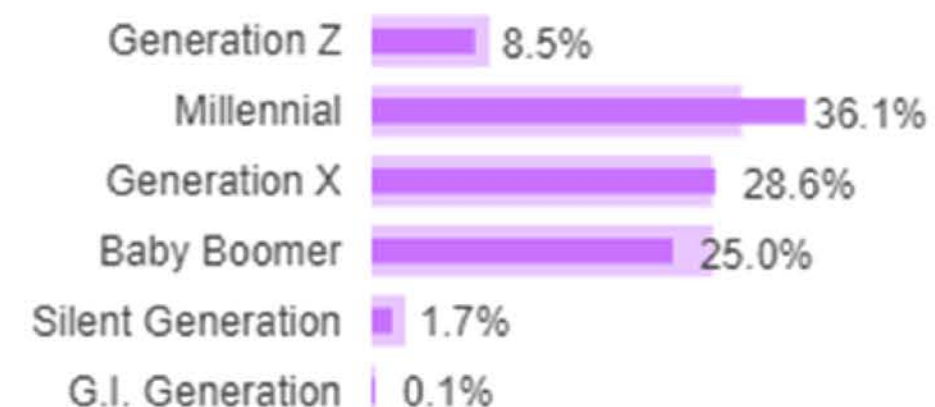
Who is Focused on Immunity?

Those focused most on immunity are Stressed, Urban Millennials with upper incomes who are trend starters.

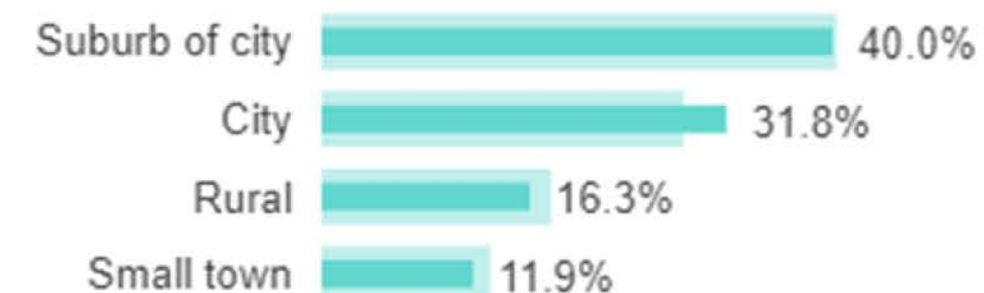
Why are they more focused on immunity? Perhaps they are more likely to have kids in the home - who we all know are germ spreaders. Or maybe they are the ones that are now going into the workplace more. Or maybe they are more proactive with their health - they don't just take medicine once they are sick but rather try to avoid it. They are more likely to practice mindfulness, see functional foods as medicine and are focused on whole body wellbeing.

FROM THE PORTAL

Generation



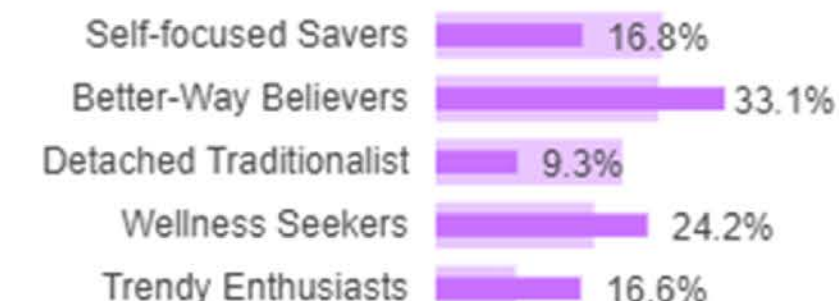
Dwelling



Income Level ⓘ



Wellness Persona



On a scale from 1-5, how would you rate your stress level most weeks?

Typical Stress Level ⓘ



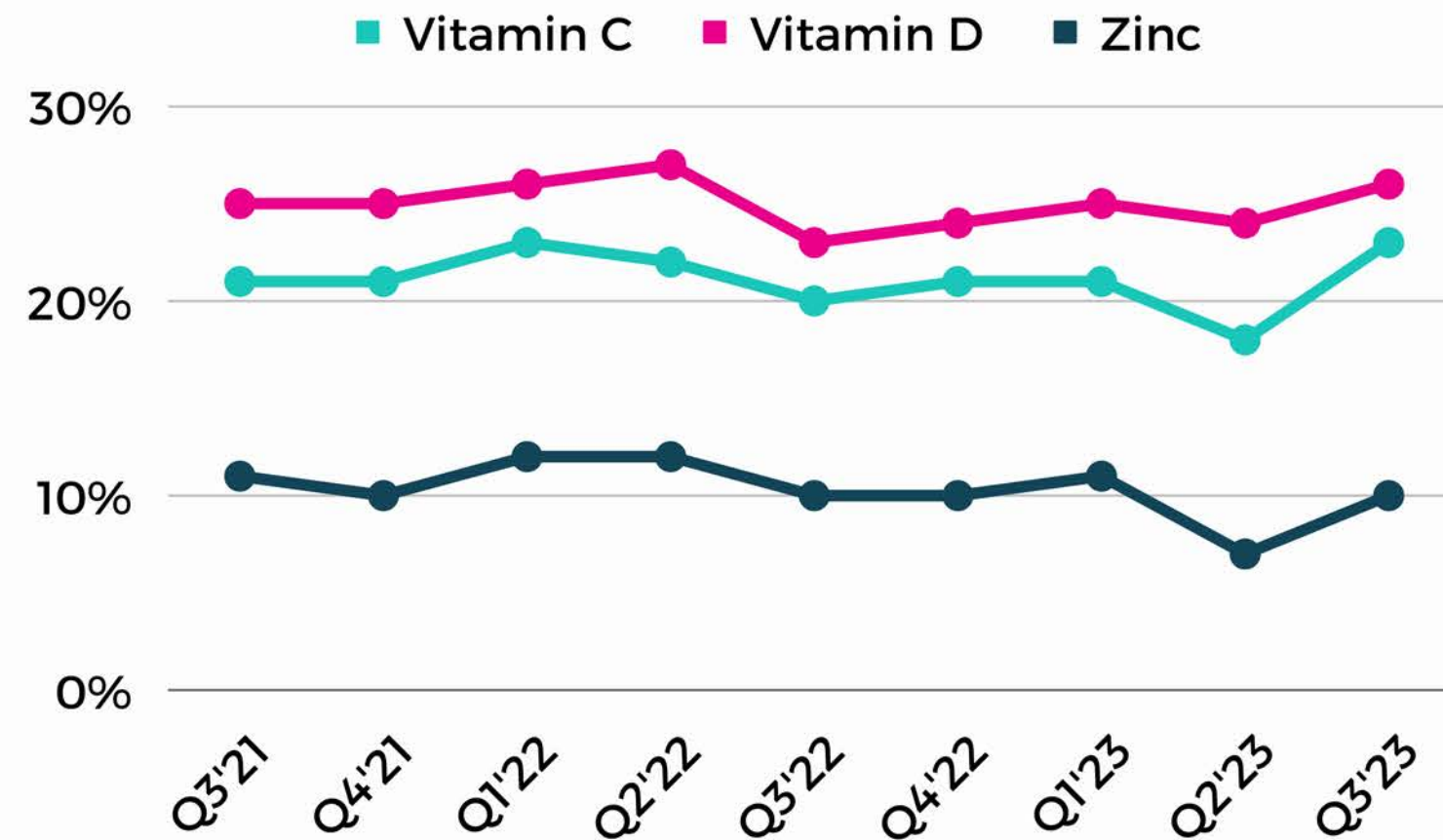
FILTERABLE DATA HELPS YOU FIND THE TRENDS FAST IN BRIGHTFIELD'S WELLNESS CONSUMER INSIGHTS PORTAL



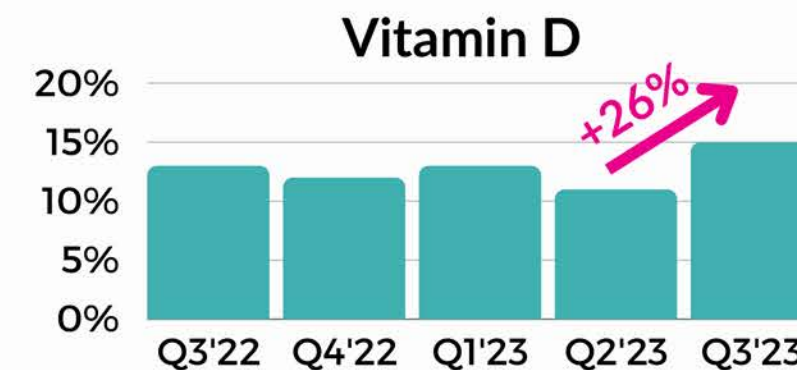
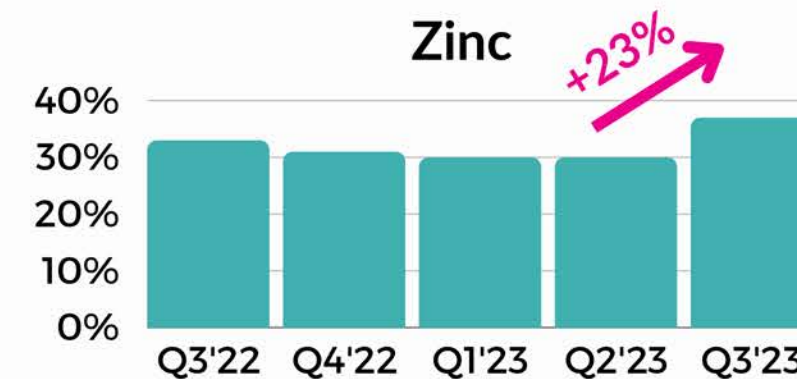
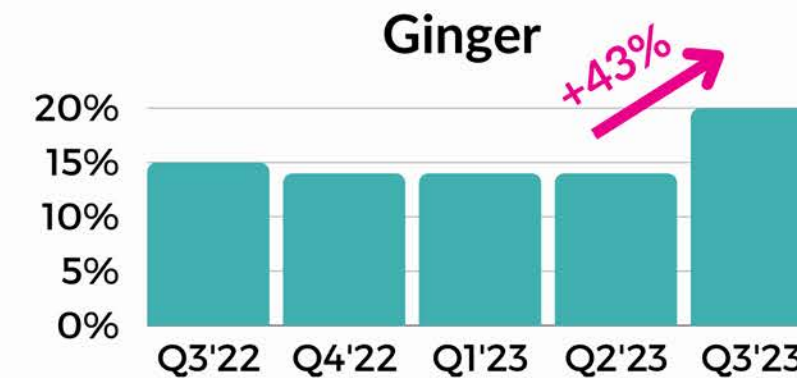
What Do Americans Turn to for Immunity?

Purchasing tried and true immunity supplements like vitamin C, vitamin D, and zinc remain strong with no hint of dying out. Many of these had extra hype during the pandemic to help with immunity. However, now these supplements are becoming more popular as added ingredients in food and especially beverages.

Supplement Purchasing (Past 3 Months)



Ingredient Purchasing
(Past 3 Months)



Source: Brightfield Group; Wellness Consumer Insights; Q3 2023



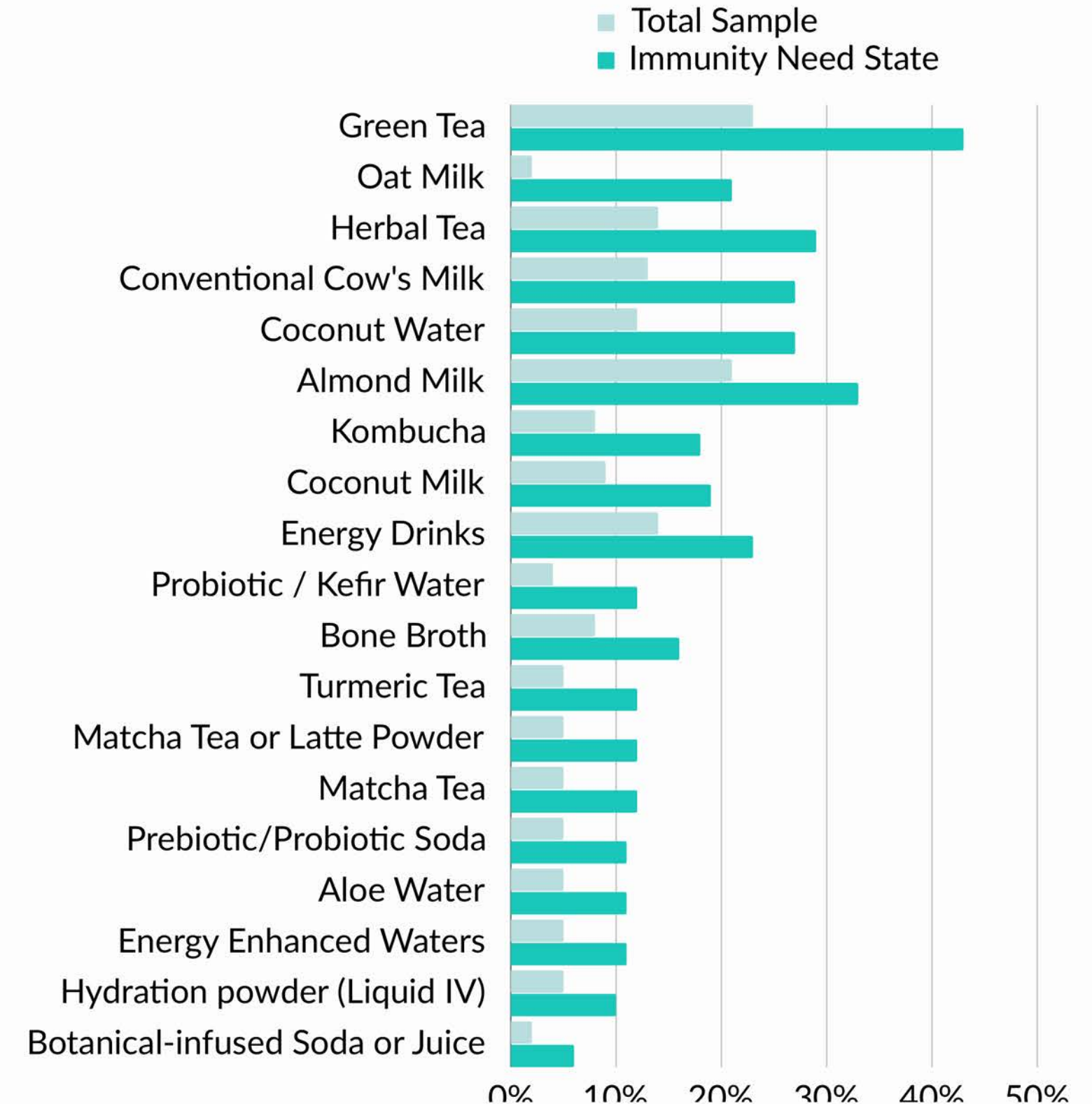
Immunity Beverages

Wellness Consumer Insights shows us that consumers in the immunity need state are much more likely than the total sample to enjoy a diverse array of beverages. From traditional drinks like conventional cow's milk to unique beverages like aloe water - those seeking immunity are sipping on something.

There are so many functional beverage options newly available for immunity. For example, this photo below is from Whole Foods in November 2023 and shows various products that call out immunity support.



Beverage Purchasing (Past 3 Months)

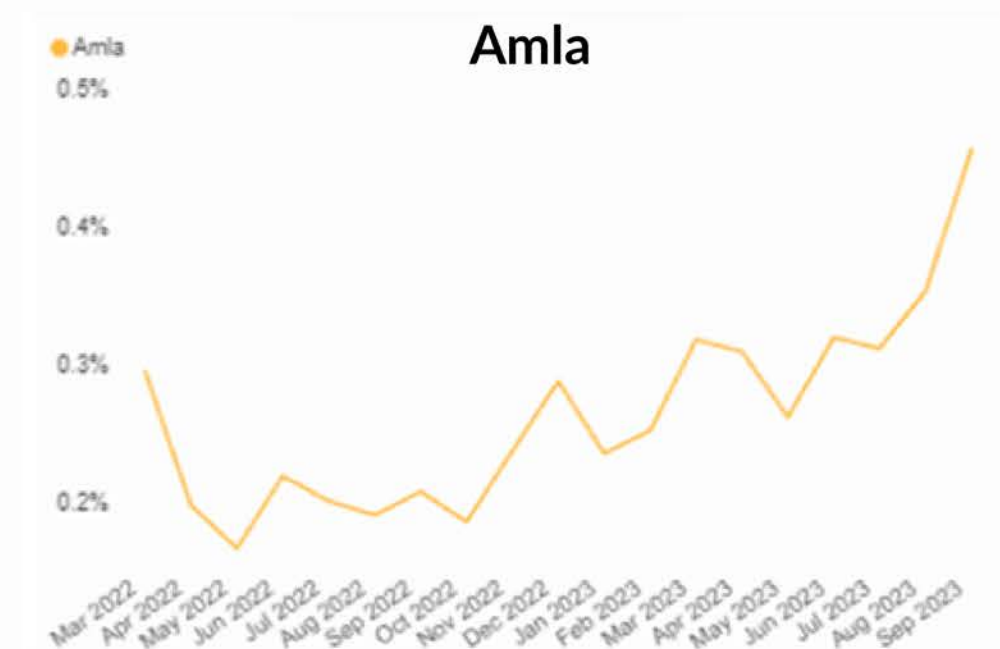
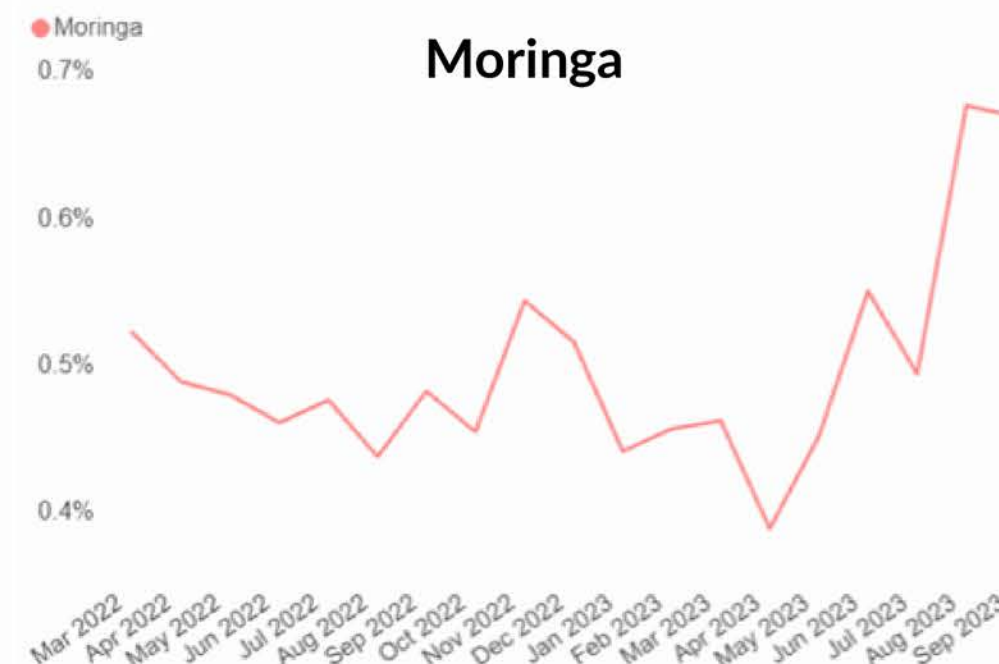
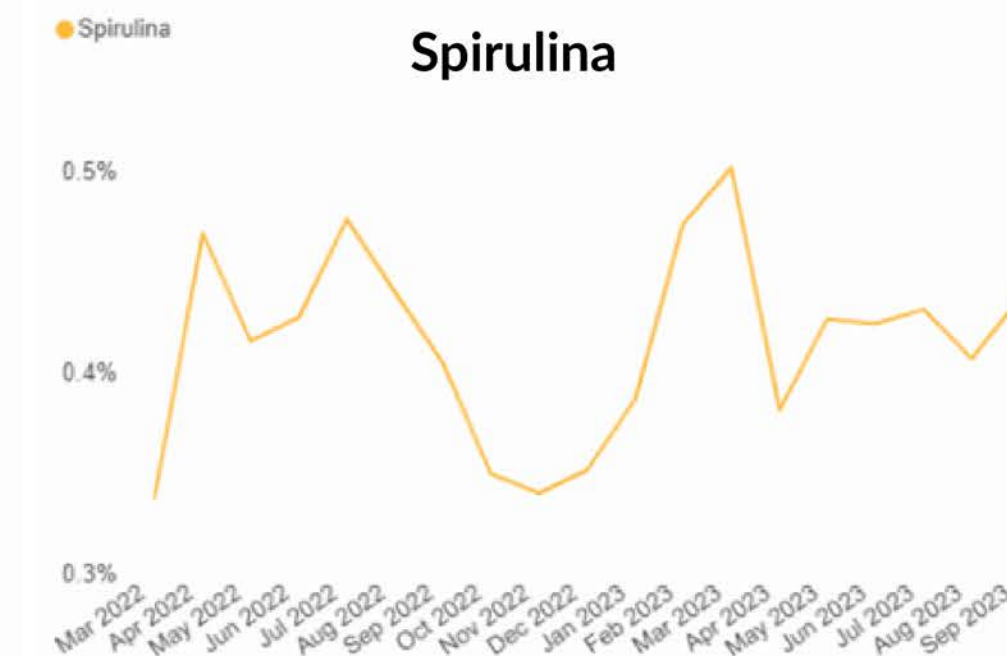


Trendy Immunity Products Getting Social Buzz

Wellness Social Listening reveals how consumers and brands talk about ingredients on social media. Three trending ingredients for immunity are moringa, spirulina, and amla.

- **Moringa** is gaining popularity in the wellness industry for its high vitamin C content. Its rich blend of antioxidants, essential amino acids, and anti-inflammatory properties make it a sought-after supplement for enhancing overall immune health.
- **Spirulina**, a blue-green algae, is celebrated for its immune-boosting potential, owing to its high concentration of proteins and vitamins. It's also purported to have antiviral and antioxidant properties further adding to its immune-boosting appeal.
- **Amla**, or Indian gooseberry, is traditionally valued for its high vitamin C content, significantly higher than oranges. Its bioactive compounds are thought to enhance the activity of white blood cells, playing a key role in the body's immune response.

Overall Social Posts by Product



Immunity Ingredients on Social

Brightfield Group Wellness Social Listening provides high level trends and posts on the ground floor. Here, we see what's on consumers' feed for immunity supplements.

X (TWITTER)



Luke Coutinho ✓
@LukeCoutinho17

Amla, the Indian superfood, contains 20 times more vitamin c than an orange. A fantastic immunity booster. Also great for diabetics!

#immunity #VitaminC #thursdayvibes #health #diabetes #lifestyle #HealthyFood



INSTAGRAM



@essencetheherbalist ...



essencetheherbalist Happy Monday sis, Did you know that your blood is considered the healer of the flesh? Why? Because your blood carries oxygen, nutrients, water and even carry away waste! To maintain a health immune system it's vital to make sure you are hydrated and eating healthy! There a few plants that are great for the body because they cleanse the blood and cleanse the tissues because of chlorophyll.

1. Spirulina
2. Wheat grass
3. Green barley



@lindaekroth ...



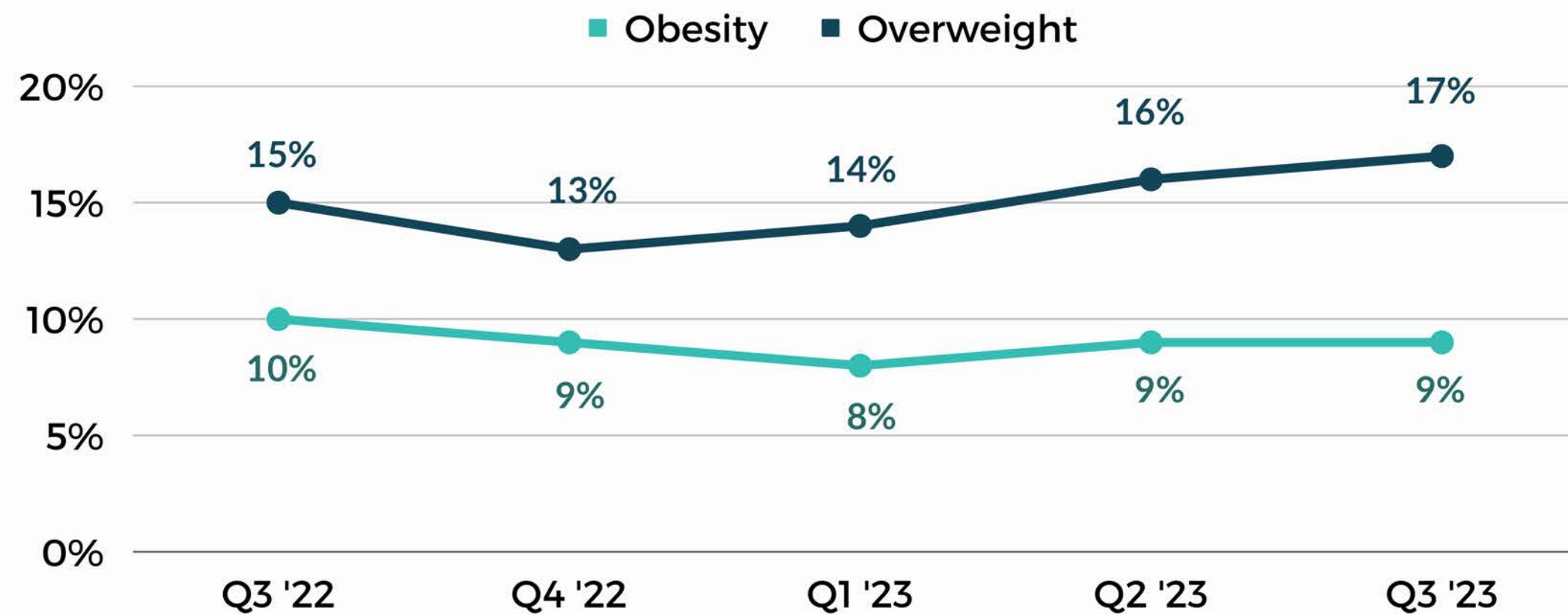
lindaekroth You asked so here it is, my morning "green poison" 🌱🧄🍏 Save this post and try it out for better skin, gut health, immune system, energy levels and over all health 🍷

- 1 big glass of water
- 1-2 garlic cloves
- 1tbs of ACV (with mother and mine from [@rawvibrantliving](#) has tumeric and ginger too)
- 1-2tsp of green powder. I'm using one from [@foodin](#) containing spirulina, alfa alfa, spinach, chlorella, nettle, moringa leaf and kale
- Electrolytes. I use a sugarfree version from [@ketokamu](#)

Weight Loss Game Changers

At any given time, **over half of Americans say they are “trying to lose weight.”** The U.S. in particular has a weight problem, with obesity rates more than doubling since 1980 and staying consistently elevated over the past 20 years (since 2003). The Journal of American Medical Association reports, “roughly two out of three U.S. adults are overweight or obese (69 percent) and one out of three are obese (36 percent).”

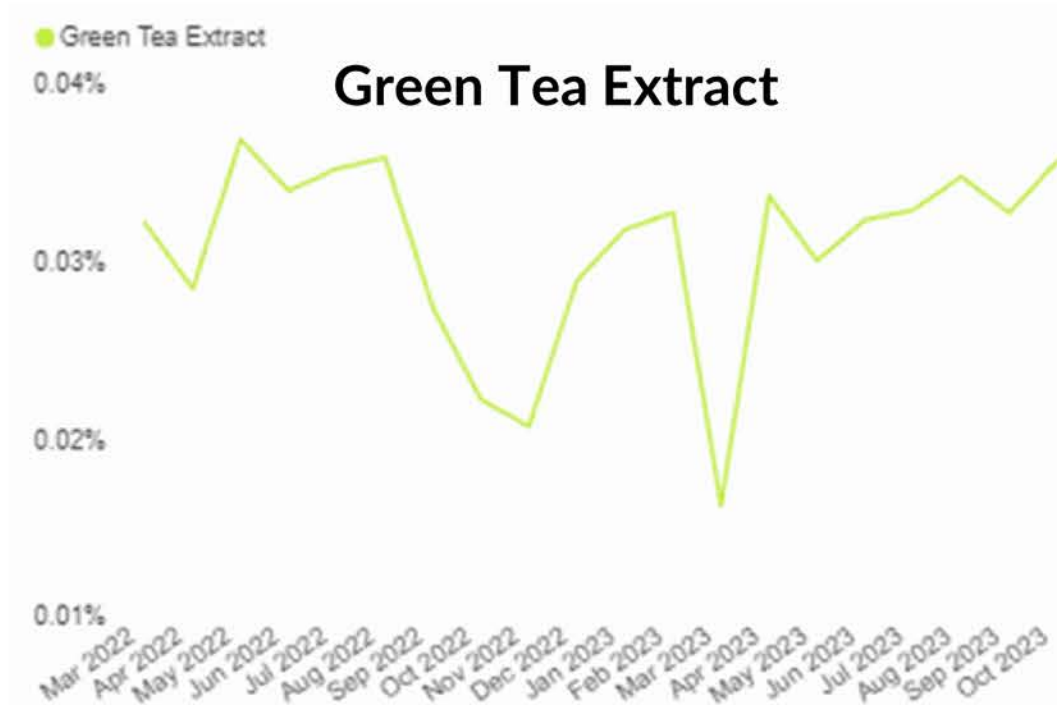
Condition: Obesity & Overweight



Tried & True Weight Loss Supplements

Americans continue to turn to common weight loss supplements like apple cider vinegar and green tea extract. These traditional supplements, known for their metabolic-enhancing and appetite-suppressing properties, remain staples in many weight management regimens. Wellness Social Listening shows how conversations around these supplements has grown.

Social Discussions: Growth of Posts



Source: Brightfield Group; Wellness Social Listening; October 2023



**100+ INGREDIENTS AND PRODUCTS TRACKED IN
BRIGHTFIELD SOCIAL LISTENING**

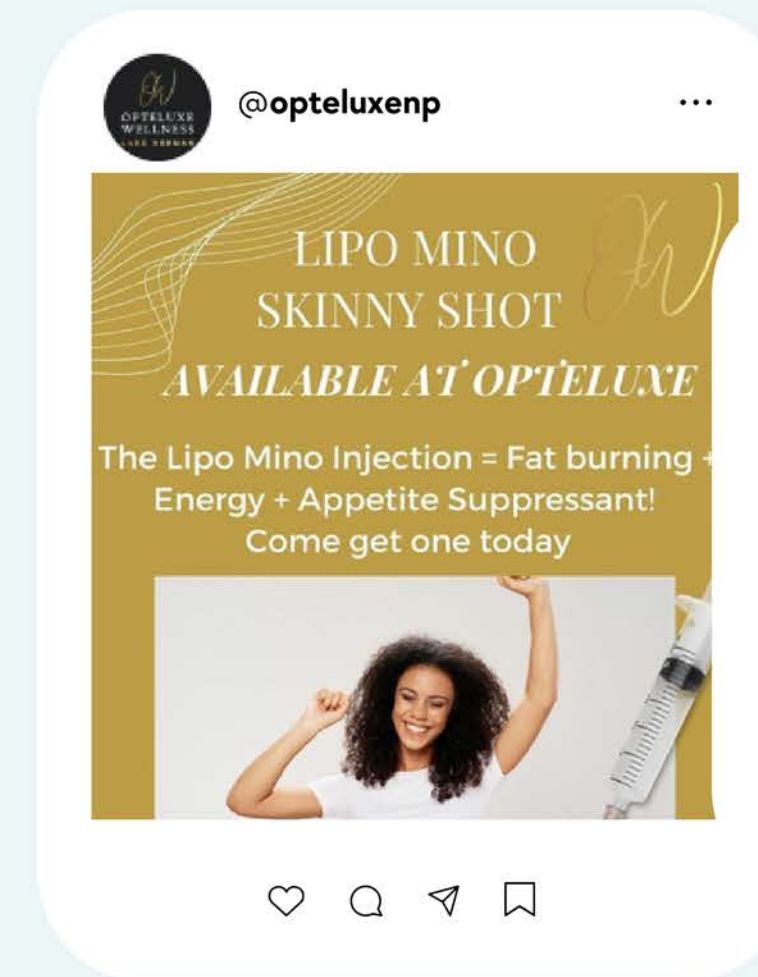


Social Listening: New Supplements Gaining Buzz for Weight Loss

Wellness Social Listening shows that social conversations around inositol and berberine have heated up over the past several months.

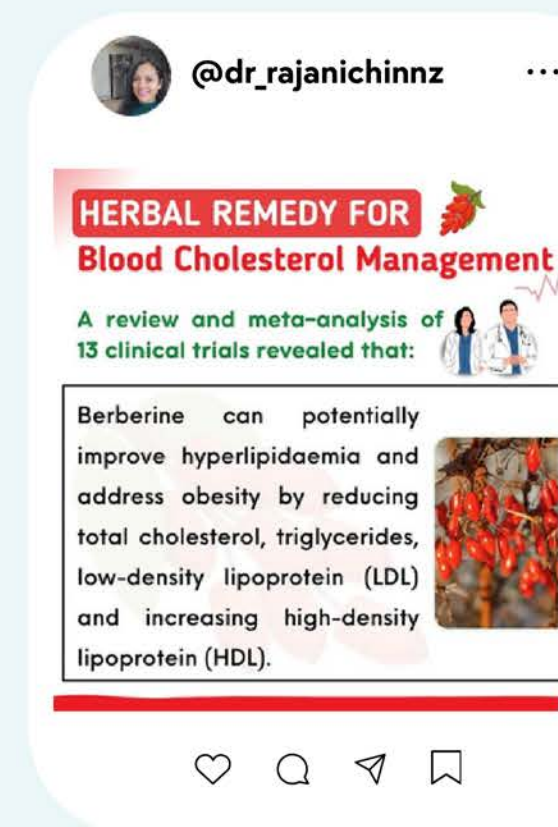
Inositol is commonly used for PCOS and insulin resistance but is now gaining traction in weight loss, particularly in Lipo-B Injections. It enhances insulin sensitivity, which is crucial for managing blood sugar and fat storage, and its anti-anxiety properties may help curb stress-related eating.

Berberine, known for its benefits in diabetes and cholesterol management, is now recognized as “nature’s Ozempic” for its ability to improve insulin resistance and lower glucose levels. It is purported to support weight management by regulating blood sugar and reducing fat accumulation, making it a natural choice for those aiming for both weight loss and overall health.

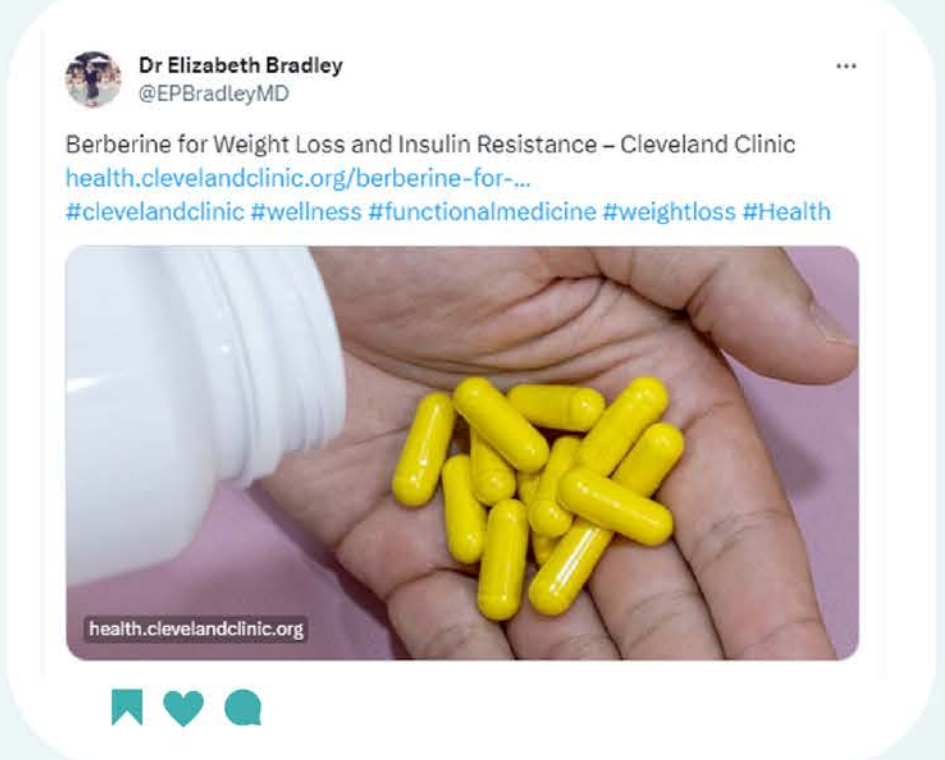


opteluxenp Customized lipo-amino injections can help you reach your weight-loss goals by speeding up your metabolism and eliminating fat.

- ✓Vitamin B12 for energy and to prevent anemia
- ✓Inositol is a natural sugar related to B vitamins that helps metabolize fat and improve insulin function
- ✓Choline, also related to B vitamins, helps metabolize lipids (fats)
- ✓Methionine, an amino acid that plays an essential role in metabolizing energy



dr_rajanichinnz 🌿 Herbal Remedy for Cholesterol Management 🌿
A comprehensive review and meta-analysis of 13 clinical trials has demonstrated the potential of Berberine in improving hyperlipidemia and addressing obesity. This natural compound has shown promising results in reducing total cholesterol, triglycerides, and low-density lipoprotein (LDL), while simultaneously increasing high-density lipoprotein (HDL) 🌿💊💚



The Ozempic/Semaglutide Craze

In recent years, there has been a surge in the use and discussion of diabetes drugs like Ozempic, with many individuals experiencing significant weight loss success.

Ozempic, the brand name for semaglutide (pronounced Se-ma-glu-tide), has led the way in this trend. Following its footsteps, other semaglutide-based medications such as Wegovy, Mounjaro, and the newly introduced Zepbound have emerged. These drugs, prescribed for diabetes or obesity, aid in weight loss by suppressing appetite and curbing food cravings. Additionally, non-branded, compounded alternatives are available at medspas without a prescription, though the FDA has issued warnings about these.

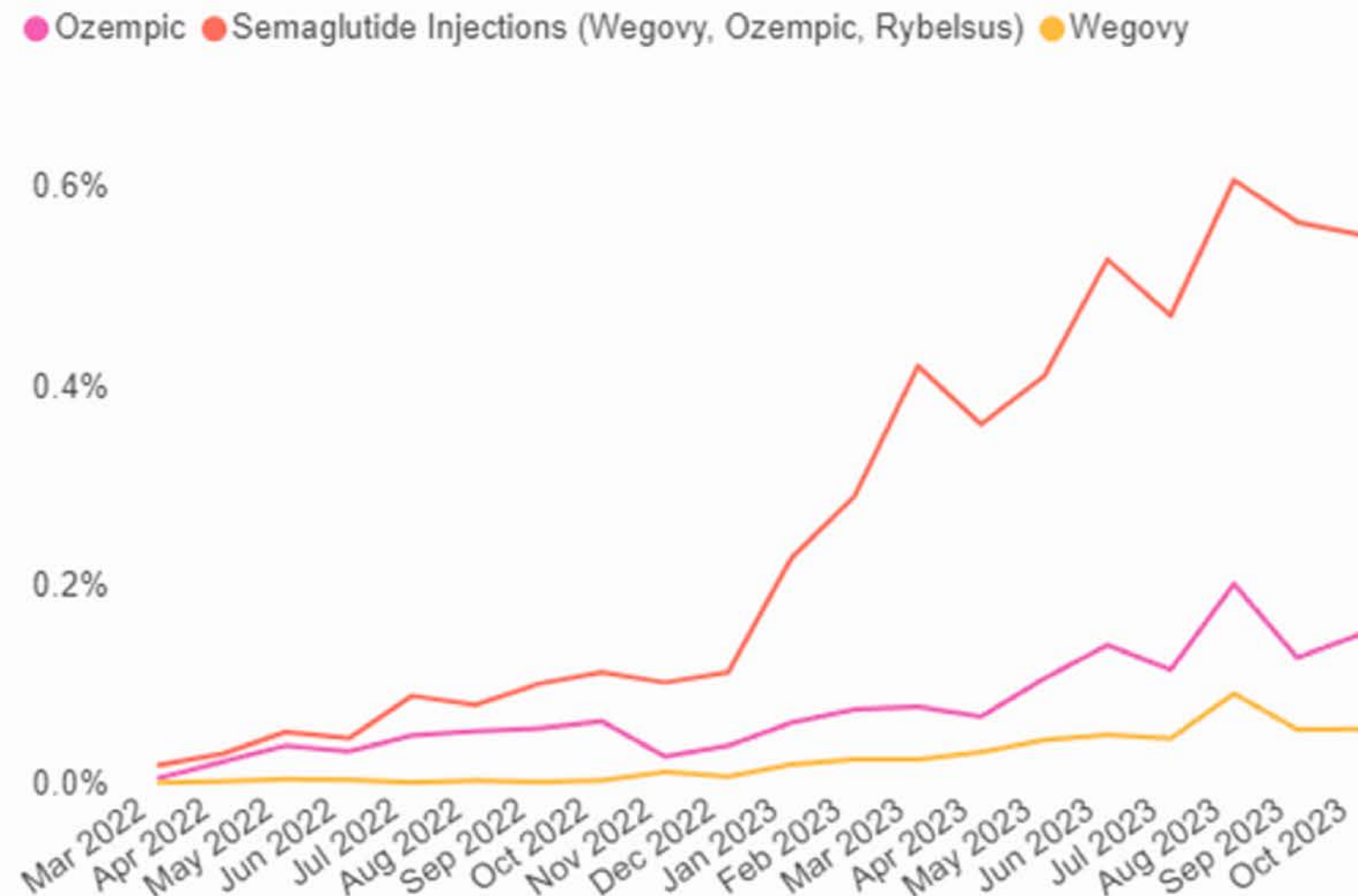
With dozens of celebrities like Orpah Winfrey, Elon Musk, and Khloé Kardashian speaking up about their use of Ozempic, the popularity of these medications is so pronounced that some analysts believe they are influencing broader market trends. The recent decline in the S&P beverage index has even been attributed to the reduced food intake of Americans using these drugs for weight loss.



Ozempic by the Numbers

Conversations around semaglutides quickly accelerated in Q1 2023 and have continued to be elevated into Q4 2023.

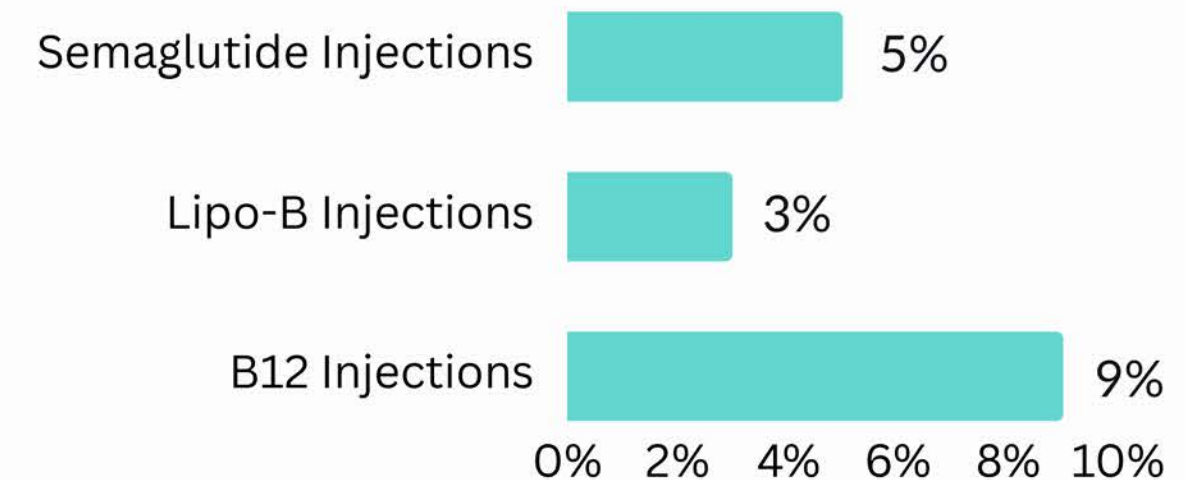
Overall Social Posts by Product



Source: Brightfield Group; Wellness Social Listening; October 2023

Brightfield Group Wellness Consumer Insights shows a significant portion of the general population using these injections throughout the last year. 5% are using semaglutide injections, which is about the same amount of people using energy shots and cranberry supplements.

Used Product in the Past Year



WHO TAKES SEMAGLUTIDES? DIG INTO DEMOGRAPHICS IN BRIGHTFIELD CONSUMER INSIGHTS



Source: Brightfield Group; Wellness Consumer Insights; Q3 2023

Strong is the New Skinny

Protein products are a staple of the wellness landscape. Traditionally linked with male fitness enthusiasts, protein is now increasingly capturing the attention of women. This trend is evident on social media, where brands, influencers, and everyday consumers are sharing their protein recipes, favorite products, and healthy effects of high protein diets - from bone health to boosted confidence!

This leaves us wondering - where women once strived to be “skinny,” are they now striving to be strong? Wellness Social Listening reveals women are talking about their protein use in relation to increasing their muscle.



flowerbased Gym update since taking creatine ✨👉

It's been about 1.5-2 months since I started taking it. It hasn't gotten easier dealing with drinking it in its own butt it's definitely worth it.

I have gained about 1 inch in my glutes and legs which was my goal to gain more size in those areas ❤️

For those who'd like to know this is the creatine I use! ->
Bodytech 100% pure creatine monohydrate



clare_armour.fitness Today was upper body day and core for my workouts,

Pre-workout snack as always was rice cakes, I had cottage cheese with blueberries 🍓😋

Post workout/lunch was tuna Mayo jacket potato with side salad.
Also had 5g of creatine monohydrate.

Enjoying the journey 💪👉

#fitness #fitter #wellbeing



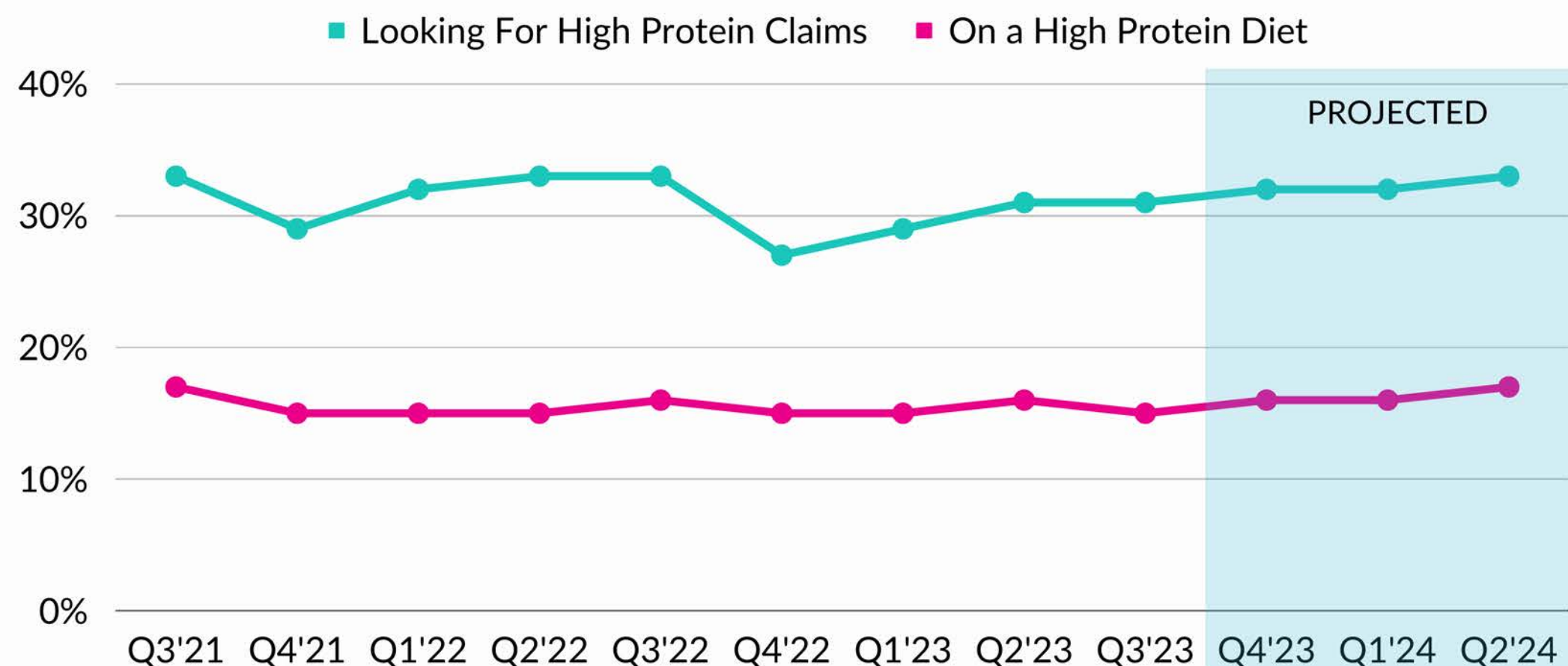
randikennedy_ Upper body workout for the LADIIIIIES 💪💕💜💖💗
yes I know that social media loves to share lower body workouts 98% of the time 😊 but don't forget that building a strong back helps with posture and creating an hour glass figure ⌚ which creates the illusion of a smaller waist!



Fuel for Strengthening

A third of consumers are looking for high protein products—we're projecting strong growth in the category with recent social focus on increasing protein in your diet in all social channels. The trend of getting 30g of protein has been particularly explosive, gaining traction on Pinterest, TikTok, and Instagram especially.

Important Label Claims



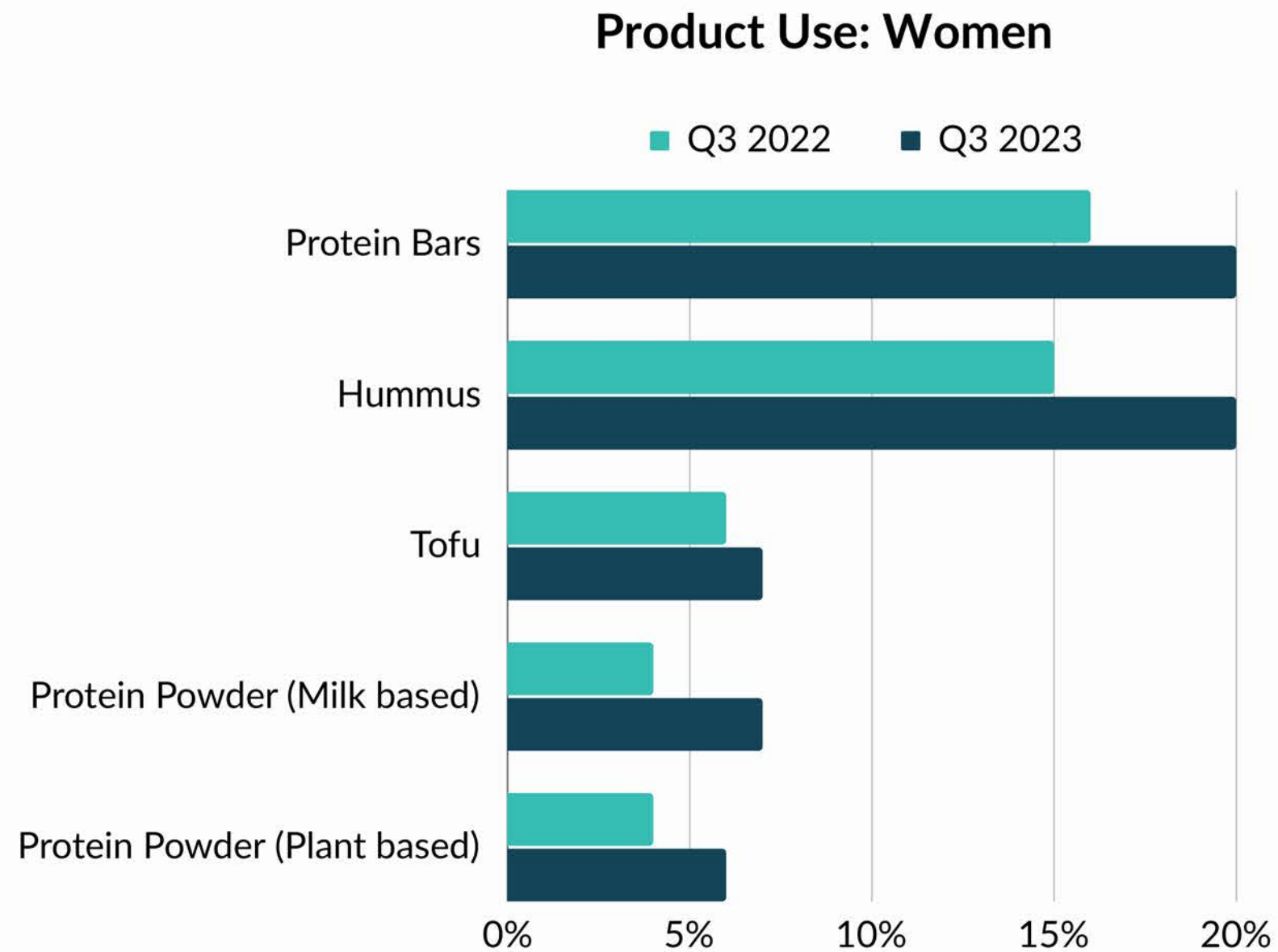
Wellness Consumer Insights shows Americans are looking for products with high protein claims and consistently are on high protein diets.

We expect this to continue to accelerate as social media, brands, and news outlets continue to pique consumer interest in this trend.

SEE WHAT DIETS ARE FOLLOWED BY GENDER, AGE, GEOGRAPHY, AND MORE IN WELLNESS CONSUMER INSIGHTS



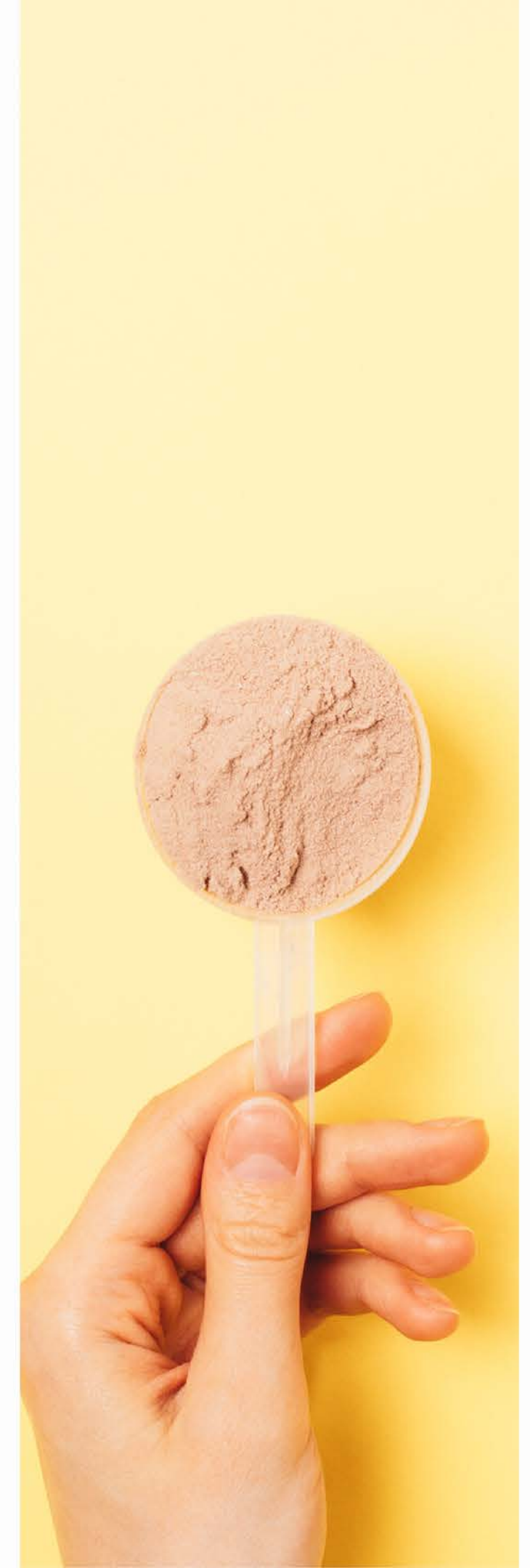
Protein Product Use Among Women



Protein is usually associated with men, but we see women increasingly focused on protein.

Comparing Q3 2022 to Q3 2023, we see women are more likely to be buying protein-rich foods and protein supplements. Hummus and tofu, for example, have seen increased purchasing.

More obviously pointing to this trend is the significant uptick in protein bars and protein powder purchasing.



Ingredient Highlight: Creatine

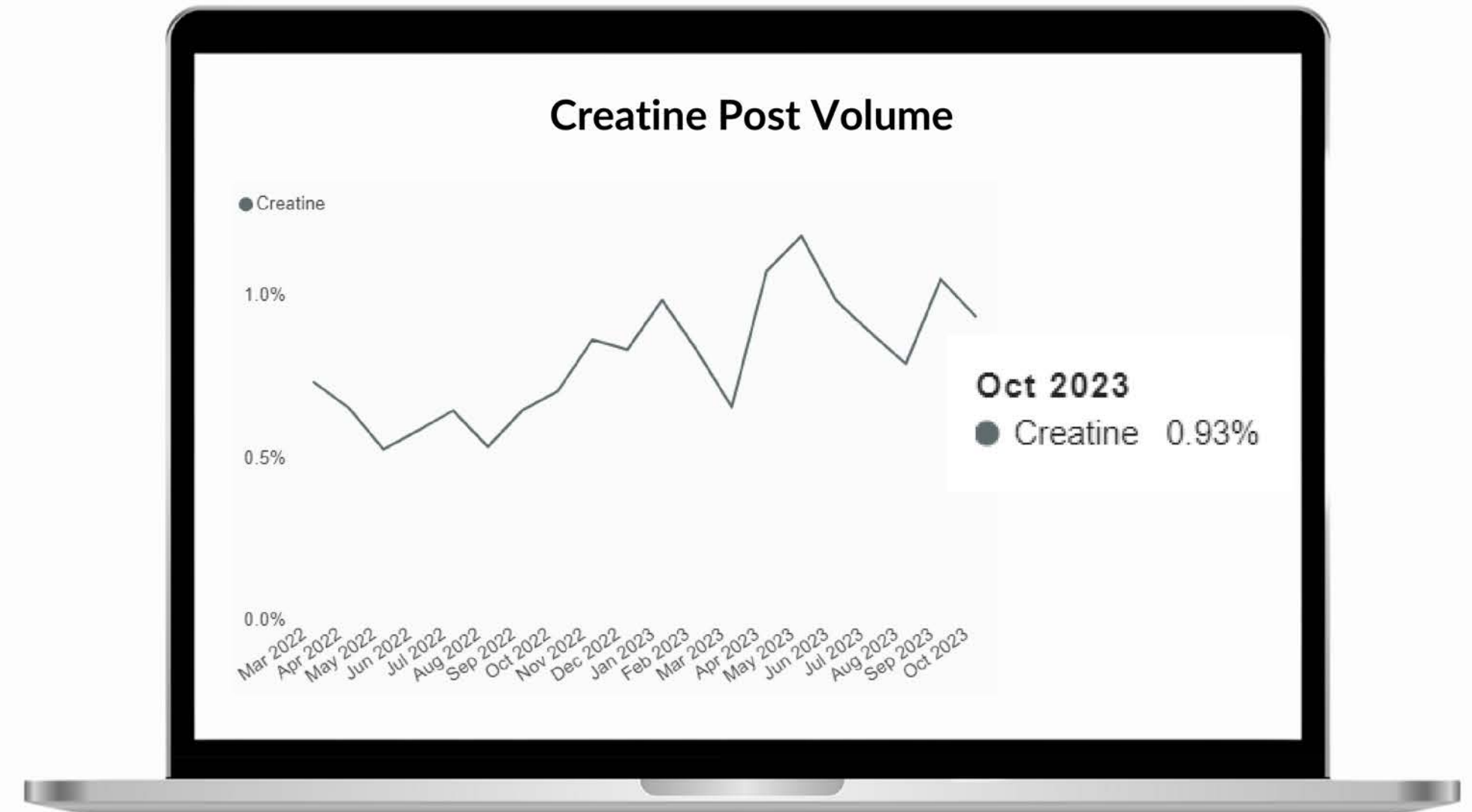
Over the past year, the online buzz around creatine has surged significantly, marking its rise as a key topic in fitness and health discussions. Creatine is a naturally occurring amino acid known for its role in muscle growth and energy production. It has captured the attention of fitness enthusiasts and those seeking enhanced athletic performance.

Young men are especially drawn to creatine. They're purchasing more in Q3 2023 than at the start of the year, and their use is evidenced by the influx in social posts.

Wellness Social Listening reveals the conversations span from its benefits in building lean muscle mass to its potential in improving workout efficiency and recovery. Many Americans are turning to online platforms to share experiences, seek advice, and discuss the latest research on creatine's effectiveness and safety.



sabiifitnessfreak1986 #fitlife
#gymlifestyle #focus #offseason
#detox #time #bodytransformation
#ibbf #AHP Vitals creatine
improves exercise performance, and
accelerate muscle growth.





Stay ahead of all the wellness trends!

The data is yours to explore with Brightfield Consumer Insights & Social Listening

Get in Touch!



Survey + Social: The Brightfield Difference



Social
Listening

+



Consumer
Insights

=



Faster, Deeper, More
Flexible Insights!

Discover the **PERSON** behind the **TREND** with...

AI-Driven
Consumer Insights

Expansive Product
Coverage

In-Depth Survey
Questionnaire



Predictive
Personas

Predictive Social
Listening

Comprehensive
Snapshots

About Us

Brightfield Group's AI-driven consumer insights and social listening help marketing and innovation teams see the person behind the trend. Informed by predictive AI integrated with survey and social media data, our data has the answers innovators need to make decisions confidently.

[Learn more about our data at
www.brightfieldgroup.com](https://www.brightfieldgroup.com)