OURVITA

SS 2026 TRENDS

LONGEVITY

Now also for young consumers

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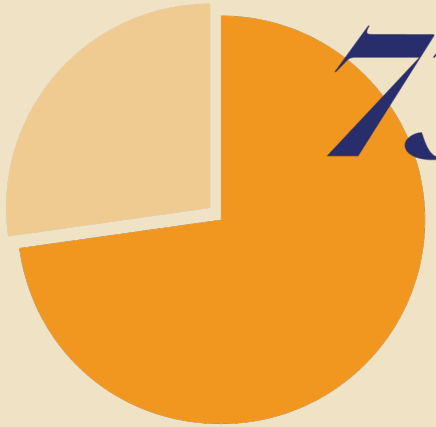
THE BIG PICTURE: LONGEVITY IS NOW FOR EVERYONE

Longevity has become a universal health priority, shifting from an older-adult concern to a cross-generational lifestyle. Consumers at all ages take proactive steps to extend healthspan.

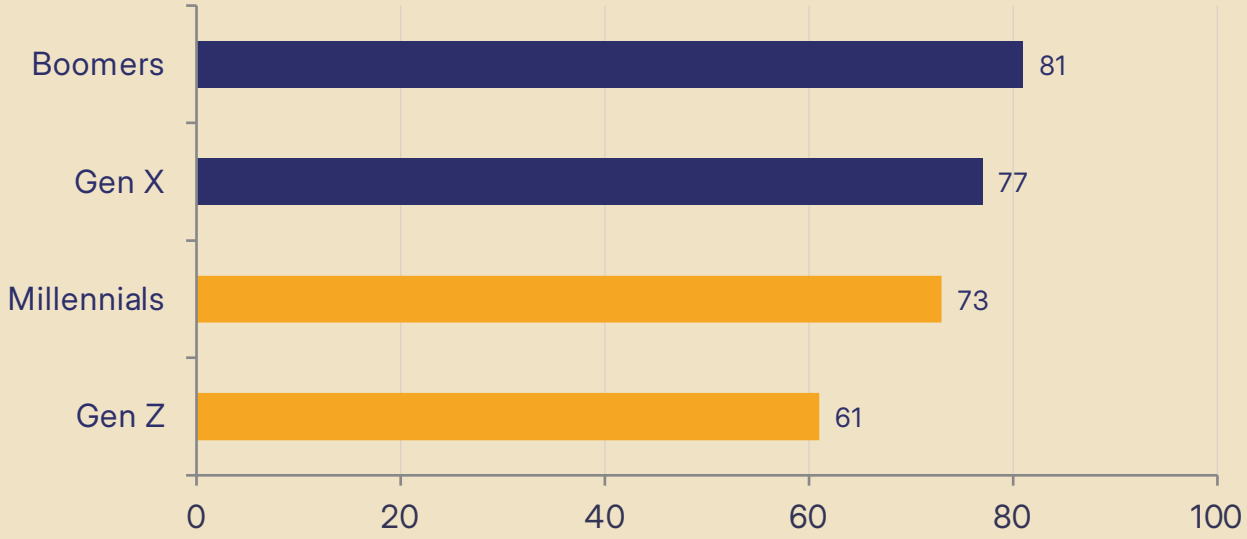


73%

globally consider healthy aging extremely or very important

- **32%** interested in physical benefits to help them age well
- **21%** purchase food/drink monthly to support healthy aging
- **16%** of the world's population will be over 65 by 2050

HEALTHY AGING IMPORTANCE BY GENERATION (%)



Source: Innova Health & Nutrition Survey 2025; United Nations; WHO

TRENDS REPORT: LONGEVITY

CONSUMER PRIORITIES BY GENERATION

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GEN Z

- Disease prevention
- Healthy skin & appearance
- Energy levels
- Biohacking & wearables

GEN X

- Menopause management
- Bone & joint health
- Cardiovascular health
- Hormone-regulated energy

MILLENNIALS

- Collagen & gut health
- Stress recovery
- Longevity supplements
- Data-driven wellness

BOOMERS

- Mobility & physical activity
- Bones & joints (46%)
- Gut/digestive health (73%)
- Heart health & immunity (67%)

Source: Innova Health & Nutrition Survey 2025; McKinsey January 2026

Healthy aging priorities differ by generation — from prevention and performance in younger consumers to mobility and condition management for older ones.

The longevity supplement market is expanding rapidly, driven by preventive health focus, aging populations and personalisation trends.

- **Overall Dietary Supplements:**
  ~9.5% CAGR to 2030
- **Brain Health Supplements:**
  ~13.7% CAGR
  aging + mental wellness
- **Personalised Supplements:**
  ~15% CAGR
  DNA/biomarker formulations
- **Gut Health Supplements:**
  ~8.9% CAGR
  microbiome and immunity

THE SCIENCE — HALLMARKS OF AGING

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Science identifies 12 root causes of biological aging. Supplements target key hallmarks — mitochondrial dysfunction, cellular senescence, chronic inflammation and dysbiosis.

- 12 Hallmarks of Aging (Cell Journal, 2023 update)
- Key targets: Mitochondrial Dysfunction, Cellular Senescence, Inflammation, Dysbiosis
- Strongest evidence: Omega-3, Vit D, NR, NMN, CoQ10, Resveratrol, Quercetin, Urolithin A
- Epigenetic clocks (PhenoAge, GrimAge2, DunedinPACE) now measure biological age



Source: Cell Journal 2023 (Lopez-Otin et al.); OurVita internal research

Highlighted = supplement-targeted hallmarks

WHAT SENIORS ARE TAKING & WHY

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Boomers are active supplement users. Botanical & herbal supplements have overtaken vitamins as the top subcategory.

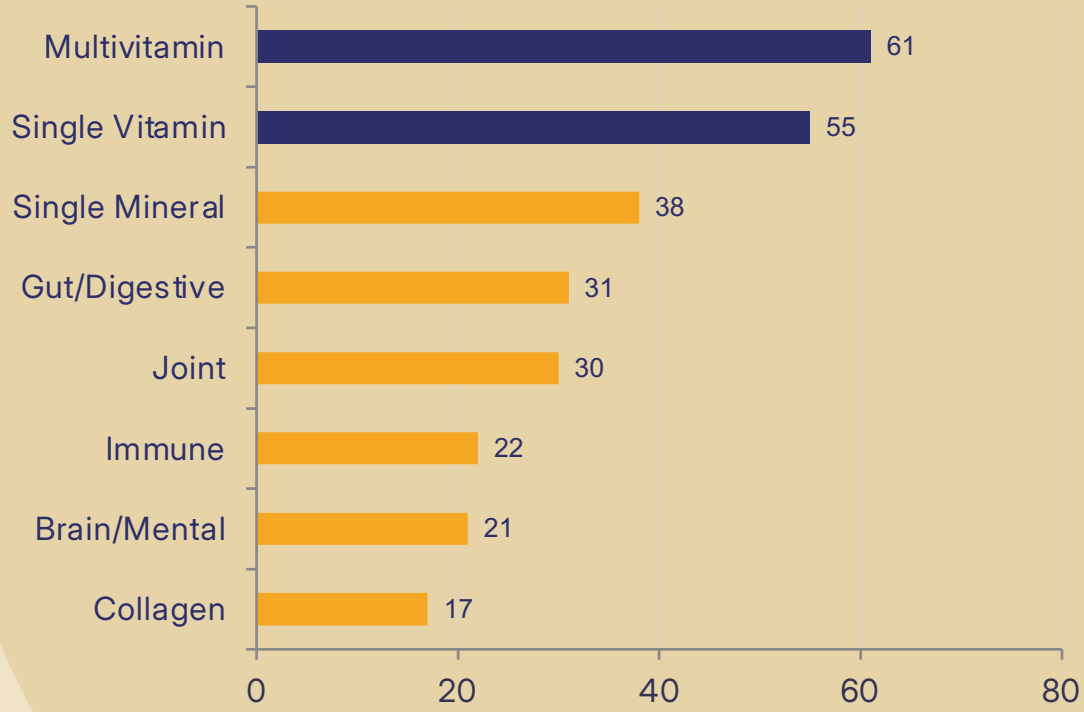
North America leads innovation.

Botanicals & herbals: 26% share of senior supplement subcategory

Vitamins & minerals: 18% Hair/skin/nails: 13%

High awareness: omega-3 (86%), probiotics (82%), collagen (74%)

SUPPLEMENT USE AMONG BOOMERS (%)



Source: Innova Health & Nutrition Survey 2025; Innova Market Insights

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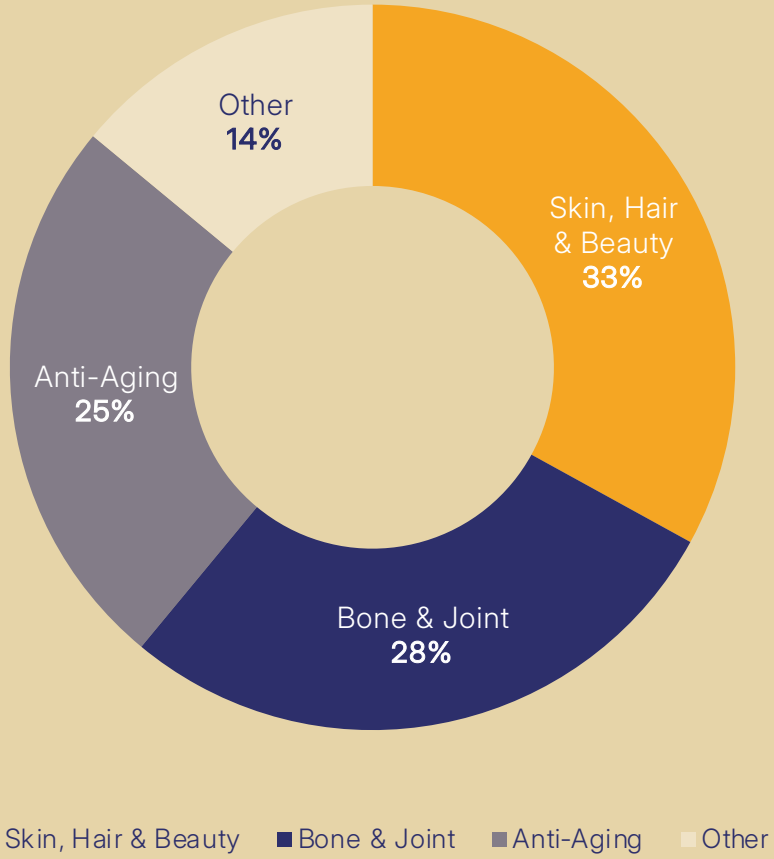
TRENDING IN VMS HEALTHY AGING SIGNALS

Consumer demand signals in US VMS show a strong shift toward prevention and longevity. 'Promotes Healthy Ageing' has moved from Emerging to Growing in the US.

- 'Promotes Healthy Ageing' up +34% (Black Swan, 2023–2025)
- Breaking through: Mood Support, Longevity & Healthy Aging, GLP-1 Support
- Fading: Weight Loss, Cleanse & Detox, Cold & Flu, Joint Health (standalone)
- Top 2026 goals: Skin/Hair/Beauty (33%), Bone & Joint (28%), Anti-Aging (25%)

TOP 2026 CONSUMER HEALTH GOALS (%)



Source: Black Swan Data USA VMS Aug 2023–Aug 2025; SPINS VMS Attitude & Usage Survey May 2025

TRENDS REPORT: LONGEVITY

APPROACHES TO HEALTHY AGING

YOUNGER

- Improving sleep patterns
- Eating functional food & drink
- Personal care regimes
- Mindfulness & meditation

OLDER

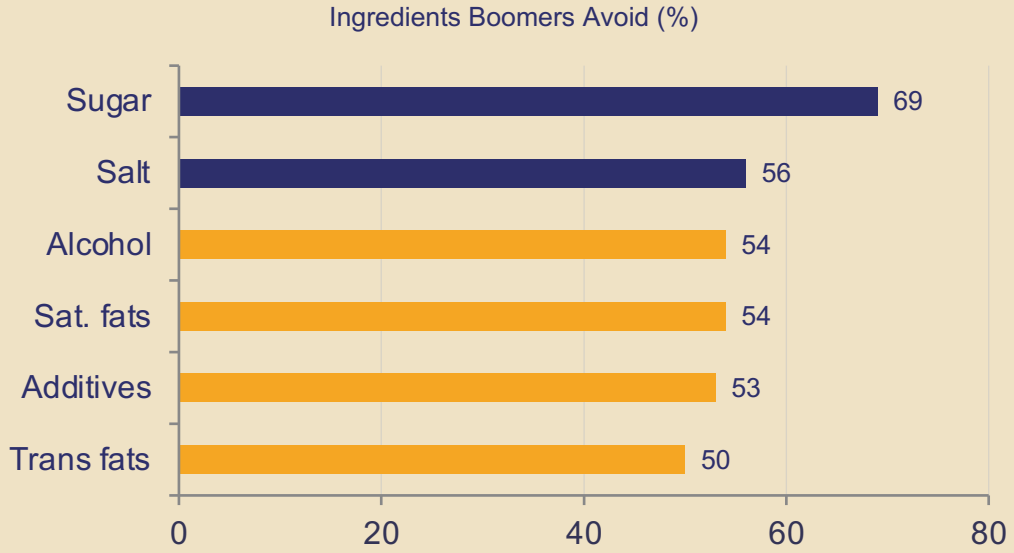
- Regular doctor check-ups
- Mental stimulation
- Social connection
- Prescribed medication

Exercise and diet remain the top two approaches. Strategies diverge by age.



1 in 3

consumers are now more self-sufficient in managing their own health



Source: Innova Health & Nutrition Survey 2025; Innova Global Consumer Trends 2025

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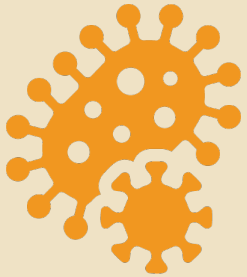
MCKINSEY HIGH-POTENTIAL OPPORTUNITIES 2026–2028

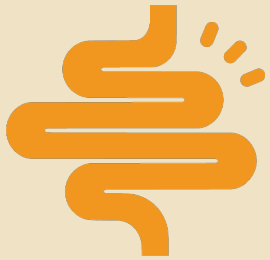
Three high-potential longevity categories.
Successful brands will lead with immediate, felt benefits alongside long-term health positioning.



LONGEVITY & CELLULAR HEALTH

NAD+ boosters (NR/NMN), mitochondrial support, cognitive longevity blends, AM/PM longevity packs, inflammation-modulating compounds.

Win angle: energy + clarity + resilience TODAY



GUT HEALTH 2.0 (BEYOND PROBIOTICS)

Synbiotic blends (pro+pre+postbiotic), mood-gut axis supplements, GLP-1 supportive blends, fermented functional beverages.

Win angle: metabolism, immunity, mood & longevity



BEAUTY & WELLNESS CONVERGENCE

Collagen, antioxidants, multifunctional formulations. Ingestible supplements for skin, hair and nails booming alongside topicals.

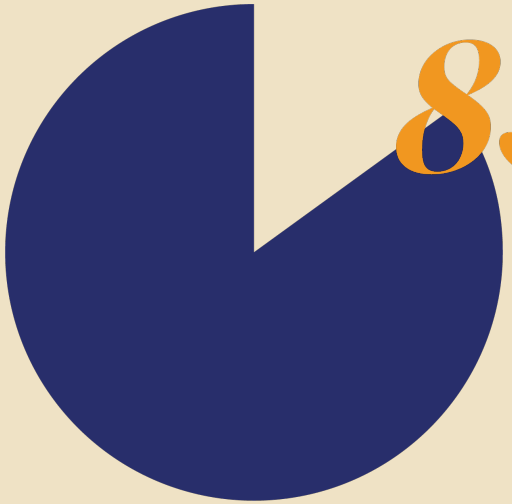
Win angle: gender differentiation emerging trend

Source: McKinsey January 2026; Innova Market Insights

TRENDS REPORT: LONGEVITY

CONSUMER MINDSET 2026 / 2027

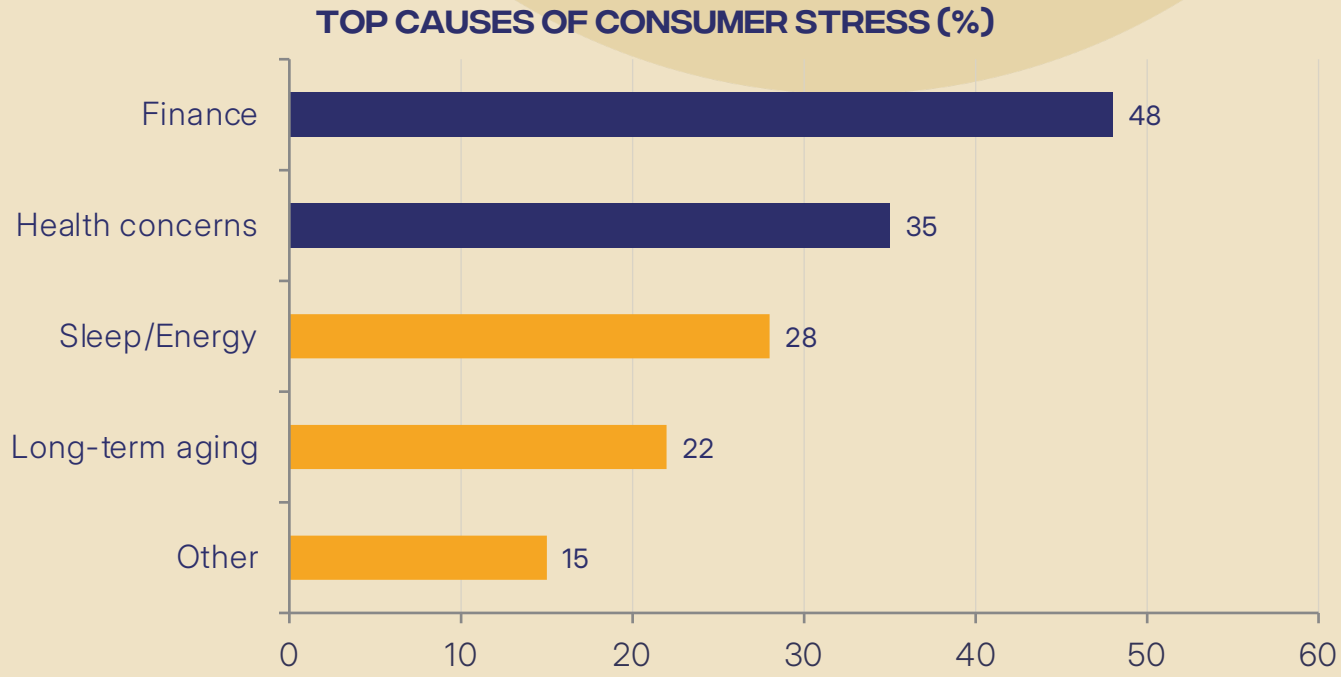
Stress, financial pressure and long-term health concerns shape consumer decisions. A holistic, preventive mindset is the dominant framework — longevity is now an everyday priority.



85%

of consumers experienced stress in the past 12 months

- Finance is the leading stress cause (48%)
- Health & wellbeing (sleep, weight, energy) is the second driver
- Mintel: Traditional life stages are becoming increasingly blurred, with reinvention now viewed as normal and acceptable at any age.



Source: Innova Global Insights April 2026; Mintel Global Consumer Trends

TRENDS REPORT: LONGEVITY

WHAT BRANDS MUST DO

1. LEAD WITH IMMEDIATE BENEFITS

Position longevity supplements as energy + clarity + resilience today. Connect ingredients to tangible improvements — not only future disease prevention.

2. TARGET BY GENERATION

Gen Z/Millennials: appearance, energy, prevention. Gen X: menopause, bone health. Boomers: mobility, diagnosed conditions, multivitamins.

3. BUILD ON INGREDIENT AWARENESS

Boomers know caffeine, fibre, vitamins, omega-3, probiotics — awareness isn't the barrier. Connect familiar ingredients to specific health outcomes.

4. INVEST IN SCIENTIFIC VALIDATION

High demand for clinical backing and transparent dosing — especially for bones, heart and cognition where improvement isn't immediately felt.

5. CLEAN LABEL & COST SENSITIVITY

50%+ of Boomers avoid sugar, salt, trans fats, artificial sweeteners. Clean formulations are non-negotiable. Price-to-benefit communication is key.

6. FORMATS, FLAVOUR & ACCESSIBILITY

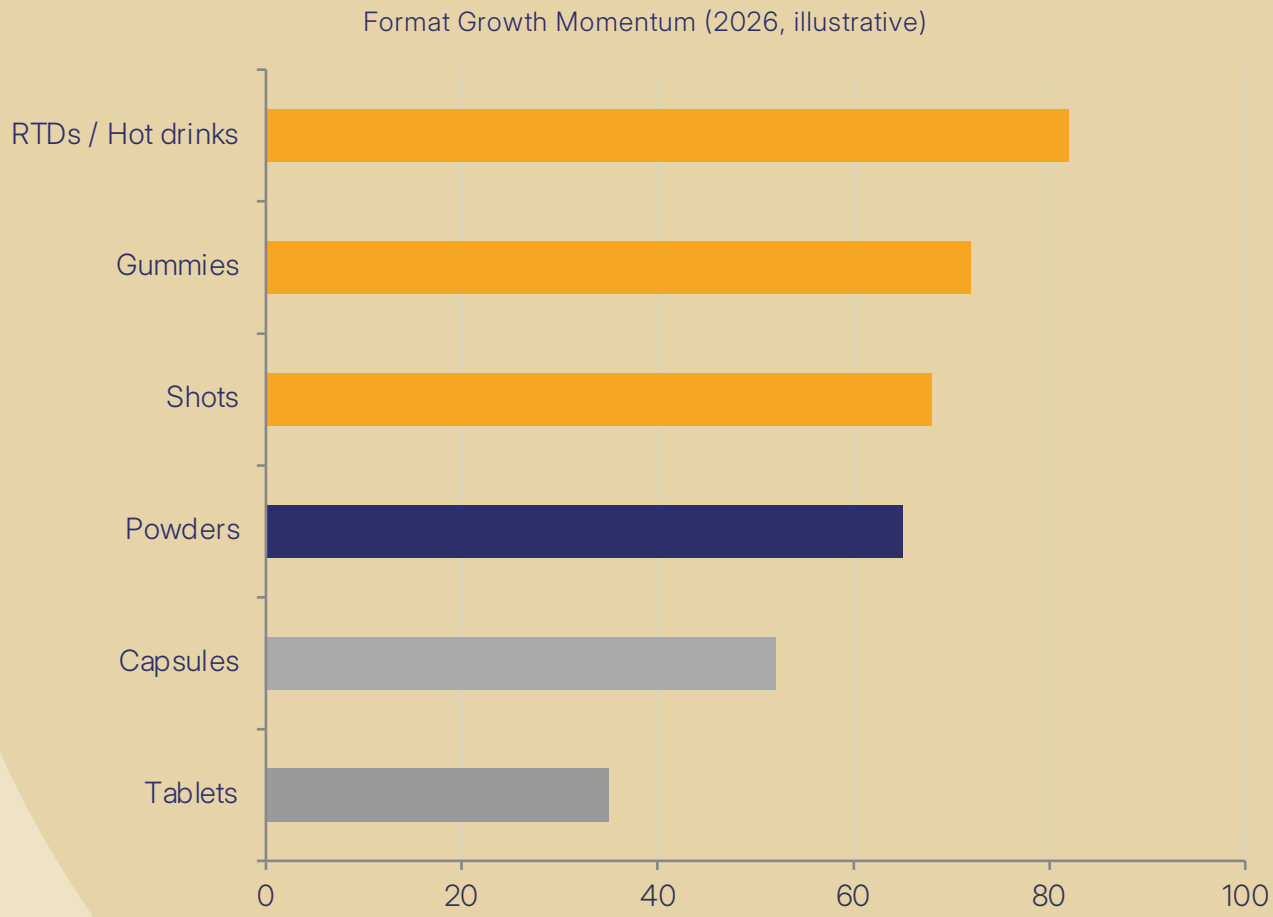
Pill fatigue drives shift to RTDs, shots, gummies, powders. Flavour is the #1 supplement purchase driver globally — invest in palatability.

Source: McKinsey January 2026; Innova Trends Survey 2026; Innova Health & Nutrition Survey 2025

FLAVOUR TRENDS, DELIVERY FORMATS & PACKAGING

Taste is the #1 supplement purchase driver globally. Pill fatigue is pushing consumers toward RTDs, shots, gummies and structured daily packs. Sustainability is an emerging differentiator.

- Indulgent, drink-inspired flavours (Peach Iced Tea, Chocolate Brownie) drive trial
- AM/PM system packs and 'daily longevity stacks' — high-potential format (McKinsey)
- Starting the day is the #1 supplement moment across all generations
- Packaging sustainability is a growing differentiator for eco-conscious buyers
- Clean natural flavours for Boomers/Gen X; bold profiles for younger consumers



Source: Innova Category Survey 2025; Innova Market Insights; McKinsey January 2026; Black Swan Data

TRENDS REPORT: LONGEVITY

KEY TAKEAWAYS: LONGEVITY AS A LIFESTYLE

LONGEVITY STARTS YOUNG

It builds over time. Cross-generational appeal means brands must speak to multiple life stages simultaneously.

HEALTH SPAN, NOT LIFESPAN

The new benchmark is quality years lived — physical, mental and emotional wellbeing in combination.

HOLISTIC & PERSONALISED

Successful longevity solutions are life-stage aware, personalised and blend science with tradition.

CONSUMERS ARE PROACTIVE

Informed and prevention-focused. Self-sufficient in health management. They demand science and transparency.

NUTRITION IS INTERCONNECTED

Sleep, mental wellbeing, movement and nutrition are deeply linked. Solutions must address the whole system.



Source: Innova Market Insights | McKinsey | Global Wellness Institute | SPINS | Black Swan Data | Mintel | WHO

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LONGEVITY ANTIOXIDANT PELLETS

A next-generation longevity supplement designed to support healthy ageing through antioxidant protection and cellular wellbeing. This innovative capsule combines microencapsulated olive extract, probiotics and vitamins in a convenient daily format.

Consumers are increasingly looking for proactive health solutions that help them maintain vitality, support healthy ageing and protect against the effects of oxidative stress. Longevity has become one of the fastest-growing areas within health and wellness.

Key Benefits

- Supports healthy ageing and cellular wellbeing
- Provides antioxidant protection against free radicals
- Helps protect skin from environmental stressors
- Supports overall wellness and vitality
- Convenient one-capsule-per-day format



BETTER *together*

THAT'S OURVITA



MULTIPLE OPERATIONS ACROSS EUROPE, USA & ASIA

BERGAMO, IT
TURIN, IT
LODZ, PL
MIELEC, PL
LUBLIN, PL
GERMANY
AUSTRIA
ASIA
WALES, UK
MORECAMBE, UK
ALTON, UK
KIRKHAM, UK
RUNCORN, UK
FLORIDA, US
MINNESOTA, US

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TITLE GOES HERE FOR 1 PRODUCT IMAGE

Intro paragraph goes here like so...



Vitamins & Minerals
- Vitamin
- Vitamin D
- Zinc

Gut & microbiome
- Probiotics
- Prebiotics
- Fibre

Botanicals & Natural Actives
- Elderberry
- Ginger
- Turmeric

TITLE GOES HERE FOR MULTIPLE PRODUCT IMAGE

Intro paragraph goes here like so...



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