MILLENNIALS & HEALTH FAST FACTS FROM FONA

They were born between 1978 and 1995 and number about 78 million in the U.S. With \$2.8 trillion in buying power, it's a group that has already shown it can shake up the healthcare & food industries.

When it comes to Millennials and wellness, here are the top trends our taste experts are tracking.

BE BRAINY

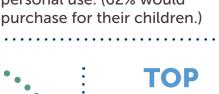
Top ingredients for brain health & cognition for this generation:

Omega-3 & B-Vitamins. Up and coming ingredients: bacopa, ashwagandha and tulsi. About **68%** likely to purchase nootropics.

70% of Millennials are likely to purchase adaptogens for their personal use. (62% would

ADAPTOGENS





ACTION, ACTION, WE WANT ACTION

Millennials are more active than any other generation that came before, and purchase products to support that lifestyle

CUSTOMIZE IT

This is not a generation interested in the traditional diet. They purchase based on their unique goals and needs

WHOLE SELF HEALTH More than other

generations, Millennials place more weight on experiences – like how they feel, energy level, digestion, etc.

TOP NEED STATE

Millennials' top health needs? Energy & Metabolic Health. B-vitamins & Caffeine are sought to achieve their goals.



40% of Millennials polled by FONA say they're interested in Intuitive Eating.

Need Details?

We've done a deep dive into the health and wellness

habits of consumers, across all generations.

Schedule a presentation today.

Lisa Demme Marketing Director Idemme@fona.com 630-715-9278





Sources: FONA International National Supplement Survey, 2019. FONA Health & Wellness Survey, 2019. Nutritional Outlook. Iconoculture. FONA report: Millennials & Health, 2019.