**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.

**Adaptogens**

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

**Action, Action, We Want Action**

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

**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.

**Customize It**

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

**Eat With Intuition**

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.**

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