



Longevity Revolution

We are living in what the United Nations has termed the “Longevity Revolution” - a demographic shift where people are living longer, healthier, and more active lives. Yet many brands still rely on perceptions that overlook the economic power, aspirations, and evolving lifestyles of older adults. As a result, companies may be missing one of the most significant growth opportunities: the healthy ageing economy.

Gen X women in particular are leading change, breaking taboos, and demanding better products, information, and support. Their influence is reshaping wellness, skincare, and lifestyle categories and creating rapid growth for brands that listen.

Healthy ageing is no longer niche. It’s a high-value, underserved market, and businesses willing to innovate have a significant opportunity to lead the next wave of consumer growth.

- 30% of the global adult population is over 55 years of age. (Mintel, 2025)
- Consumers aged 50+ will have \$65 trillion of spending power by 2030. (Mintel, 2025)
- 65+ year olds will be the highest spenders in the next decade. (Mintel, 2025)
- Older consumers display more brand loyalty than younger consumers. (Mintel, 2025)
- 56% of global over 55s claim to eat healthily most of the time, vs 41% for 18 - 34 year olds. (Mintel 2025)

On the Shelves



Tea Life Original Blend Tea for Bone Density, formulated for middle-aged and senior women to maintain bone density & support the digestive system. (Japan)



The Man Shake, Chocolate Flavour Healthy & Active Body Support for 60+ Years. Scientifically formulated for men aged 60+, with 32g of protein per serve, a good source of fibre and various vitamins and minerals. (AU)



Asan Medical Center Geriatrics x Greating Soft Protein Fresh Ginseng Chicken Porridge, can be consumed by people with fewer or no teeth. (South Korea)



Nestlé Boost Cinnabon Protein Drink, has 33% more protein to target over-50s. It claims it 'helps provide 20g of high-quality protein to help support lean muscle', and contains 27 vitamins and minerals. (US)



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE

On the Shelves



Pure Food Company sweet slices are nutrition-enriched, taste delicious and easy to serve. Containing 5g protein in every serve. Formulated for Dysphagia levels 4-7. (NZ)



Me ICE is the world's first complete nutrition ice cream designed specifically for seniors. Delivering 33 essential nutrients, it is suitable as a meal replacement. (Japan)



Prozis White Chocolate-Raspberry Flavoured Protein Bar. Contains 'High quality protein', 'source of fibre', 'specially formulated for seniors, athletes and busy people'. (Spain)



Jelly Drops are made with 95% water, contain added electrolytes and are sugar free. Popular among people with Alzheimer's, seniors and other who struggle to stay hydrated. (UK)

Healthy ageing isn't just a demographic trend it's a cultural and commercial shift. And for brands ready to evolve, the longevity revolution represents a chance not only to meet consumers' changing needs, but to shape a more inclusive, age-positive future.

Brands willing to expand their horizons to meet older consumers will need to consider age-specific functional nutrition, moving beyond treating all older consumers as one homogeneous group. They must recognise the distinct life-stage needs within mobility, cognition, immunity, and hormonal support. As well as this, they should also consider the demand for premium, clean-label products among 'Active Aged', a healthy and affluent cohort investing in natural solutions that support their 'healthspan'.

This is an opportunity for brands to formulate for changing bodies and senses, from 60-somethings seeking energy and cognitive support to those needing easy-to-swallow, tasty, nutrient-dense options that suit evolving physiological needs.

MINTEL

HW Hawkins Watts Offerings

- ✓ Health & nutrition ingredients.
- ✓ Textural solutions.
- ✓ Natural flavours and colours.
- ✓ Taste modulators and masking flavours.
- ✓ Natural sweeteners and sweetening systems.

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