

# The Wellness Connection

Our desire to be healthier has transcended every aspect of our daily lives, with wellness products such as aromatherapy oils, probiotics, and beauty ingestibles growing in importance as part of our beauty and personal care regimens. Today we take a look at which types of products are being used now, why they're popular, and which wellness products are next on consumers' radar!



## Top products purchased in the past six months:

- **76%** multi-vitamins
- **67%** aromatherapy oils
- **63%** probiotics
- **50%** shakes/smoothies
- **44%** inside-out/ingestible beauty products
- **38%** homeopathic remedies
- **35%** fish oil supplements



## Wellness has a healthy following

- **78%** use wellness products as part of their daily care routine
- **85%** expect improved overall health from using wellness products
- **82%** use homeopathic remedies, aromatherapy oils, ingestible supplements and/or probiotics
- **79%** feel healthier when using wellness products
- **78%** use them as part of their regular daily skin/body care routine

## An overall desire to be and stay healthy spurred the first use of wellness products...

- **64%** trying to use healthier products
- **58%** to be a healthier person overall
- **46%** trying to use safer products



## Wellness products are used everywhere!

- **64%** on the body
- **53%** on the face
- **42%** on the hair

## Consumers look to wellness products to help address:

- **47%** feeling stressed
- **44%** a specific health issue
- **40%** when I want more energy...and when I need more sleep!

## Health & safety are top reasons for continued use:

- **68%** they make me feel better
- **68%** they help me stay healthier (against the common cold, allergies, etc.)
- **53%** I think they are better for me
- **45%** they solve problems that conventional products don't without drugs (i.e. stomach issues, joint pain, etc.)
- **43%** they are safer for my family

## They expect wellness products to provide these benefits...

- 85%** improved overall health
- 68%** healthier skin
- 61%** increased energy
- 58%** less stress
- 56%** improved sleep



## Consumers use wellness products to soothe and heal, as well as for basic skincare...

- **57%** for dryness
- **56%** as basic/regular skincare
- **39%** for itchy skin conditions
- **36%** for acne
- **33%** for sunburn

## Looking to the future, consumers want technologically savvy and integrated wellness products including:

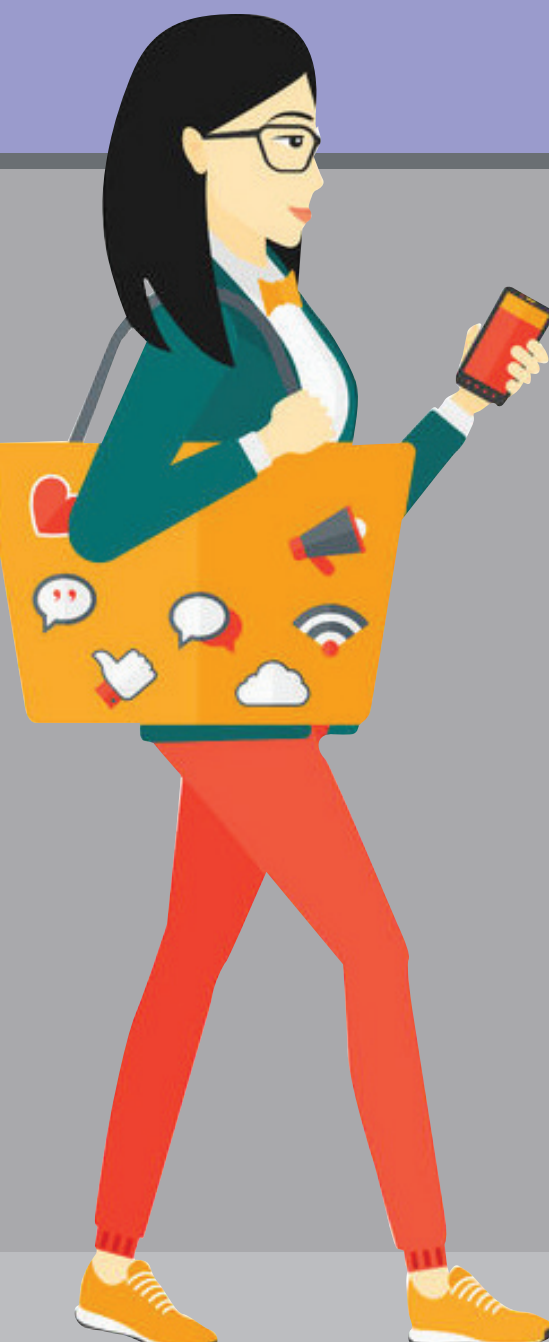
- **61%** a device/app that could tell me what skin condition I have (i.e. rash, bug bite, etc.)
- **39%** a device/app that could tell me if my skin needs more moisture
- **24%** a product or app that signals when I have applied enough sunscreen or need additional sunscreen

## And for general health concerns:

- **64%** daily vitamin/mineral
- **60%** headache
- **56%** for digestion
- **51%** for upset stomach
- **50%** common cold
- **44%** for gut health and to aid in falling asleep
- **42%** seasonal allergies

## Interest in ingestible products continues to flourish:

- **80%** use internal wellness products now
- **69%** think an inside-out approach to overall wellness is healthier than taking prescription medicine
- **63%** use oral probiotics
- **53%** agree that eating or drinking an ingestible product offers more powerful benefits than topicals alone
- **44%** use ingestible beauty products such as chews, powders or gummies
- **32%** regularly consume green drinks
- **23%** drink fermented beverages
- **9%** drink bone broth



## Consumers are interested in the development of wellness apps that can:

- tell me what vitamins/minerals I am deficient in
- look at my overall health and recommends specific homeopathic or wellness products
- look at changes in the skin and alert me when it is a medical condition that needs to be medically evaluated
- calculate toxins I'm exposed to

## The biggest barriers to using wellness products are:

- **51%** cost
- **49%** trusting they are safe
- **47%** understanding which products actually work
- **42%** understanding how to use them relative to my current products

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