

LONGEVITY IS NOT JUST ABOUT LIVING LONGER, IT'S ABOUT STAYING ACTIVE LONGER



Today's consumers are looking for ways to proactively take care of their own health and well-being. They're building the foundation today for a healthier tomorrow through nutrition, exercise and mental wellness. Category users range from older Millennials to Gen Xers, Baby Boomers and beyond.

A Broader Consumer Demographic Seeks Healthy Aging Opportunities^{1,2}

Millennials

Millennials are more devoted and focused on their health than ten years ago



Middle Aged (GenXers)

Health for middle agers means vitality, energy and fitness



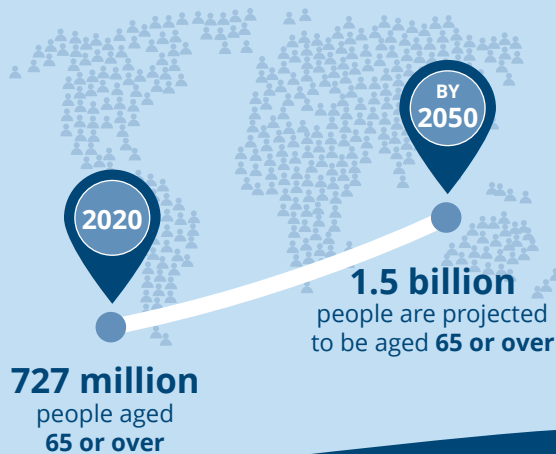
Seniors & Upcoming Seniors (Baby Boomers)

Being healthy for upcoming seniors means sustaining overall health and pursuing an active lifestyle



What is Driving the Longevity Trend?³

Life expectancy is increasing over time...



Upcoming seniors/seniors are more active...

Maintaining health is the **top priority** for consumers 55+



1/4 of American consumers 55+ are health club or gym members



of Baby Boomers say they exercise or want to exercise more⁴

Importance of self-care...

As healthcare costs continue to rise globally, consumers are taking their well-being into their own hands

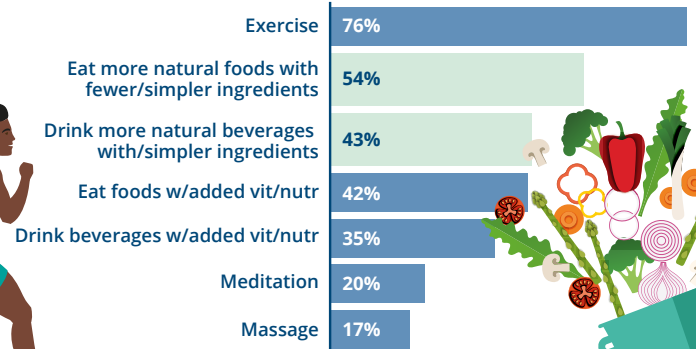


Consumers are Actively Looking for Ways Improve Immune Health⁵

Exercise and diet, including supplements and fortified foods and beverage continue to play an important role in both supporting immune health and overall wellness



Types of Products/Routines to Get Longevity Benefits⁶



Significantly higher/lower than average



Consumers are Seeking Benefits in Fortified Food & Beverage Choices^{7,8}

Longevity benefits among the most sought-after benefits in fortified food & beverages*

46% Immunity/Immune Support

40% Brain Health

38% Heart Health

36% Digestive Health

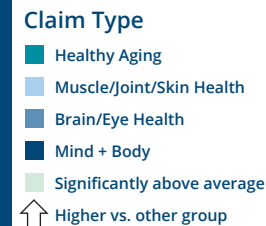
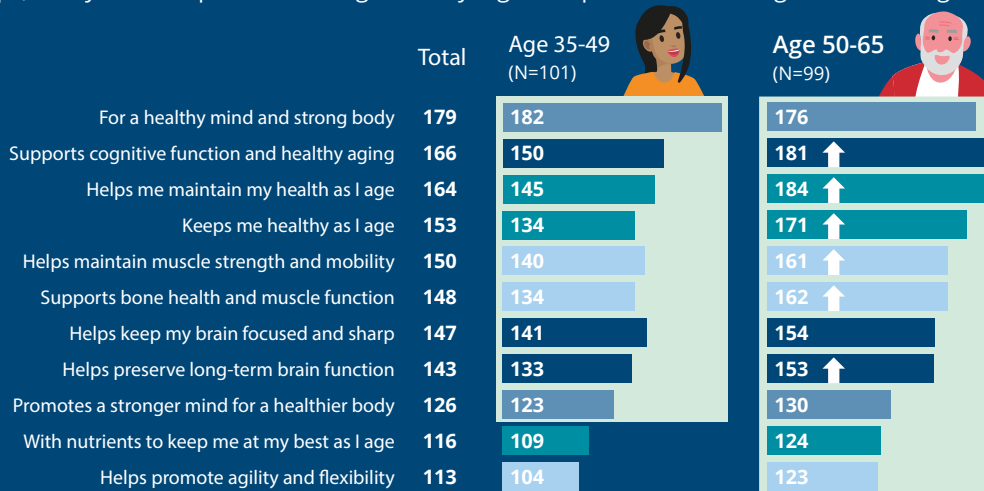
36% Bone Health

35% Memory Support

*All results significantly higher/lower than average

Support Product Claim Preference: By Age⁹

While many of the **longevity support** claims that generate above-average preference pop for both age groups, many of the top claims are significantly higher in preference among consumers aged 50-65



Key Takeaways



Longevity is evolving and has significance across generations; Healthy Aging, Mind & Body, and more targeted claims surrounding Muscle/Bone health and Brain function **each play a distinct role.**



Important benefits that fall short on consumer satisfaction **include:** improves digestive health, aids in weight management, helps reduce anxiety, boosts energy levels and good source of protein.



Multivitamins, Fish Oil, Calcium, and Vitamins B12, D3 and C are most likely to be used/associated with Longevity across age groups. There are significant opportunities for key nutrients to support targeted benefits to boost efficacy such as *magnesium* (bone, muscle, sleep regulation, calm), *zinc* (with protein to help satiety) and *choline* and *iron* (body and brain health).

Contact us today to learn more about Balchem's Longevity Solutions for health and wellness.

Engage today!

Contact us: HNH-Marketing@balchem.com



Learn more at:
Human Nutrition & Health Website

SCAN ME



Learn more at:
Balchem Solutions Guide

SCAN ME

TrenDish® is a curated story told with insights and information. With TrenDish®, we aim to contribute to shaping your development, renovation and innovation plans. We hope you will experience an added voice to help you identify new and evolving areas of innovation.

1. © 2022 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel 2. "Cater to the evolving needs of healthy aging consumers, Mintel January 2022" 3. Sources: "Cater to the evolving needs of healthy aging consumers, Mintel January 2022"; *IBIS World, 2020 4. Taken from Mintel's 35-country consumer research study, March 2021 5. Longevity Support Users/Considerers (N=200) 6. Q4d. In general, what types of products do you use or routines do you follow, if any, to get longevity support? 7. Would Consider Purchasing Packaged F&B's w/Added Nutrients (N=571) *% Definitely Would Buy (Top-box on 5-pt. scale) 8. Q11. How likely you would be to consider buying or asking someone to buy packaged food and beverage products that have added nutrients to promote each of the specific health and wellness benefits listed below? 9. Cognition Support Users/Considerers (N=200)