FROM ANTI-AGING TO HEALTHSPAN:
HOW AGING PRIORITIES HAVE EXPANDED OVER TIME

Each stage reflects how the industry and consumers frame aging decisions, not just the disappearance of earlier motivations.

ANTI-AGING
1990's - 2000's
"Fight against aging"

HEALTHY AGING
2000's - 2010's
"Age gracefully and healthily"

ACTIVE AGING
2010's - 2020's
"Stay active and engaged throughout life"

LONGEVITY
2020's - Present
"Extend lifespan through scientific intervention"

HEALTHSPAN
Present - Future
"Extend years of healthy, functional living"

Consumers may not use the word *"healthspan,"* but their priorities increasingly reflect it.

THE UMBRELLA OF ACTIVE AGING: DISTINCT CONSUMER SEGMENTS

Active aging reflects how consumers frame their health strategy, not fixed life stages, diagnoses, or age-based categories.

ACTIVE AGING

ACTIVE NUTRITION

Uses nutrition and supplements to support performance, resilience, and recovery.

- Function-first mindset
- Focused on energy, strength, and physical capability
- Often seeks to understand how ingredients work

OPTIMAL AGING

Seeks to extend years of high function and delay physical and cognitive decline.

- Long-term, preventative orientation
- Prioritizes maintaining independence and vitality
- Strong interest in evidence-backed solutions

CHRONIC DISEASE SUPPORT

Focused on preventing, managing, or slowing disease progression.

- Higher perceived risk and urgency
- Looks for validation from professionals and research
- Evaluates supplements as part of a broader health plan

WHERE CONCERN MEETS FRICTION:
THE GAP BETWEEN AWARENESS, TRUST, AND ACTION

Across key healthspan-related concerns, many consumers report lived experience and openness to supplements, but fewer convert to consistent use.

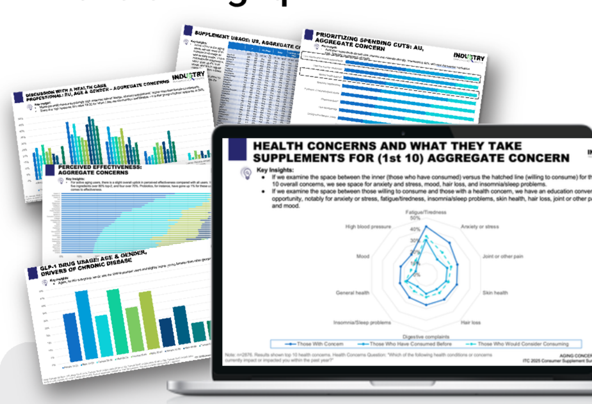
COGNITIVE HEALTH	ANXIETY & STRESS	FATIGUE / INSOMNIA
63% Experiencing the Concern	**31%** Experiencing the Concern	**34%** Experiencing the Concern
44% Would Consider Supplementing	**23%** Would Consider Supplementing	**29%** Would Consider Supplementing
29% Currently Using Supplements	**15%** Currently Using Supplements	**24%** Currently Using Supplements

Significant unmet demand exists where consumer concern and willingness outpace adoption, pointing to an education and trust-led opportunity.

CAPTURE THE HEALTHSPAN OPPORTUNITY:
WHAT TURNS WILLINGNESS INTO ACTION?

Conversion depends less on awareness and more on trust, evidence, and transparency, and these drivers vary by consumer segment and demographic.

- **PROFESSIONAL VALIDATION STILL MATTERS:**
  Healthcare professional recommendations remain the strongest trust signal, especially among consumers 55+.
- **RESEARCH DRIVES YOUNGER DECISION-MAKING:**
  Younger consumers, particularly females 18-34, respond strongly to clinical research on ingredients.
- **TRANSPARENCY IS A PURCHASE DRIVER, NOT A BONUS:**
  Transparency drives purchase intent: 68% of males 35-44 respond strongest (next: 57% males 26-34 and females 35-44).
- **QUALITY AND SAFETY ARE BASELINE EXPECTATIONS:**
  For consumers 35+, quality is the top value proposition—followed closely by safety and trust.



WANT TO DIVE DEEPER INTO THE ACTIVE AGING DEMOGRAPHIC?

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INDUSTRY TRANSPARENCY CENTER

These insights derived from the ITC 2025 Consumer Supplement Survey across 4,000+ supplement users in multiple global markets.