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HMT's experience of supporting *change-makers* in the nutrition industry



**M**

- + Business to Business
- + Business to Consumer
- + Across all Food, Drink and Supplement Categories
- + Projects in 60 countries on 6 continents since 2007

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The Future of Healthy Aging  
is Active Aging

FourFactors® of Success




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The Big Shift = The Big Opportunity

**From Health Problems**

- Healthy Aging
- 55+

Being diagnosed by doctors, nurses



**To Self-Care**

- Active Aging
- 35+

Making sure my body is working at its best





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**Healthy ageing = Managing health problems**

US TOP 5 Concerns among 55+

- High cholesterol
- High blood pressure
- Joint or other pain
- Anxiety or stress
- Healthy Aging

→ Require expert solution, advice, claims



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**Active Ageing = making sure my body is working at its best physically and mentally**

US TOP 5 Concerns among 35-54

- Anxiety or stress
- Joint or other pain
- Lack of Energy
- General Health
- Depression

→ Lifestyle concerns: everyday / busy / stressful lifestyle problems



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**How to talk to people who want to age at their best?**



→ How does the consumer receive the concept of Healthy Aging

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How do you personally define *Healthy Aging*?

"Healthy Aging means maintaining *physical vitality, mental sharpness, and personal well-being* as I grow older."

"It's about *enjoying life and having the ability to do the things I love*"



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How do you currently incorporate *healthy habits* into your daily life to promote *aging well*?

"I include *nutritious foods* in my diet, engage in *daily walks* for exercise, and *stay socially active* by participating in community events."



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How do *societal perceptions* of aging impact your own views on *healthy aging*?

"Societal attitudes play a role. Embracing *positive portrayals of aging* helps shape my perspective on what it means to age healthily."



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**Bettering Myself**

**Proactively *re-evaluating* diet, exercises and coaching**

- Diagnostics intolerances
- Assessment or Lifestyle coach: through app or some sessions

"When I reached 40 I proactively started to work with a coach to help me better myself in my lifestyle and diet habits to manage my health at its best"

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*One Size does not fit all*

Understand where to enter the category and who is your target consumer segment

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Each stakeholder is represented by a consumer segment with different attitudes and needs

**HMT The Four Factors® Brand Acceleration System**

	Need	Want	Solution	Normal
<b>MEDICAL</b> "My CONDITION" "I need to change"	<b>LIFESTYLE</b> "My ATTITUDE" "I want to change"	<b>EARLY MASS MARKET</b> "My SOLUTION" "I have to change"	<b>LATE MASS MARKET</b> "My TRADITION" "I don't want/need to change"	

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Where to play and how to win: who is your target consumer?

Consumer segmentation as the key for success

HIMT The Four Factors® Brand Acceleration System

Need	Want	Solution	Normal
Technology stakeholders	Lifestyle Stakeholder	Early Mass stakeholders	Mass market stakeholders
Need to help my condition I seek products that align with my unique health needs.	They make mindful choices Nourishing my body to age-year-filled with vitality, joy and purpose.	They seek balance Creating positive and healthy experiences to keep the life they love.	Looking for tradition Looking for products that cater their specific needs.

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Need Technology Segment

DRIVEN BY MEDICAL NEED

Drive by RATIONAL

Rules of play in technology are:

- Fit my condition
- Proven (lower cholesterol, etc.)
- Function before food
- Heavy investment in education (evidence-based claims)
- Expert brand
- Efficacy and safety assurance

To win over technology stakeholders, brands must highlight SCIENCE PROOF AND HEALTH CLAIMS!



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Innovation Expectations: *fit my CONDITION*

Clear the Field of Expertise The Go to Authority in...	<p>NANO POWERED OMEGA 3</p>  <p>HEALTH &amp; BEAUTY CO. Nano Powered Omega 3 is the ultimate blend of Omega-3s, including EPA and DHA, and is formulated with a proprietary nano-technology that makes it more absorbable and effective than other Omega-3 supplements.</p>
Proven to Work Health Claims, Clinical Data	
Backed by Science Endorsed by the medical/ scientific community	
A Confident Expert Clear mode of Action	

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**Want** Lifestyle Segment

**EARLY ADOPTERS OF TRENDS**

**Driven by EMOTION & LIFESTYLE**

**Rules of play in Lifestyle are:**

- FIT me
- Trendy: new / different
- Aligned with my values: nourishing the body
- Bonding with the brand
- Mindful sourcing and Production
- Clean Label and minimal processing
- Want to experience new things

**To win over Lifestyle stakeholders, brands must highlight:**  
SUSTAINABLE INGREDIENT TRENDS AND STORY TELLING



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**Innovation Expectations: creating a new BELIEF**



**time—line**

The answer to aging isn't a sacred, it's science

- Disrupt the category**  
Reframe the problem
- A unique belief system**  
Values
- A distinct signature**  
Unique identity
- Aspirational Experience**  
Brand world

Image: Time-Line  
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**Solution** Early Mass Segment

**SOLUTION DRIVEN**

**Driven by CONVENIENCE**

**Rules of play in Early Mass market are:**

- Fit my routine
- Easy to make healthy choice
- Convenience & reassurance
- Aspirational
- Premium brands
- Clear benefit / combining benefits together

**To win over Early Mass stakeholders, brands must highlight:**  
WELL-KNOWN INGREDIENTS & SIMPLE SOLUTIONS



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**Innovation Expectations: creating a new SOLUTION**

<p><b>Fit my routine</b> Distribution channels</p>	<p>© 2023 - Healthy Marketing Team</p>
<p><b>Simplicity</b> Short-cuts, easy to understand benefits</p>	
<p><b>Reduce risk</b> Focus on elements with high awareness, leverage parent brand</p>	
<p><b>Tempting</b> Pleasure, health, variety &amp; quality</p>	

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**Normal** Late Mass Segment

<p><b>TRADITION &amp; FAMILIARITY</b> Driven by NORMAL ROUTINE</p> <p><b>Rules of play in Late Mass market are:</b></p> <ul style="list-style-type: none"> <li>• Fit my family tradition</li> <li>• No change in habit</li> <li>• Normal everyday kitchen cupboard ingredients</li> <li>• Taste &amp; food before health &amp; nature</li> <li>• Mass-price brand</li> </ul> <p><b>To win over Late Mass stakeholders, brands must highlight:</b> NO CLAIMS, NOTHING NEW, JUST CONNECT TO WHAT THEY KNOW</p>	
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**Innovation Expectations: fit their TRADITION**

<p><b>The Gold Standard</b> The reference in taste, nutrition &amp; quality</p>	<p>© 2023 - Healthy Marketing Team</p>
<p><b>Remove the barrier</b> Everything you love about the product without any reason to reject</p>	
<p><b>Enjoyment without Guilt</b> Pleasure driven experience without the guilt</p>	
<p><b>Inclusive</b> Works for the whole family &amp; friends, pack formats</p>	

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Where to play and how to win: who is your target consumer?

Consumer segmentation as the key for success

HMT The Four Factors® Brand Acceleration System

Need	Want	Solution	Normal
<p>Technology stakeholders</p> <p><b>Need to help my condition</b> I seek products that align with my unique health needs.</p>	<p>Lifestyle Stakeholder</p> <p><b>They make mindful choices</b> Nourishing my body to age-yearl with vitality, joy and purpose.</p>	<p>Early Mass stakeholders</p> <p><b>They seek balance</b> Creating positive and healthy experiences to keep the life they love.</p>	<p>Mass market stakeholders</p> <p><b>Looking for tradition</b> Looking for products that cater their specific needs.</p>

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Conclusion



1. Active Aging is the New Healthy Aging
2. Preventative approach to health: through apps or session
3. Understand the persona of your consumer target and their expectations in terms of innovation

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We create change *together*




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Get in touch!



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Next Upcoming FREE  
report on *Opportunities  
in Dietary Supplements*



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