

Lumina Intelligence

2026

Health & Longevity Report

Brochure



About the Report



The Lumina Intelligence Health & Longevity Report 2026 explores how consumers around the world are approaching healthy ageing, preventative health, metabolic wellness, GLP-1 medications, supplements and the pursuit of a longer, healthier life.

Drawing on exclusive research among 10,500 consumers across nine global markets, the report examines how attitudes towards healthspan are evolving, what concerns people have about ageing, which habits they are adopting to support long-term health, and where opportunities exist for brands operating in nutrition, wellness and healthcare.

Combining proprietary consumer research with expert analysis of health, nutrition and wellness trends, the report provides a comprehensive assessment of how consumers are balancing immediate health goals with longer-term ambitions around longevity, quality of life and disease prevention.



Main Themes

Health is a Boardroom Priority, but Strategy Lags Behind

Health and wellbeing are now recognised as critical business priorities, with most organisations citing employee health as a key driver of workforce resilience and productivity. Yet for many, health initiatives remain fragmented, lacking a cohesive long-term strategy that connects wellbeing investments to broader business outcomes and growth objectives.

Prevention and Early Intervention Drive Investment

Organisations are increasingly shifting focus from reactive healthcare support to preventative health measures. Investment is concentrating on initiatives that improve physical health, mental wellbeing, and lifestyle habits before issues escalate, reflecting growing recognition that prevention delivers stronger long-term outcomes for both employees and employers.

Longer Lives Require a New Workforce Model

As populations age and careers extend beyond traditional retirement timelines, employers are rethinking how work supports health and longevity. Flexible working, continuous learning, and age-inclusive policies are becoming essential components of workforce planning, ensuring organisations can attract, retain, and support talent across multiple generations.

Extended Table of Contents

Section	Key Topics Covered
Executive Summary	Key findings and commercial takeaways • Global attitudes toward healthspan and longevity • Market opportunities • Key trends shaping future demand
Existing Attitudes and Behaviours Around Healthspan	Current perceptions of ageing and healthspan • Top ageing-related health concerns • What consumers believe extends healthspan • Wellness behaviours already being adopted • Long-term health goals • Proactivity towards health management • Differences by age, gender and market
Supplement Support for Healthspan	Consumer attitudes towards dietary supplements • Current use of healthy ageing supplements • Market-level adoption patterns • Preferred supplement formats and ingredients • Personalised nutrition opportunities • Motivations for use • Barriers including cost, safety, trust and evidence • Consumer scepticism and education needs
Future Intent and Behaviour	Drivers of future supplement adoption • Impact of healthcare recommendations and clinical evidence • Future ingredient opportunities • Messaging and positioning strategies • How consumers discover new products • Social media and healthcare influence • GLP-1 perceptions and longevity associations • Emerging healthspan innovation opportunities
Commercial Implications	Most attractive markets for healthspan innovation • Consumer segments with highest potential • Product development considerations • Scientific credibility and trust-building strategies • Personalisation opportunities • Regional marketing approaches • Commercial implications for healthspan, longevity, food, beverage and supplement brands
Methodology & Objectives	Research objectives • Global survey methodology • Country coverage and sample sizes • Respondent demographics • Fieldwork information • Analytical framework and approach

Report Details



Format

Electronic PDF

Pricing

£950

Publication

September 2026

Access

Corporate Access

Methodology



This report combines Lumina Intelligence's proprietary consumer research with analysis of health, nutrition and wellness trends to provide a comprehensive assessment of attitudes towards healthspan and longevity.

Global Consumer Survey

Quantitative online survey of 10,500 consumers across:

- UK
- USA
- France
- Spain
- Germany
- Italy
- Brazil
- Saudi Arabia
- China

Healthspan & Longevity Analysis

Assessment of consumer attitudes towards ageing, future health priorities, health concerns and preventative health behaviours.

GLP-1 & Metabolic Health Research

Analysis of consumer adoption, perceptions, motivations, challenges and behavioural impact associated with GLP-1 medications.

Supplements & Functional Nutrition Assessment

Evaluation of supplement usage, consumer trust, functional ingredient interest and future health innovation opportunities.

Demographic & Regional Analysis

Comparison of attitudes and behaviours across markets, age groups, genders and levels of health engagement.

**To learn more about how Lumina Intelligence can support you,
please get in touch using the contact details provided below.**

Get in touch

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