



Aging Well

Consumer Perspectives on Longevity

Recent ADM surveys across multiple markets reveal that a significant number of global consumers now make dietary and supplement choices to support healthy aging and longevity. Consumers define healthy aging not only in physical terms. While maintaining physical fitness, strength and mobility is at the top of the list, they also prioritize sustaining positive mental and emotional well-being, as well as having the energy to enjoy their favorite activities as they age.

Only half of global consumers strongly agree or somewhat agree with this statement: "I feel comfortable with the idea of getting older."¹

US consumers have almost wholeheartedly connected good nutrition and healthy aging, with 85% believing the types of food and beverages consumed are important in supporting vitality and aging well.²

How can food, beverage and dietary supplement manufacturers support consumers as they age physically while helping them feel good and energized along the way? There's opportunity for multi-function ingredients that address these needs individually or simultaneously and align with consumers wanting to stay "sharp, steady and strong."



Consumer “Must-Maintain” Areas¹

- Cognitive health & brain function: **50%**
- Mental/emotional well-being: **48%**
- Cardiovascular & heart health: **48%**
- Bone & joint health: **47%**
- Muscle strength & physical fitness: **45%**
- Mobility/balance/flexibility: **45%**







TREND 1:

Supporting the Brain While Staying Physically Capable

When consumers think about aging, their top “must-maintain” areas cluster into cognitive resilience, cardiovascular health and emotional well-being, followed closely by mobility + joints + strength.

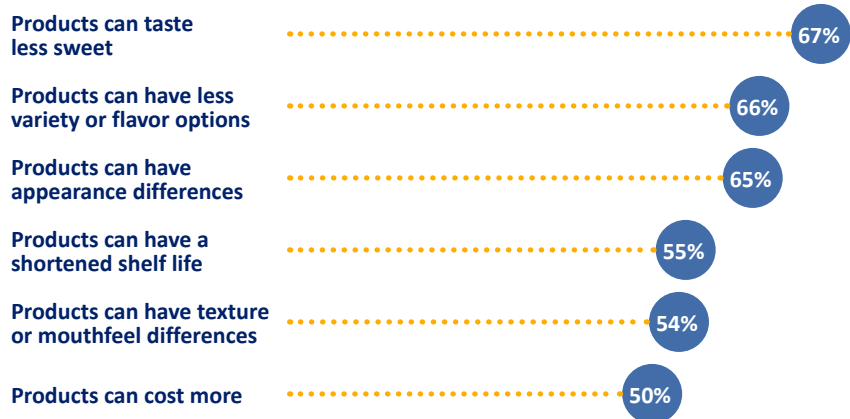
Expanding research examining the gut microbiome indicates ample opportunity to leverage biotics for aspects of longevity. Postbiotics are capable of supporting key metabolic functions, along with emotional well-being. Combining postbiotics with proteins and enzymes can further address mental and physical wellness.

Country Comparisons: Physical Health vs Mental Wellness¹

 <p>SOUTH KOREA PRIORITIES: Muscle strength/fitness: 60% Metabolic/weight management: 44%</p>	 <p>US PRIORITIES: Mobility/balance/flexibility: 53% Mental/emotional well-being: 56%</p>
 <p>UK PRIORITIES: Mobility/balance/flexibility: 55%</p>	 <p>SPAIN PRIORITIES: Mental/emotional well-being: 59%</p>
 <p>GERMANY PRIORITIES: Heart Health: 58%</p>	 <p>ITALY PRIORITIES: Mental/emotional well-being: 58%</p>

Consumer Compromises²

US consumers say certain trade-offs are acceptable in products that support vitality and healthy aging.





Fitness Tracking on the Rise¹
 Globally, **57%** of consumers say they use a **tracking app, tracker or monitoring device** and about **31%** say they use a **smartwatch or fitness tracker**. Additionally, 20% say they use a smartphone app with 12% specifically using a nutrition, diet or calorie tracking app.

TREND 2:

Preventive, Lifestyle-led Longevity

Consumers overwhelmingly recognize sleep, nutrition and stress management as key factors influencing healthy aging. Interestingly, “long-term health” influences food and beverage choices slightly more than supplements globally.



China presents the most immediate market-ready opportunity:¹

- Willing to pay more: **67%**
- Proactive about long-term health: **72%**
- Interest in science-backed approaches: **71%**

Sleep, Stress & Sustenance¹

78% Sleep quality is directly connected to long-term health

76% Nutrition plays a critical role in how well I age

73% Managing stress plays a critical role in how well I age

63% I prioritize preventative health measure

62% I'm proactive about supporting my long-term health

63% I'm interested in science-backed approaches to healthy aging

66% Long-term health influences my food & beverage choices

58% Long-term health influences my supplement choices

54% I'm willing to pay more for products that support long-term health

TREND 3:

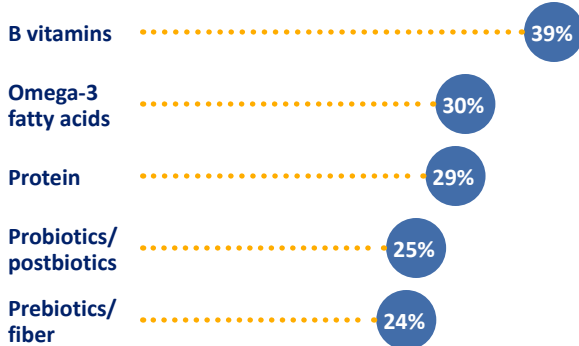
Everyday Formats and Whole-Body Support

Survey results show people look for dietary supplements in all kinds of formats, which opens the door for innovation that aims to address the personalized lifestyles, desires and needs of consumers. Multivitamins still lead the market, but there’s increasing interest in turning supplements into treats with ready-to-drink teas, cookies and gummies all gaining popularity.

Which ingredients belong in those long-term wellness treats? B vitamins, omega-3s, protein and anything that ends with “biotic.”

Reasons to B-lieve¹

Which ingredients are you most likely to look for when choosing a long-term health product?



Formatting for the Future¹

Consumers are drawn to formats that fit seamlessly into their daily routines – blending convenience, familiarity and enjoyment with functional benefits.

How interested are you in trying the following formats, specifically designed to help support your long-term health?



Regional Formats of Choice

	CHINA:	RTD Tea: 61% Wellness Shots: 63%
	US:	Gummies: 46% RTD Tea: 43%
	GERMANY:	RTD Tea: 42% Gummies: 39%

Biotics lead the conversation in long-term health:

49% of consumers across regions actively seek biotics.



**CONCLUSION:**

The New Blueprint for Longevity Innovation

Consumers today are more sophisticated in how they approach nutrition and what they expect from healthy aging solutions. For food, beverage and supplement manufacturers, winning product development should be grounded in science-backed ingredients targeting proactive benefits and need states like sleep, stress and digestive, metabolic, and cardiovascular benefits that factor into healthy living. Whitespace exists for habit-friendly formats which make longevity feel easier and daily, not clinical, with tasty food and beverages consumers want to incorporate into their daily lives.

Overall, the data underscores that longevity is becoming a holistic consumer priority, rooted in maintaining both physical capability and mental resilience over time. Brands that can combine credible functional benefits with accessible formats and clear ingredient cues will be best positioned to meet growing healthy aging demands. Additionally, strong country-level differences in health engagement and product openness reinforce the need for market-specific strategies when innovating in this space.

Finding a formulation partner to form a long-term, healthy relationship with is always a sound strategy. Turn to ADM to take full advantage of the enormous healthy aging category and rely on our vast ingredient portfolio and formulation expertise.



¹ADM Outside Voice™, Healthy Aging Report, 2026

²ADM Outside Voice™, US, Vitality & Healthy Aging, 2026