

Theme

Health and wellness

Health and wellness underpins current consumer trends and is often a primary driver of purchase decisions.

The global wellness industry represents a US\$3.7 trillion market, covering everything from tourism, alternative medicine to healthy eating and nutrition.

The industry includes products, services and experiences that proactively prevent, maintain and improve consumers' health and wellbeing.

The ageing population and an emerging global middle class with disposable incomes, combined with increasingly busy lives, means consumer interest in wellness activities and lifestyles is rapidly growing.

Governments and workplaces are also investing in wellness initiatives to attract and retain employees, promote productivity and reduce the burden of illness.

Health is being seen as aspirational, meaningful and a symbol of status. Consumers are looking for products and services with embedded health attributes to help them achieve wellness or offset negative health impacts. In particular, consumers have expectations that their food and nutritional choices can help manage diseases, allergies and intolerances.

Technology is a key enabler for consumers to connect to their health and wellbeing, and use the resulting data to drive decision-making.

Whether seeking personalised nutrition options, healthy snacking alternatives or catering for a multigenerational household, products and solutions that can deliver on these expectations are highly desirable.

Positioning Australian red meat

Lean red meat plays an important role in a healthy, balanced diet and is a great, natural source of protein, zinc and iron that's well absorbed by the body. Iron is particularly important during early childhood and for maintaining wellbeing in women. Zinc helps maintain a healthy immune, while protein is important for muscle health, which is especially important in maintaining independence in later years.

Products and solutions that utilise Australian red meat are uniquely positioned to leverage its 'clean, green' reputation, its national traceability systems and freedom from major endemic livestock diseases to address consumer concerns around food safety and security.

Supporting MLA research

- [Value added red meat with inclusion of Lupin](#)
- [Scoping the functional properties of red meat and opportunity spaces in preventative health and wellbeing](#)
- [Review of emerging dietary trends](#)
- [Enjoying red meat in a healthy diet](#)

