

September 2024

The endless opportunities of agelessness

When we think of ageing, we often think about the fight against growing old or reducing the visual effects of age. But there is another way to think of ageing, reframing and shaping it into a new concept: agelessness.

This re-framing certainly speaks to the emotive aspect of ageing; repositioning growing older as something to be embraced instead of feared.

Agelessness is also inextricably linked to societal views on life and ageing. So, to discuss agelessness is to discuss how ageing has been viewed in society over time as well as how these views are changing.

An ageing population

We are an ageing population, particularly in Europe and North America, which have the greatest proportion of their population above 60 years old. People are living longer than ever before, thanks to developments in technology, medicine, public health and hygiene; coupled with lower fertility rates.

As we age there is an inevitable age-related decline in health and general functionality, with many people nowadays living with illness in their final decade. However, the rate of decline depends on an individual's exercise and nutrition habits.



So when we talk about agelessness, a large part of that is looking at how we can extend quality of life. As a society, and within our industry, ageing deserves more thought, particularly when it comes to moving away from the existing assumptions about age and expectations of different generations at different stages of life.

How is society shaping agelessness?

Societally, we're seeing a shift in the way people view their health in the long term, with a growing number adopting an active lifestyle to improve health and longevity.

As well as a shifting perspective on ageing itself, we're also seeing a fundamental shift in the way we perceive the human lifecycle, including changes in the way generations behave in different stages of life.

Young people are putting off or not engaging with traditional markers of adulthood and are instead staying in education longer and leaving home later; essentially extending 'kidulthood'.

A marked shift is also prominent at the other end of the life cycle, with society redefining old age, extending work and life, and trying to halt the ageing process. This overarching theme of extending the duration of certain life stages suggests we may be becoming a less rigid and more ageless society.

A generational impact

Generational thinking is powerful, leading to certain stereotypes and clichés surrounding age and life stage. But do we know what different generations are doing and how that interacts with the life cycle?

We may think we know what principles underpin a specific generation, but we don't necessarily know how these principles evolve throughout different life stages.

Three significant effects impact consumers:

Periodic effects

War, COVID

Cohort effects

Effects of different generations of consumers

Lifecycle effects

The stages of life (e.g., university, buying houses, having children, etc)

These changing life stages suggest that we are witnessing the breaking down of commonly held assumptions between age and stage. And, inevitably, this shifting age paradigm then feeds into the consumer sentiments driving agelessness as a concept and its associated nutritional supplementation market.

“We may be becoming a less rigid and more ageless society”





Agelessness product landscape

Broadly speaking, the leading product categories within the agelessness market include collagen, cellular health, and women's health - particularly in relation to menopause.

Let's consider each of these in turn.

Collagen

Collagen continues to go from strength to strength, and to all intents and purposes, is focused on ageing, regardless of whether the brand or product proposition explicitly states this. Collagen supplements are synonymous with *feel good look good* and harnessing beauty from within. Collagen underpins agelessness as a natural way to look and feel better as we age, and we do not foresee this trend slowing down anytime soon.

Brand focus

Vital Proteins

Vital Proteins is a leader in the collagen market and one of the first brands to make collagen mainstream. It pioneered taking a daily supplement habit and subtly promotes the idea of people feeling better and living fuller lives through high-quality collagen products. By tapping into the idea of feel good look good, it focuses on making the most out of every moment you're given - that your body shouldn't be a limitation, but a catalyst.

Cellular health

The newest trend to hit the agelessness market is halting, or even reducing biological age at the cellular level.

We're likely to see a lot more of this over the coming year, particularly as the opportunities here could be low-cost, as a lot of the ingredients are derived from everyday foods rather than expensive-to-manufacture supplements.

This is good news as it removes the cost barrier and makes the concept of reversing biological age available to a wider audience. However, some brands are backing up their cellular health claims with peer-reviewed research and branded ingredients, which do come at a premium.



Brand focus

Timeline Nutrition

Timeline Nutrition's focus is on mitochondrial health and cellular nutrition. Its branded product Mitopure® is a form of Urolithin A, a gut microbiome metabolite known to stimulate this crucial recycling process in cells called mitophagy. Its take on cellular health is to target the essential root causes of ageing for a healthier future.

Science Research Wellness

Underpinned by science, **Science Research Wellness** leads with the positioning that “you have two ages and you can change one”. It taps into the emotive aspects of transforming consumers' thinking about, and experience of, ageing by making it an aspirational concept. Its supplements focus on supporting DNA structure and function; gene function and telomeres, which are known to change as we age.

Lyma

Lyma is penetrating the cellular health trend with a unique supplement paired with a skin serum and a laser therapy device to tackle ageing from every angle. “There's no better feeling than feeling your best” taps into the feel good look good narrative we see with collagen. But Lyma adds the extra dimension of devices to combat ageing using near-light laser therapy consumers can use at home.

Brand focus

Selaura

Selaura is a product made by women, for women, that pairs science-backed ingredients with perimenopause and menopause in a unique ten ingredient supplement. Its mission is to help women to continue to live and love their lives without compromise, by readdressing the symptoms of perimenopause and menopause. Selaura is tackling the whole gambit of menopause symptoms; redefining a historically taboo topic of ageing in women and giving a voice to women in this stage of life so they don't have to suffer the symptoms in silence.

We Are Koo Koo

We Are Koo Koo is a new brand redefining how society views menopause that pulls no punches in its mission statement: "We help women navigate this mid-life sh*t show!" What's exciting is the way it shifts the perspective on women's health, ageing and the dreaded menopause. It's human, it's real, it speaks like we do, and it screams: let's redefine how society perceives women and the ageing process. We Are Koo Koo makes its product a club you want to join. As it says "embrace the meno-madness, join the club! Let's laugh at the absurdity, but remember, you're not alone!"

Women's health

Women's health is a trend itself, however, much of the premise of women's health discusses perimenopause and menopause when paired with ageing.

Ageing in women is also inextricably linked to beauty and ever-changing beauty standards, with society driving women to face age and their perception of beauty at every stage of life.

The shifting concept from ageing to agelessness will inevitably affect products sold specifically to women, but hopefully in a more positive way.



In summary...

The erosion of traditional perceptions about ageing has given rise to agelessness. It is self-defined which means that people aren't automatically put into categories based on traditional stereotypes, clichés and myths.

Agelessness is redefining the conversation of age from a place of fear to a concept that is exciting, and this concept can traverse nutrition markets outside of collagen, cellular health and women's health.

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