



Fast Facts: The Senior Nutrition Opportunity

The world's ageing population is well documented. The collective increase in life expectancy coupled with declining birth rates means there is an ever growing number of seniors in our global population. Despite this, the senior segment is often under-represented in F&B product launches. This presents an opportunity for businesses to provide greater support and targeted nutrition to this growing consumer segment. Helping people stay healthier for longer as they age.



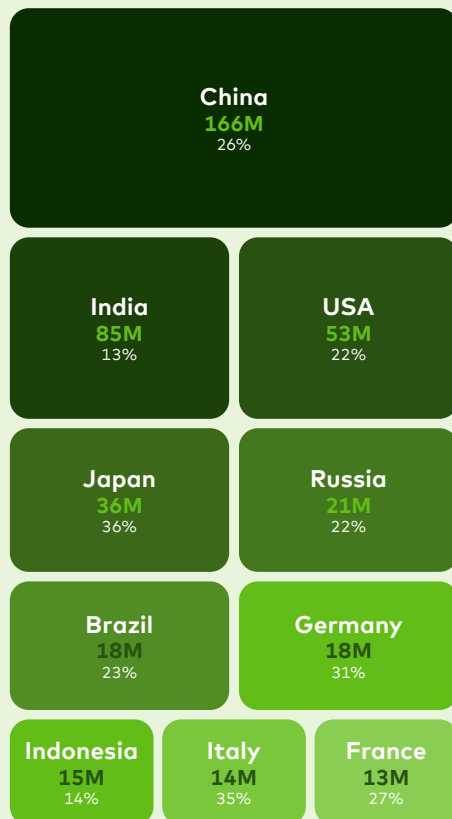
1.



Seniors are a significant consumer market.

The total number of people
aged 65 years or over worldwide
will more than double from
727million in 2020 to reach over
1.5 billion in 2050 (UN 2020).¹

Top 10 countries (by population
with seniors aged 65+)



2.



Despite this they are under-served.

In the last 5 years

less than 1%

of total F&B NPD launched are
targeted to the senior population.⁴
The numbers are no better in the
dairy category.

80% of NPDs are coming from the APAC region

despite high number of seniors
in other regions.⁴

Meanwhile, the **anti-
ageing cosmetics
and personal care
market currently
sits at US\$62.6B
globally**

and expected to
have a CAGR growth of 7% by 2026.⁵



3.



So what drives the senior* segment?

*Percentages of global consumers
age 60+.

31%

participate in
physical exercise daily
or almost everyday.²



33%

are interested to
use food intolerance
testing in the future.³



38%

are interested in
using personalised
nutrition in the future.³



19%

strongly agree that
they "know what
food and drinks are
healthy for me".



4.



Seniors are taking a preventive approach to health problems.

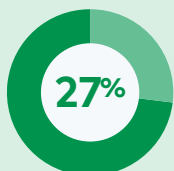
Proportion of consumers age 60+ seeking new solutions to prevent the following health problems;



Memory issues



Stress & anxiety



Obesity/weight management



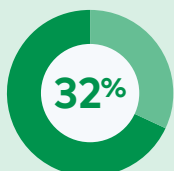
Upper digestive issues



Joint/muscle pain



Sleeping problems



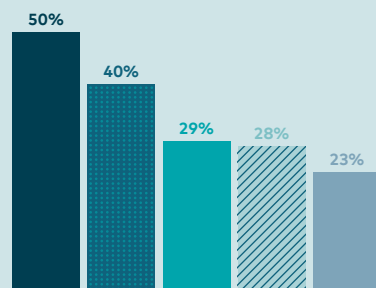
Mobility problems

5.

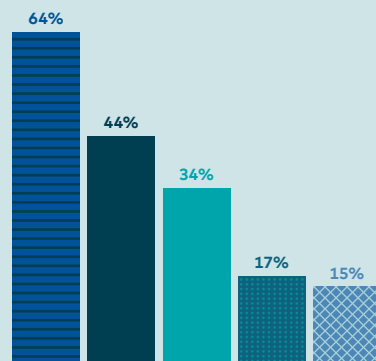


Dairy can provide the foundation to meet senior needs.

Top 5 reasons, why global consumers age 60+ are taking products that are high in...



Protein



Probiotics



Opportunities

A growing ageing population can bring with it a growing opportunity to deliver products that are specifically targeted to the needs of senior consumers.

However, while this segment of the population continues to grow, it remains largely under served by the food and beverages sector, including dairy. Meanwhile, other categories like personal care and cosmetics demonstrate how creating products that are targeted to the needs of seniors can deliver billions of dollars in revenue, and support people feeling healthier for longer.

Dairy has the potential to tap into this opportunity by developing products that address the needs of seniors to proactively manage their day to day health. The good news is, current perceptions of dairy ingredients seem to align to these needs. But there is a job yet to be done by the industry to develop products and communicate these claims to senior consumers.



Learn more about our Medical Nutrition & Healthy Ageing Products.

[Click Here](#)



1. United Nations Population Division, World Population Prospects 2019. 2. Euromonitor Health and Nutrition Survey 2021. 3. Euromonitor Health and Nutrition Survey 2019. 4. Mintel GNPD. 5. Statista.

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