

# Wellness: Longevity and the Quest for Healthy Ageing in Asia Pacific

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## Abstracts

Wellness has been identified by Euromonitor International as having the furthest-reaching impact on industries and consumers in the future. This report looks at the link between rising longevity and consumers' search for a healthy life and highlights the potential impact of the behaviour of healthier consumers on consumer goods industries in the years to come through three lenses - nutritional habits, physical wellness and internal balance – to help the reader understand the changing Asia Pacific...

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