

# Wellness Redefined: Ageing Well

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## Abstracts

As wellness trends are expanding worldwide, older consumers have become a major driver of opportunities for companies in wellness-oriented segments such as beauty and healthcare. With much more active lifestyles compared with previous generations, the 60+ age cohort is redefining health and wellness. This report analyses the potential of the older consumer market in wellness, and how the Coronavirus (COVID-19) pandemic has shifted the wellness movement among older consumers.

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