

TODAY'S WEBINAR WILL BEGIN SHORTLY

Market Opportunities in Emerging Consumer Health and Wellness Ecosystems



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Senior Analyst



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QUESTIONS?

Use the questions box on your screen

AUDIO ISSUES?

Use the global dial-in number in your confirmation email



The
Deciding
Factor

Market Opportunities in Emerging Consumer Health and Wellness Ecosystems



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The
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Agenda

- 1** | **Understanding consumer attitudes: macroculture, microculture, and jobs to be done**
- 2** | Applying this understanding to case studies today
- 3** | How to use this understanding to explore new business opportunities

Disease prevention and management is taking center stage

Target 3.4

“By 2030, reduce by one-third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.”

Sustainable health and wellness is top of mind, with chronic disease prevention forming a key part of the consumer health and wellness journey.

3 GOOD HEALTH AND WELL-BEING



Climate Tech

Enabling the elimination and remediation of greenhouse gas (GHG) emissions

Key Technologies

- Energy storage
- Carbon capture, utilization, and storage
- Hydrogen economy
- Industrial decarbonization

Lux recommends: Leverage tech to reduce emissions and evolve business models to increase overall sustainability impact.

Circular Tech

Enabling the elimination and remediation of waste and regeneration of natural systems

Key Technologies

- Advanced plastic waste recycling
- Circular design tools
- Tracking and traceability
- Synthetic biology

Lux recommends: Prove that practices deliver on their product performance and resource efficiency to build circular supply chains.

Future Consumer Tech

Enabling nutrition and wellness for the world's population

Key Technologies

- Alternative proteins and food ingredients
- Nutraceuticals
- Microbiome
- Personalized nutrition

Lux recommends: Balance sustainability outcomes (health, safety, and transparency) with delivering on performance, cost, and ease of access.

**Medtronic
acquires
Nutrino**



**Bayer
partners with
Azitra**

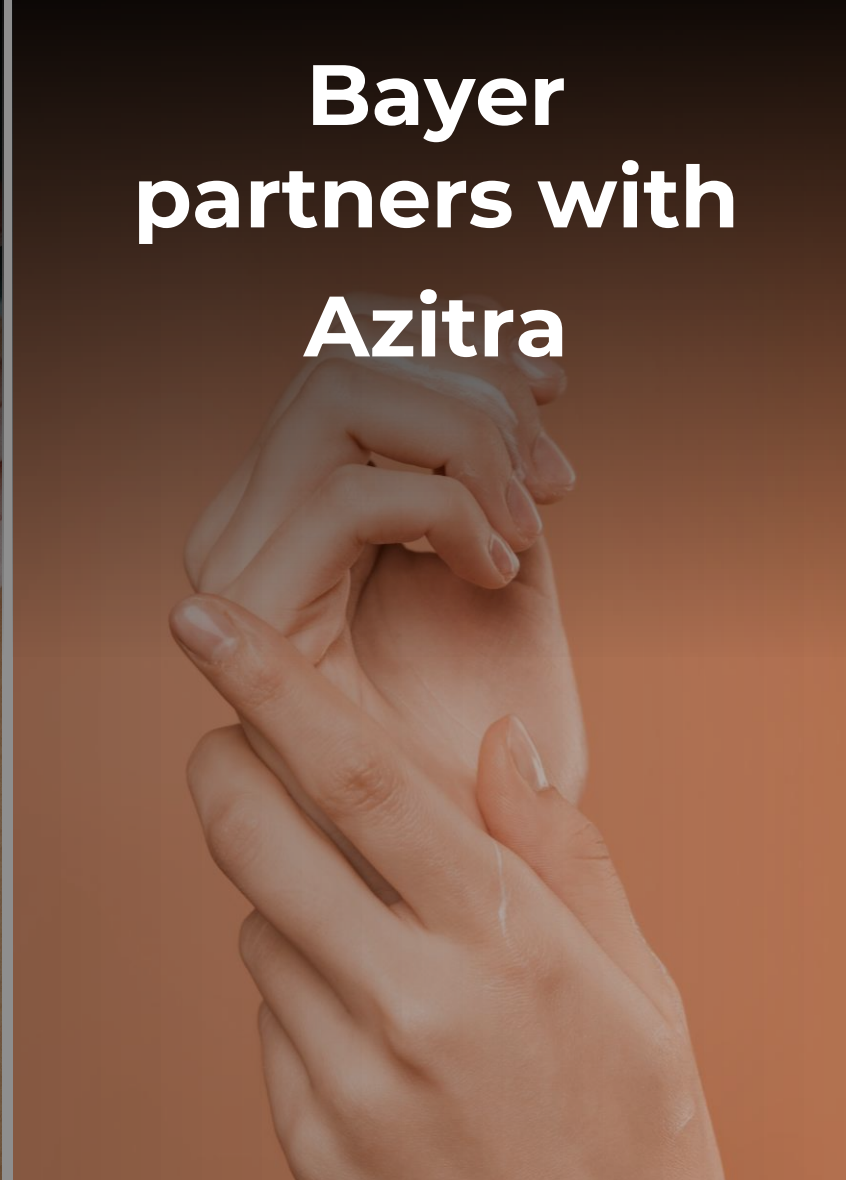
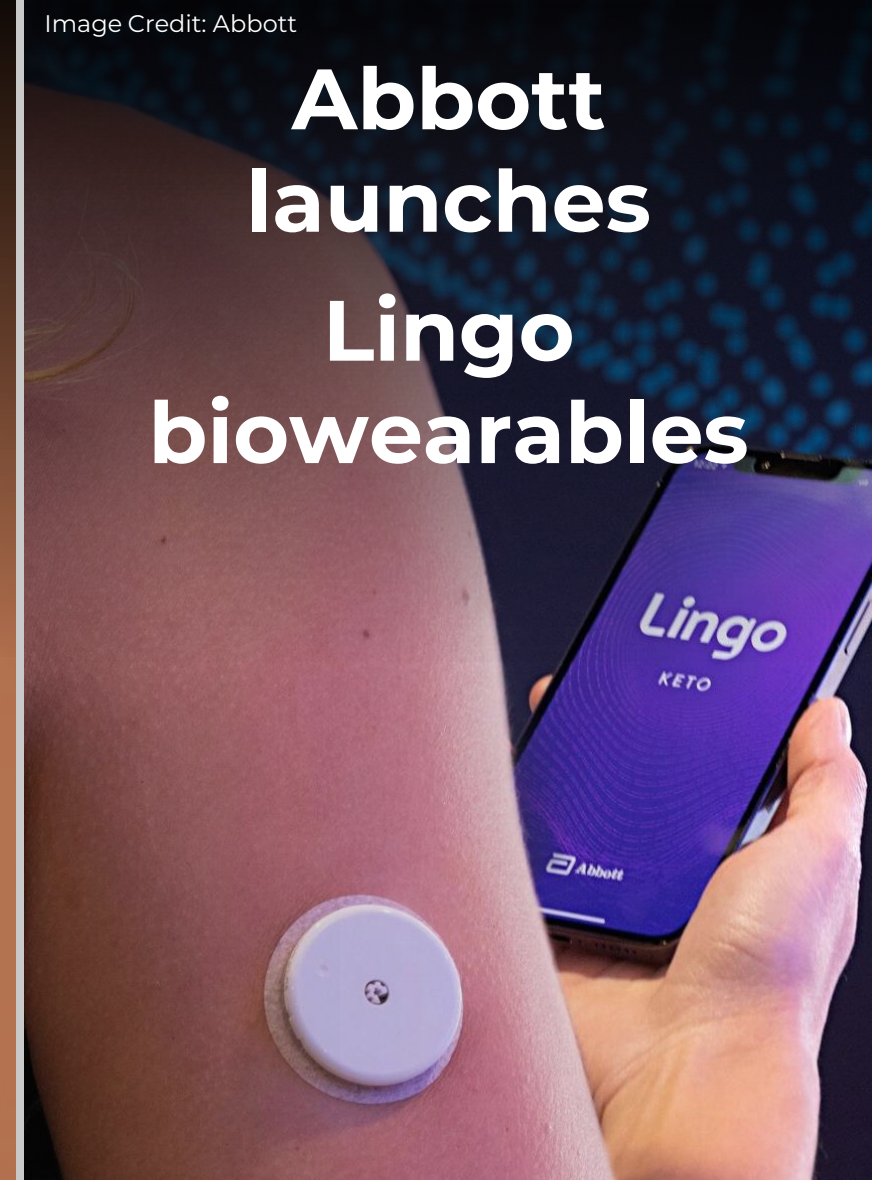


Image Credit: Abbott

**Abbott
launches
Lingo
biowearables**



The usual suspects in nutrition, pharma, and medical devices still dominate the health and wellness market

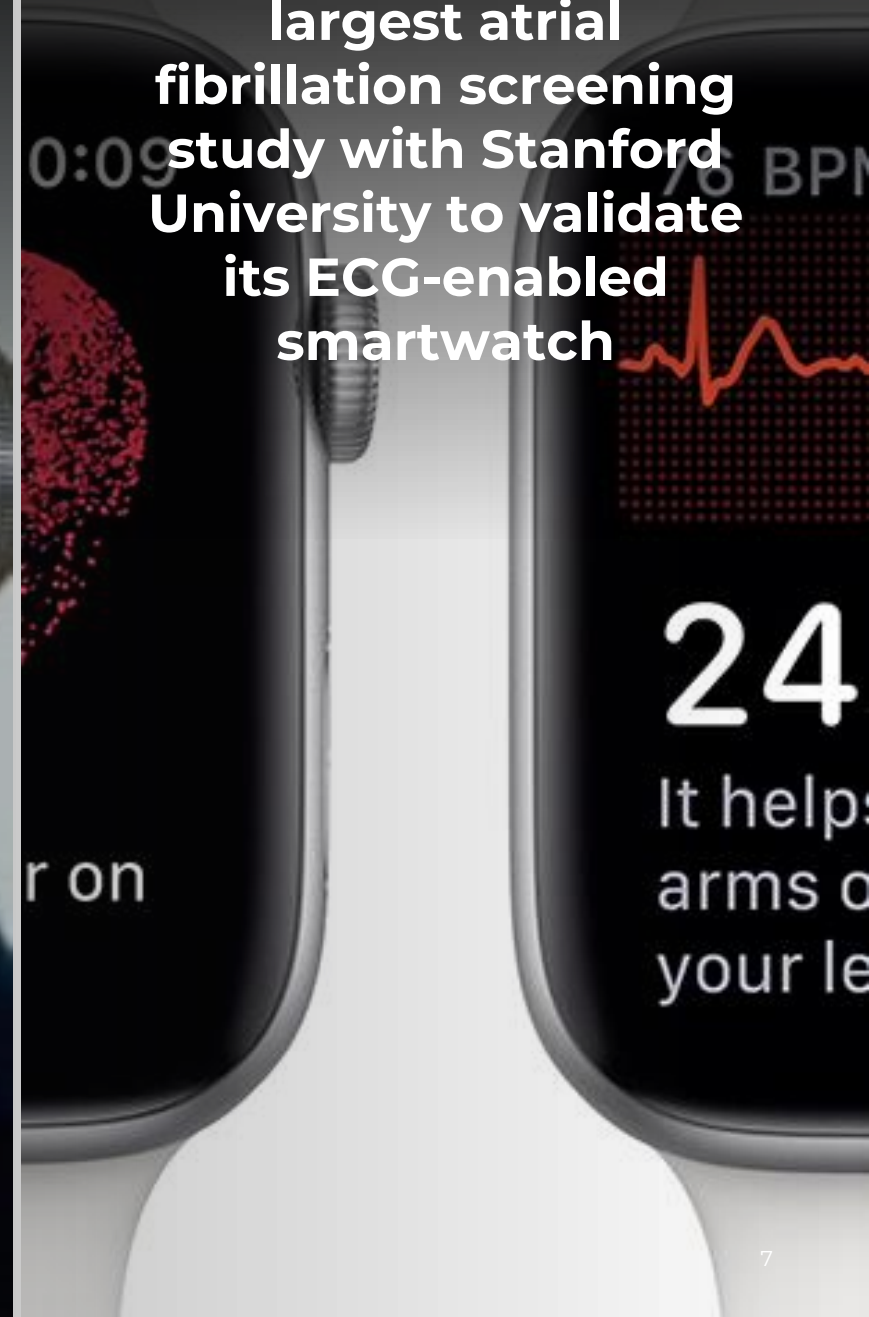
**Google (Verily) and
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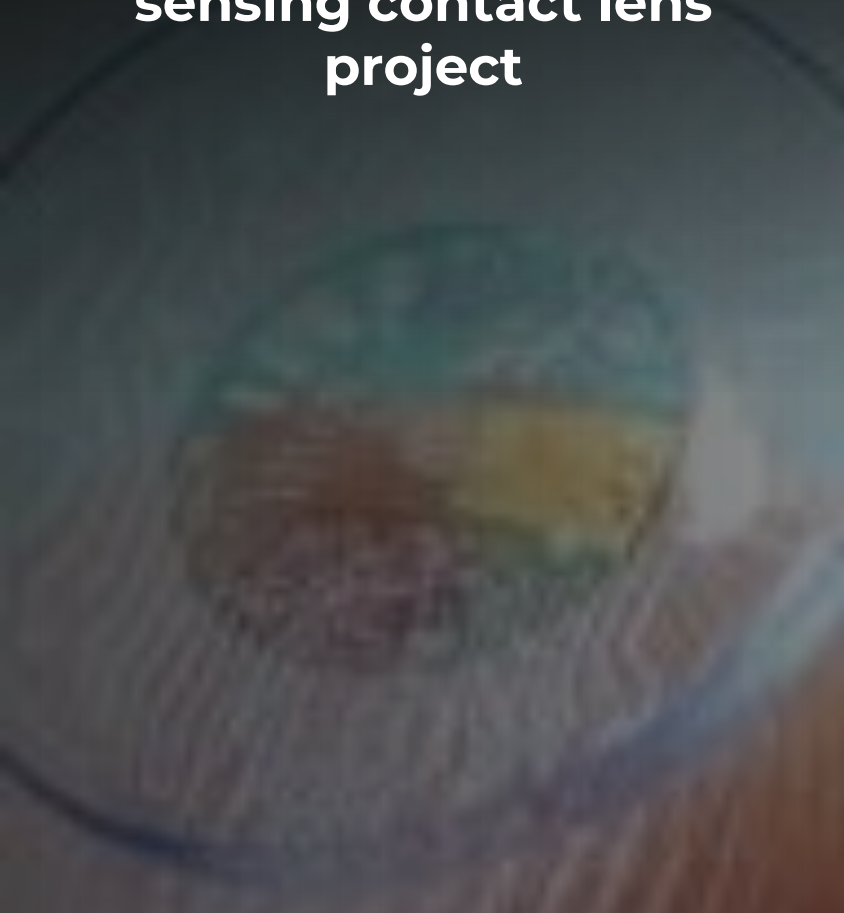
**Dyson announced an
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**Apple conducted the
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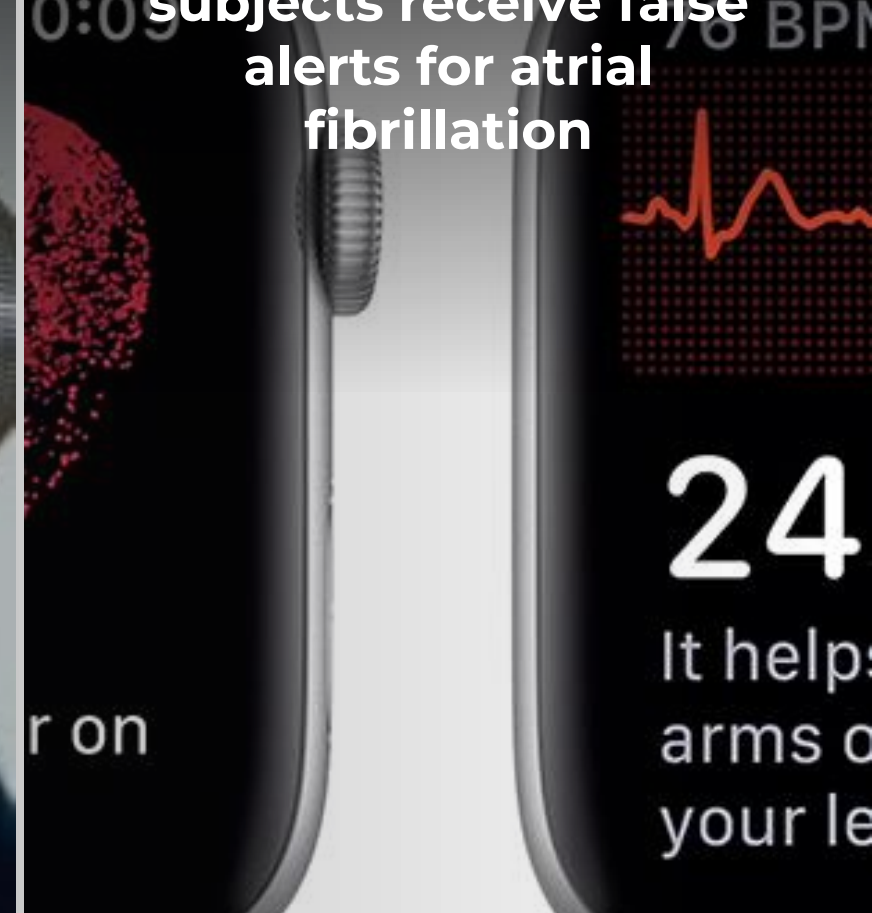
Google (Verily) and Novartis (Alcon) shut down their glucose-sensing contact lens project



Dyson's air-purifying headphones get slammed even before launch



Apple's Heart Study with Stanford shows two-thirds of its study subjects receive false alerts for atrial fibrillation



Players outside pharma, medical devices, and nutrition continue to struggle to make inroads

Google (Verily) and Novartis (Alcon) shut down their glucose sensing contact project

Dyson's air-purifying headphones gets slammed even before

Apple's Heart Study with Stanford shows two-thirds of its study

participants receive false alerts for atrial fibrillation

But why?

Where did they go wrong?

More importantly, what can players like these do to succeed?

Players outside pharma, medical devices and nutrition continue to struggle to make inroads

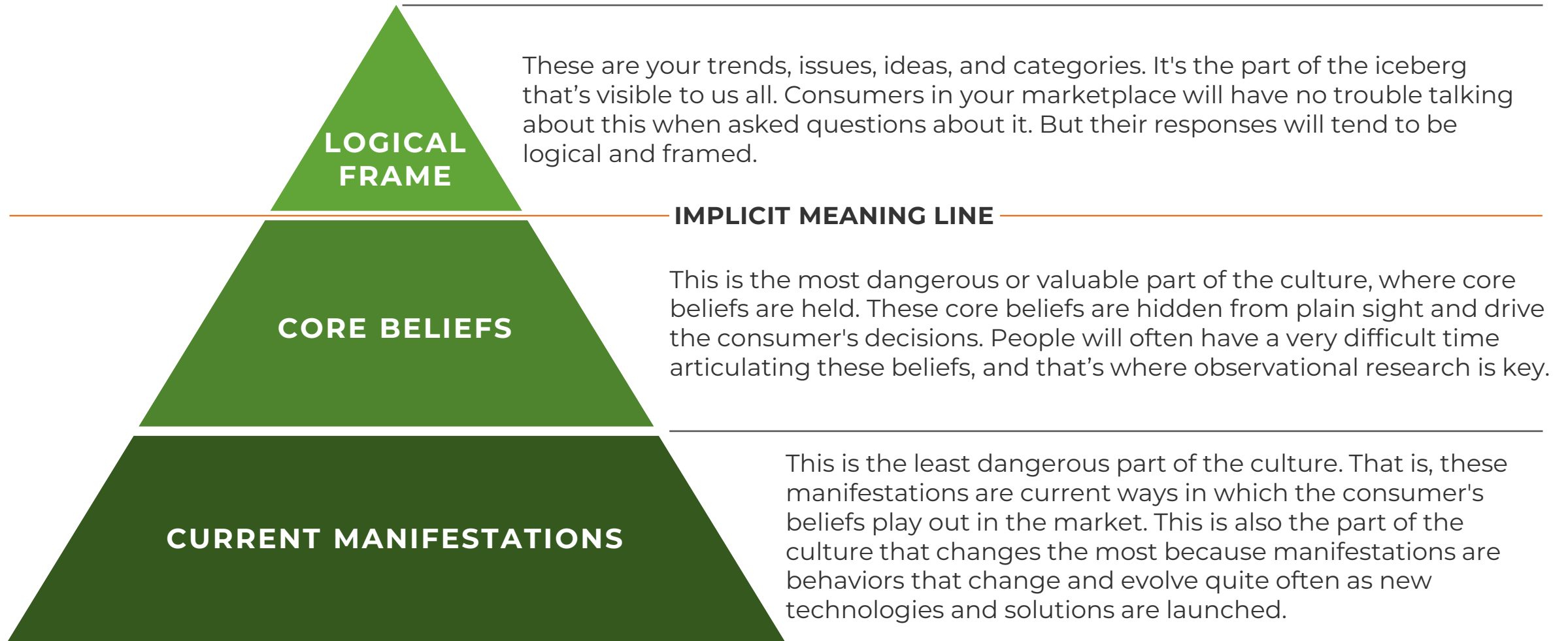
There are plenty of market opportunities in health and wellness for those outside the traditional monopoly of pharma, medical device and nutrition companies

But understanding consumer core beliefs is critical to find success



Iceberg model of “meaning”

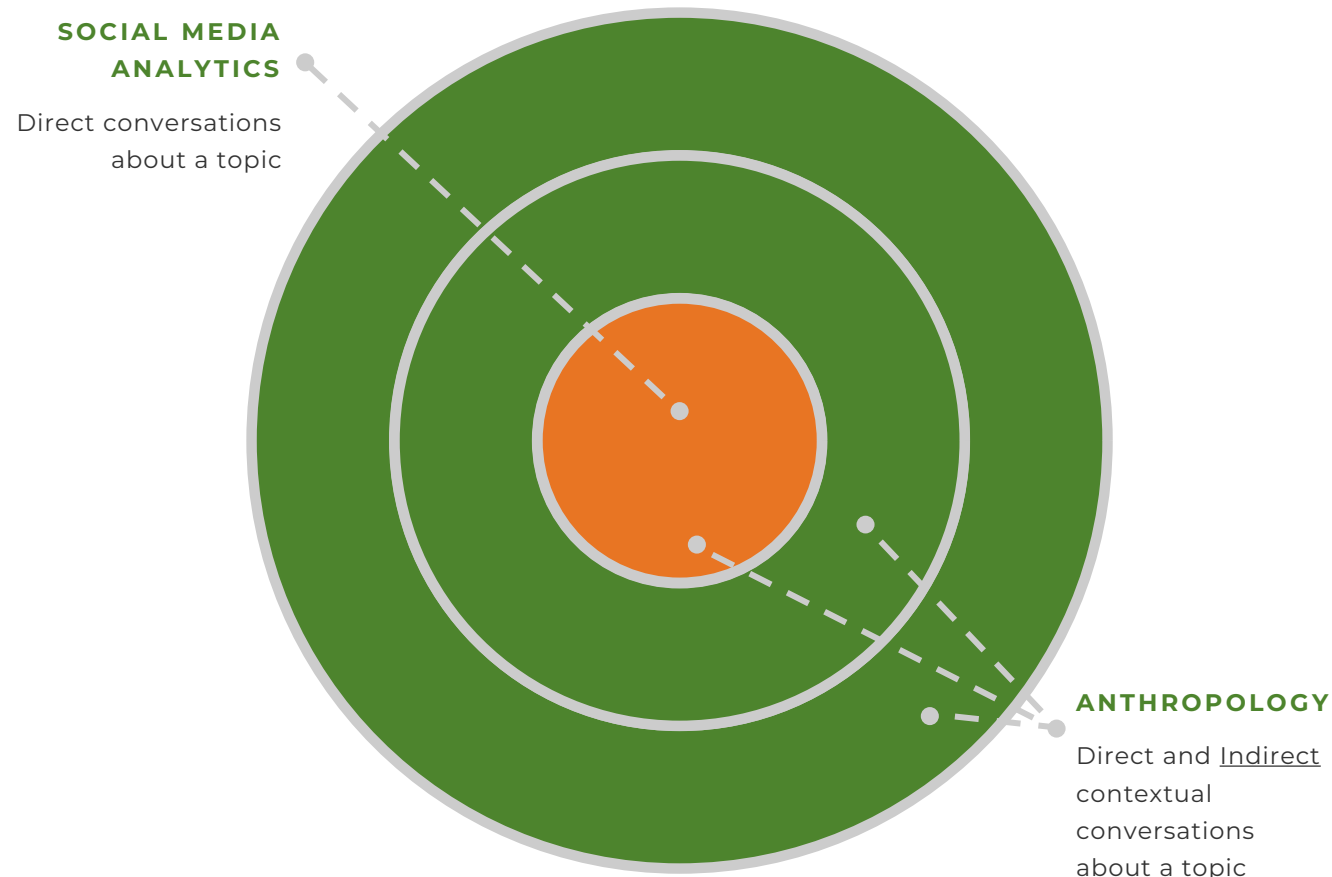
Manifestations are not trends. Without anthropology, you cannot decode core beliefs.



Anthropology and AI to study millions of online conversations

Decoding the implicit beliefs of the consumer requires an understanding of CONTEXT

BY ANALYZING THE ASSOCIATIONS OF THE ASSOCIATIONS, WE DISCOVER THE FORCES OF CHANGE



METHODOLOGY

Using machine intelligence + Ph.D. anthropologists, we conduct an observational study of consumer language to decode beliefs.

SCALE

Our engine scrapes data from (and studies) more than 20 million U.S. consumers between the ages of 18 and 74 each month. Globally, across 13 other countries, we scrape data from millions of consumers in the context of your topics.

REPRESENTATION

It's 2023! We have no problem finding a representative sample of consumers between the ages of 18 and 74 in the Western world.

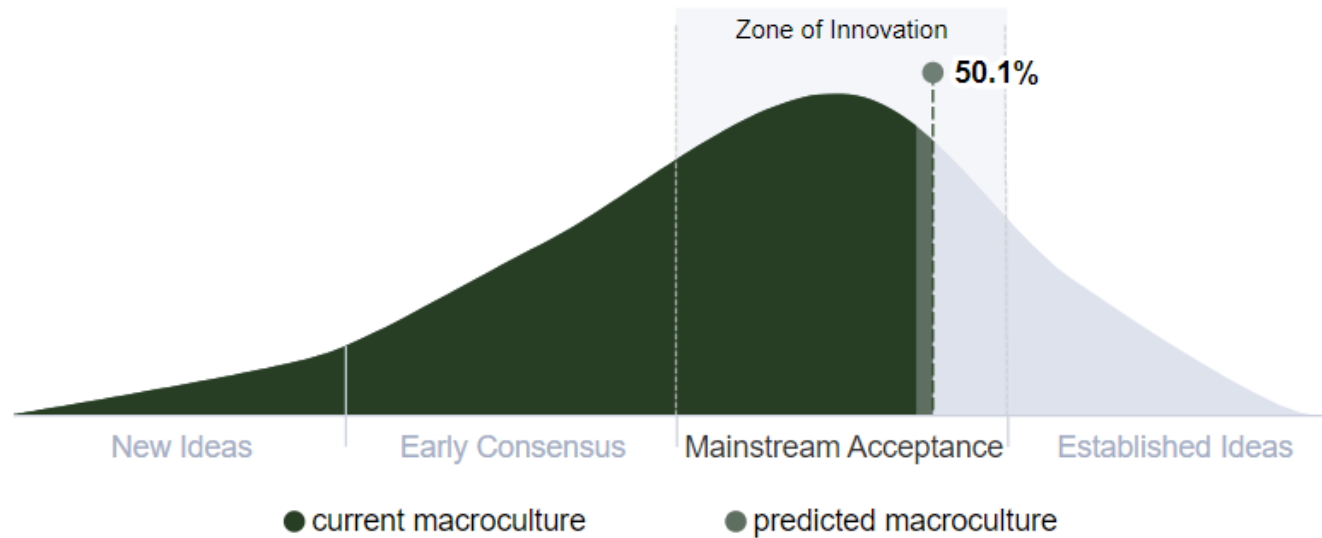
In LATAM and APAC, our sample comes from consumers in the middle classes and above.

Health and wellness as a macroculture is very much in the mainstream

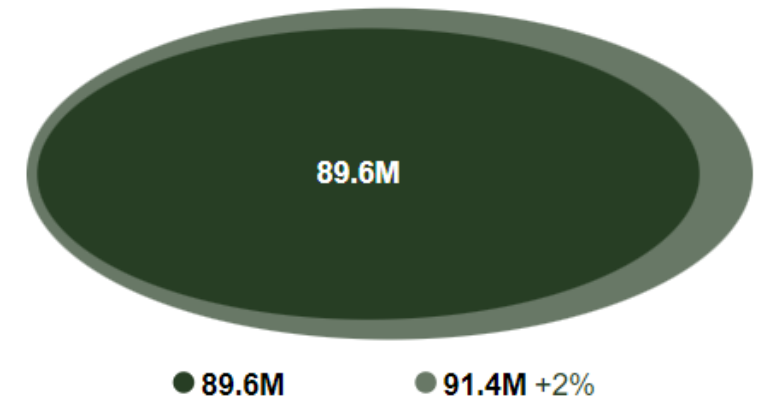
Maturity Curve

49%

current



Population



This topic scores **49.0%** on the [maturity curve](#) and is expected to expand to **50.1%** in 5+ years.

This culture is currently relevant to **89.6M** [people](#) and is expected to grow by **2.0%** in 5+ years.

This topic has only recently begun to stabilize. Hence could be considered to exhibit some amount of [volatility](#).

4 microcultures relevant to health and wellness

Holistic Wellness

Core belief:

Need a holistic approach (body, mind, spirit), not point solutions

Manifestations:

Consumers talk about healthy diets, intuitive eating, sleep, mind-set, stress relief, dealing with anxiety and depression.

Trackable Metrics

Core belief:

Having agency over their own health to fully optimize their health outcomes

Manifestations:

Consumers talk about being able to measure and track fitness parameters, essential nutrients, and identify good lifestyle choices.

Social Justice

Core belief:

Equal access to quality health and food resources

Manifestations:

Consumers talk about lack of access to preventive healthcare, unaffordable services, lack of quality food. They worry about medical debt and adverse childhood experiences.

Mental and Emotional

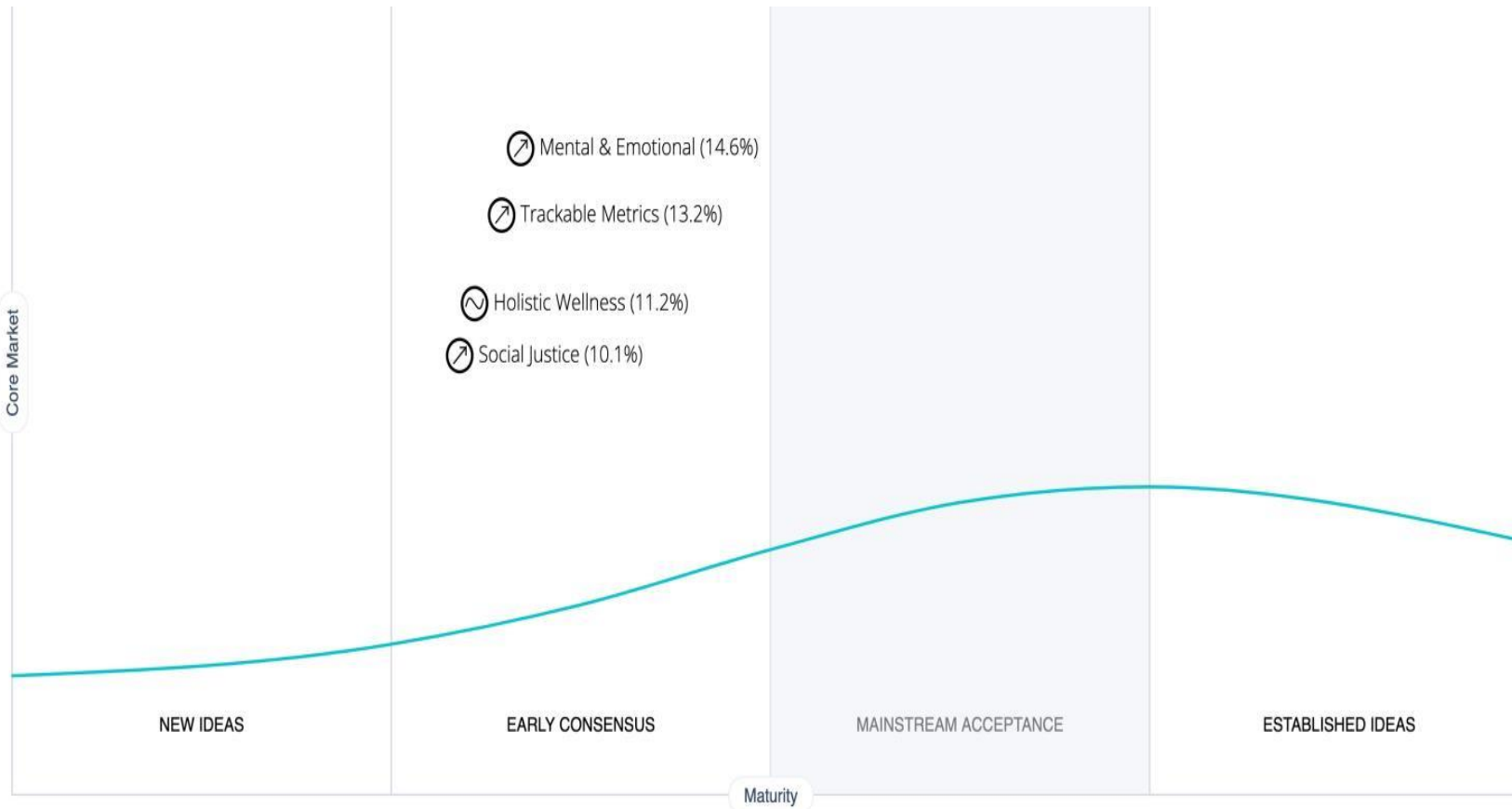
Core belief:

Ditching stigma associated with mental health

Manifestations:

Consumers talk about managing mental health issues just as they would manage physical health issues, managing stress, seeking counselling, improving mood and emotions.

Understanding the demand spaces and when to launch a product



How to interpret:

- Key to launch a solution is when demand space is around 33%–55%
- Focus on opportunities that will fall into the zone of innovation in the future
- Allows runway time needed to bring a strong offering to market

5 “Jobs to be done” (JTBD)

Share of
consumer
voice*

72%

1. I want to regain my energy and motivation

What they want: Sleep apnea tests, smartwatches, fitness trackers, therapy apps

What they don't want: Highly processed foods, supplements that don't work

66%

2. I want to avoid restrictive health regimens

What they want: Digestive enzymes, specialty food, blue-light glasses, desk cyclers

What they don't want: Diet-incompatible processed foods

64%

3. I want to address causes, not symptoms

What they want: Gut health supplements, hormone-balancing supplements, fitness tracker apps

What they don't want: Social media apps, supplements with excessive dosages

40%

4. I want to access health information without barriers

What they want: Fitness watch analytics, DNA testing kits, bullet journals

What they don't want: Premium subscriptions, apps that sell your data

30%

5. I want to verify the claims of health-boosting goods

What they want: Organic veggies, podcasts, alternative medicine, textbooks

What they don't want: Supplements with no scientific support

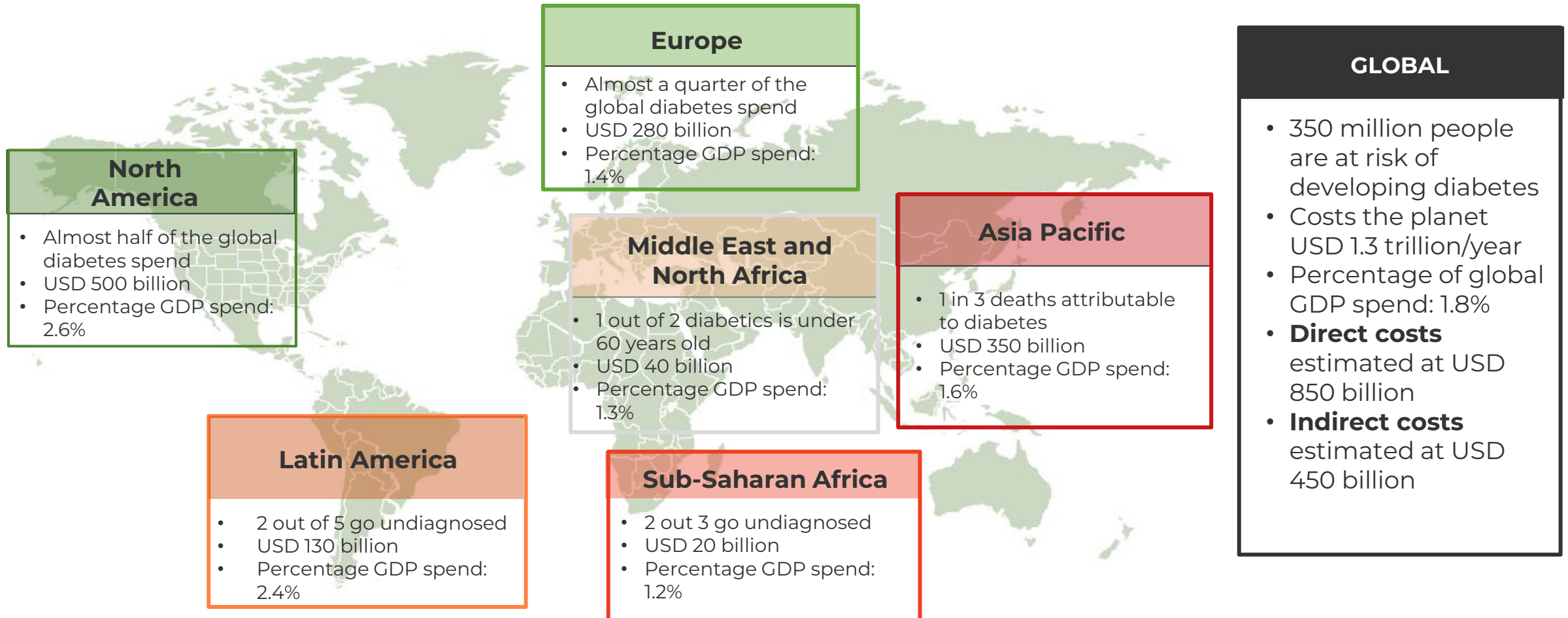
Mapping the JTBD to the relevant microcultures

	Jobs to be done	Microcultures			
		Holistic wellness	Trackable metrics	Social justice	Mental and emotional
1	I want to regain my energy and motivation	X			X
2	I want to avoid restrictive health regimens	X			X
3	I want to address causes, not symptoms	X	X		
4	I want to access health information without barriers		X	X	
5	I want to verify the claims of health-boosting goods			X	X

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The global cost of diabetes is estimated to be USD 1.3 trillion per year



Source: International Diabetes Federation

The global cost of diabetes is estimated to be USD 1.3 trillion per year

Global costs for diabetes care expected to approximately double by 2030 based on past trends

Global Economic Burden of Diabetes in Adults: Projections from 2015 to 2030, Bommer et al., 2018

North America

- Almost half of the global diabetes spend
- USD 500 billion
- Percentage GDP spend: 2.6%

Lat

- 2 out of 5 go undiagnosed
- USD 130 billion
- Percentage GDP spend: 2.4%

- 2 out of 3 go undiagnosed
- USD 20 billion
- Percentage GDP spend: 1.2%

GLOBAL

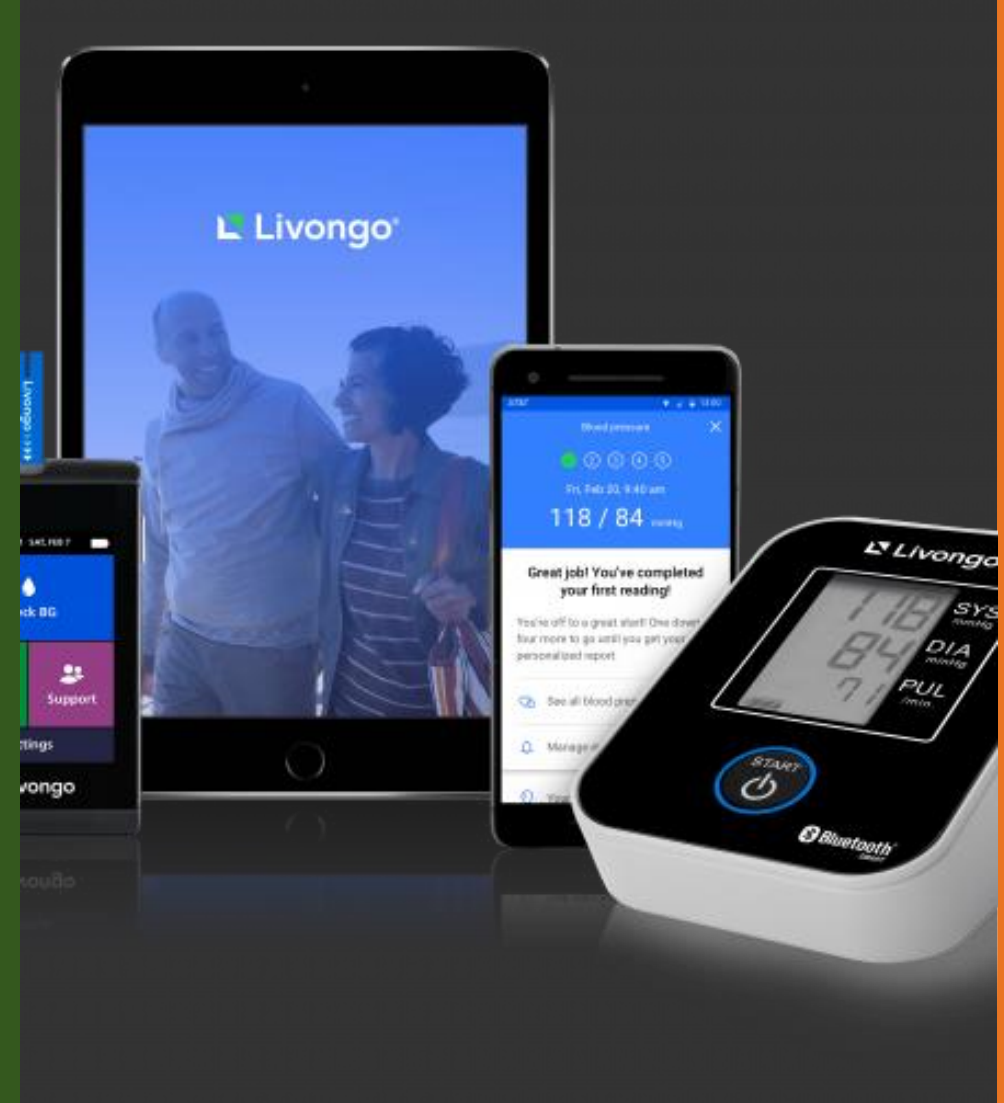
- 350 million people are at risk of developing diabetes
- Costs the planet USD 1.3 trillion/year
- Percentage of global GDP spend: 1.8%
- **Direct costs** estimated at USD 850 billion
- **Indirect costs** estimated at USD 450 billion

Source: International Diabetes Federation

CASE STUDY #1

Livongo revolutionizes home-based diabetes care

- Livongo develops a health platform for managing diabetes and hypertension with real-time feedback and coaching at home.
- **Teladoc acquired Livongo for a staggering USD 18.5 billion in 2020**, the biggest digital health acquisition recorded that year.



 **Livongo**[®]
by Teladoc Health

Livongo addresses 4 JTBD and all 4 microcultures

	Jobs to be done	Microcultures			
		Holistic wellness	Trackable metrics	Social justice	Mental and emotional
1	I want to regain my energy and motivation	X			X
2	I want to avoid restrictive health regimens	X			X
3	I want to address causes, not symptoms	X	X		
4	I want to access health information without barriers		X	X	
5	I want to verify the claims of health-boosting goods			X	X

CASE STUDY#2

Nestlé Health Science partners with Phynova to launch glucose-lowering supplements

- Nestlé Health Science launched its first prediabetes program in Malaysia. It partnered with Phynova to formulate a supplement containing **mulberry leaf extract with proven clinical effects.**
- The supplement can be sprinkled over meals to help maintain normal blood glucose, easing consumer adoption.

**TAKE CHARGE OF
YOUR SUGAR LEVEL,
NOT YOUR CRAVINGS**



-  **SPRINKLE**
-  **MIX**
-  **CONTROL**



Nestlé Health tackles 3 JBTD and addresses 3 microcultures

	Jobs to be done	Microcultures			
		Holistic wellness	Trackable metrics	Social justice	Mental and emotional
1	I want to regain my energy and motivation	X			X
2	I want to avoid restrictive health regimens	X			X
3	I want to address causes, not symptoms	X	X		
4	I want to access health information without barriers		X	X	
5	I want to verify the claims of health-boosting goods			X	X

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3. Exploring new market opportunities

Google (Verily) and Novartis (Alcon) collaborated on a glucose-sensing contact lens

I want to avoid restrictive health regimens

Dyson announced an air-purifying headphone during the pandemic

I want to avoid restrictive health regimens

Apple conducted the largest atrial fibrillation screening study with Stanford University to validate its ECG-enabled smartwatch

I want to verify the claim of health-boosting goods

Players outside pharma, medical devices, and nutrition continue to struggle to make inroads

Human digital twin for diabetes

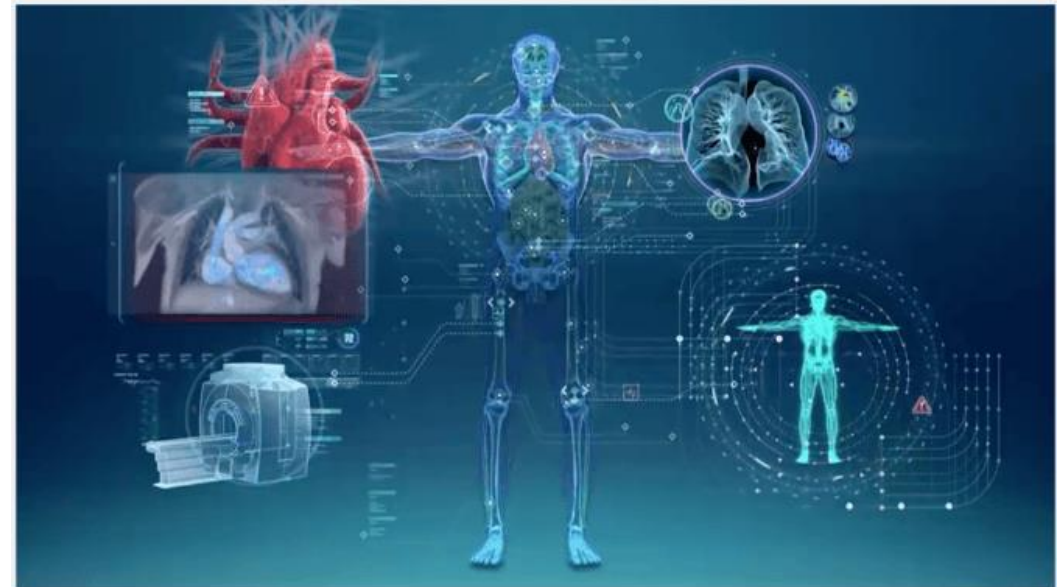
- Digital twin is an emerging technology for asset-heavy industries like oil and gas and automotive OEMs.
- With the exponential growth in volume and diversity of health data, there is an opportunity to build whole-body digital twins.
- Clients in retail, food and nutrition, sports apparel, and even automotive sectors could partner with developers to provide a more personalized experience to the consumer.

NEWS COMMENTARY

Digital twin technology from Twin Health bags \$140 million in Series C round for diabetes care

Biotech & Health

Unlearn.AI, a startup developing a 'digital twin' service for clinical trials, raises \$50M



Human digital twin models provide more personalized insights that cover all the JTBD and microcultures relevant to health and wellness

	Jobs to be done	Microcultures			
		Holistic wellness	Trackable metrics	Social justice	Mental and emotional
1	I want to regain my energy and motivation	X			X
2	I want to avoid restrictive health regimens	X			X
3	I want to address causes, not symptoms	X	X		
4	I want to access health information without barriers		X	X	
5	I want to verify the claims of health-boosting goods			X	X

You want to act now to gain a competitive edge before mainstream acceptance



Plan now to have a first-mover advantage

- Key to launch a solution is when demand space is around 33%–55%
- Focus on opportunities that will fall into the zone of innovation in the near future.
- Most of these microcultures are expected to grow by 10%–20% in the next couple of years.

Moving beyond a single disease condition to broader health and wellness goals

- We narrowed our discussion today to diabetes for the sake of simplicity, but many health and wellness solutions don't operate in silos.
- This is where applying an understanding of microcultures and identifying JTBD will be critical.
- In addition, understanding their level of maturity helps you pinpoint opportunities that will fall into the zone of opportunity in the near future and helps you plan your innovation journey.



Key Takeaways

1 Understanding the demand side is critical to unlocking new business opportunities for health and wellness

2 Decoding consumers core beliefs is key — manifestations aren't trends

3 Focusing on opportunities that will fall into the zone of innovation in the near future will help you plan your product development journey

Thank you

A link of the webinar recording will be emailed within 24–48 hours.

UPCOMING WEBINARS

JANUARY 31

[Understanding the Global Cultural Trends That Will Shape Consumer Decision-Making in 2023](#)

FEBRUARY 21

[Sustainability Driving New Business Models in Manufacturing](#)

MARCH 21

[Assessing Waste-Based Opportunities in CPG](#)



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