

## What will trading partners learn?

The most successful H&W industry leaders constantly seek health and wellness “next” practices. Health is starting to go mainstream now, but will be very different in 3-years. As consumers around the globe search for better, healthier and smarter solutions that fit their lifestyle and specific needs, the motivation for manufacturers and retailers to foster strategies for a healthier world is powerful. But much more needs to be done to get to that point. That’s where GMDC’s long-term insights can help bridge the gaps between retailers and their suppliers in developing strategic plans to future-proof their businesses.

- The ACA has shifted the focus to keeping people healthy rather than treating preventable conditions. We now see emphasis on prevention instead of treatment. From a public health perspective, retailers should start teaching the community about preventive care and

how self-care is a centerpiece of the conversation. It’s changing drastically how and where the insured are spending.

- H&W packaging labels are a key source of information for consumers now and we’ll continue to be even more so.
- Access to appropriate medicines without a prescription is accelerating, which in turn, empowers consumers to take greater control over their self-care selections and provides tremendous public health benefits. Fueled in part by innovations in Rx-to-OTC switch, the U.S. market for OTC medicines is strong, providing consumers with accessible, affordable, and trusted healthcare options available 24/7 in a wide range of retail outlets, including pharmacies, supermarkets, and convenience stores.
- H&W purchasing decisions are becoming increasingly complicated. Consumers must consider the nutritional content as well as the environmental and social impact, production source and health benefits.
- Hospitals are viewing their patients more as consumers each year, which is driving opportunity towards many retailers in close proximity to become a trusted source of advice and information for healing. Can retailers begin to partner with hospitals and healthcare providers?

More so than ever, retailers and manufactures will need to respect and embrace regional differences. There is no room for a “one-size-fits-all”.

### Questions? Need Help?

Mark Mechelse, Director of Insights & Communications  
 Global Market Development Center (GMDC)  
 Email: [markm@gmdc.org](mailto:markm@gmdc.org) Tel: 719-338-1218



# 3 Year Outlook: Health & Wellness

How can retailers and manufacturers develop **next-practices** today to stay relevant for tomorrow's changing shopper

