

The Egg





The Covid-19 pandemic changed the way we think about the world and inspired a shift in how we navigate life. Beyond 2020, wellness has continued to be a trending topic. As consumers prioritize their happiness and seek autonomy over their health, we believe the tenets of wellness will stretch into ever more divergent industries.

Traditionally considered through the lens of physical fitness, we've seen a shift in approaches to wellness. Today, wellness transcends brands and categories. From finding peace in open world gaming, to consumer packaged foods taking inspiration from traditional Eastern healing practices, to new intersections forming between wellness and healthcare, wellness is complex, multifaceted and penetrates all facets of our lives.

As a team of brand strategists, thinkers and rigorous storytellers, we're keen to understand the wellness narrative. Yes, what's happening, but also why, and where are things headed? So, we decided to put pen to paper. Sit back, relax and enjoy this collection of think pieces from the Egg team. And, if you like, we've put together a Spotify playlist to accompany you as you read - [listen here](#).

We'd love to hear your thoughts, and if you'd like to hear more about our work unpacking mindfulness, exploring the new roles of gaming, demographic and generational lenses on health and wellness, and more, please get in touch. We'd love to chat!

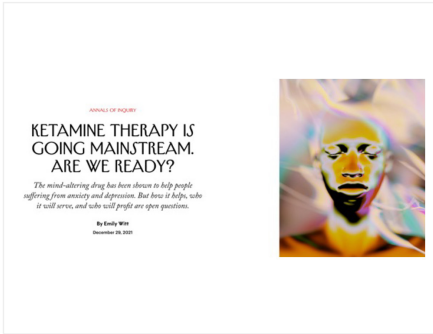
The Wellness Conversation



New Hedonism

The ever-present human need for release is experiencing a rethinking and rebranding from selfish and harmful to the body, to positive and necessary for the spirit

THE NEW YORKER



alice ON A NATURAL HIGHHHHHHHH FEELING LIKE I COULD TOUCH THE SKYYYYYYYYY ON A NATURAL HIGHHHHHH ILL BE OLD BEFORE I DIEEEEE ON A NATURAL HIGH!!!!
2022-11-27 Reply

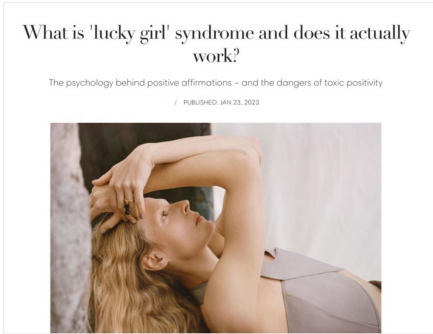
Staff 3 months ago I self medicated with psychedelics for YEARS. Hero dose has nothing on me. I'm really glad this is available for people but it triggers a lot of shame because of all the stigma I faced and the criminalization I was exposed to around it all. I struggle in this space.
27 Reply



Manifestation for the Win

In the face of stress and uncertainty, people are harnessing the power of controlled 'delusion' to train their minds through their outlooks

THE BAZAAR



Posted by u/weeniechan 10 months ago
How to manifest (' _ '')
Can someone teach me how to use the law of attraction properly please? I'm really interested in learning but I don't know where to start.

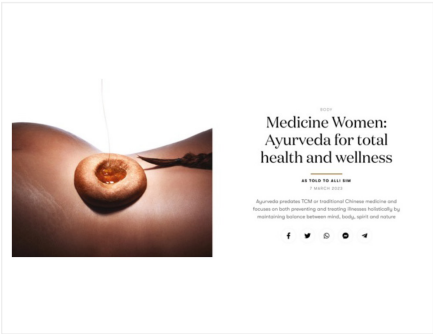
Alexis Brown 6 months ago These affirmations really do work I feel calm and relaxed
13 Reply



The Future is Ancient

Newer isn't always better, as ancient practices and knowledge are increasingly being applied to modern human challenges

VOGUE



burneracc00 +3 - 3 mo. ago
Meditation. It's not necessarily a spiritual practice and has a list of benefits for a healthy wellbeing, but may eventually lead to exploring spirituality.
4 Reply Share

Aashutosh 1 month ago (edited) Yoga is more ancient than the most ancient civilizations of the world. Yoga predates all religions. Yoga predates this universe. Namó Aadiyogi
114 Reply

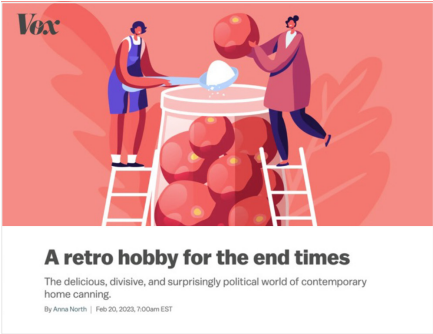
From physical to spiritual, a holistic wellness approach dominates the social space.



Back to Basics

Under the pressure of budgetary constraints, people are drawing inspiration from the economical and self-sufficient practices of homesteading

Vox



Ashley we'd have to get rid of HOA's that don't allow "farm animals"
2022-12-3 Reply 48K

Joe 1 year ago This is exactly what I want in life. Store bought processed foods are slowly eating away our life. Good job momma! Such a beautiful family!
1.5K Reply



Shifting Approaches to Beauty

No longer forcing people into superficial standard molds, the concept of beauty is now all about embracing one's unique and genuine self

DAZED



megatron Wrinkles mean a life well lived
1-7 Reply 5163

BB Bluff 6 months ago I love to see women embracing their natural beauty. You look so youthful and radiant
14 Reply

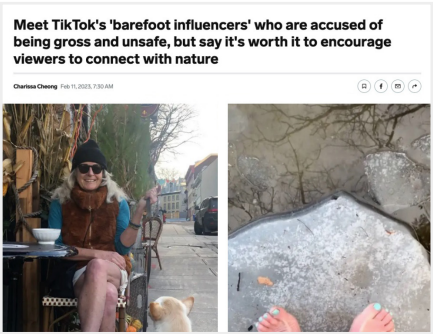
Content and consumer sentiment across social platforms place increased importance on wellness that directly feeds the intangible soul and spirit vs. only the physical body and mind. We're seeing this unfold in six high-level ways.



Nature Revisited

As people work harder than ever, physically connecting to nature and the outdoors is critical to maintaining balance across all facets of one's being

INSIDER



izzy i held my hand to a tree for like 20 seconds yesterday and i felt such good energy it was amazing, love mother nature
2022-11-6 Reply 3

Clay's Little Friends 11 months ago (edited) There's something about going barefoot that connects you to your true self. It brings you back to your inner child and allows you to realize that you are nature. Thank you for the adventures of barefoot time and joy!
Reply

Wellness in the Wild

These trends come to life in our cities. Our New York team went on a citywide culture dig to experience insights in the real world, build empathy with consumers and unpack their realities.

New York City



Eat Ayurvedic at Divya's Kitchen

Healing food inspired by the ancient wisdom of Ayurveda. Taking an approach that reimagines the cuisines of Italy, India, Asia and the Mediterranean through an Ayurvedic lens, Divya's Kitchen on the Lower East Side uses ancient principles that transform familiar dishes into ones that are both appealing and designed for optimal digestion.



The Detox Market

Despite the plethora of clean claims from beauty brands, the lack of detail, clarity and proof points results in overwhelming skepticism and a shift in how consumers shop - from clean, to 'free from.' The Detox Market only stocks feel-good products that don't compromise health, free from synthetic and potentially harmful ingredients.



Boutique Pharmacy Experience at The Modern Chemist

Consumers have long been frustrated with cookie-cutter retail pharmacy; spaces connected with long wait times, inefficiencies and impersonal service. The Modern Chemist focuses on a customer's need for both "Niceties + Necessities" - curating a boutique experience that feels as authentic as it does charming, while retaining all the professionalism and service of its category.



Learn the Ancient Art of Canning at Brooklyn Brainery

As grocery prices soar and supply chains remain disrupted, consumers look for ways to reduce their spending and secure their food supplies, resulting in an uptick in canning. Brooklyn Brainery's canning class equips consumers with the knowledge and skills needed to can at home.



Exercise Anywhere at Roam 149

The metaverse has captured the attention of many, though few have yet to imagine its use cases. New Yorkers can experience it first hand using Roam 149's immersive VR treadmill, which replicates any terrain. Guests can select from a trail menu and run, walk or hike the Great Wall of China, the Boston Marathon and even the moon.



Embracing Aging at Modern Age

The narrative on anti-aging is shifting, moving away from aesthetic ideals toward prioritizing self-care and living longer, healthier, happier lives. Modern Age offers a health assessment to support consumers in improving their energy, sleep, brain function, immunity, weight gain, mood, skin and hair health, and more.



Wake Up with Daybreaker

The lockdowns of 2020 gave many space to reflect on what they value most in life. As we navigate the post-Covid era and work through collective trauma, many of us search for joie de vivre. Daybreaker was founded on the principles of wellness, camaraderie, self-expression, mindfulness and mischief, providing New Yorkers with a space to break the day with dance, energy, intention and joy.




Meditation that Manifests at Heal Haus

At Heal Haus in Clinton Hill, Brooklyn, people can take a Buddhist inspired meditation class that is designed to deepen understanding of how to 'manifest the world we want to see using the tools of wisdom and love' in service of constant and active personal healing journey.



A Better Drink at Kavasutra Kava Bar

Consumers are looking beyond alcohol and exploring alternative products for socializing and celebration. At Kavasutra, patrons enjoy drinks made from Kava, a root from the South Pacific Islands. Kava has been used for over 3,000 years for celebration, conflict resolution and recreational fun.



Discover the Power of Psychedelic Therapy at Nushama

Experimentation with psychedelics as a treatment for mental illness dates back to ancient times, but the medical community is in the early stages of researching the potential of psychedelics for controlled medical use. Nushama offers medically supervised psychedelic therapy treatments for depression, anxiety, alcohol addiction, and trauma-induced mood disorders.



Forest Bathe at the New York Botanical Garden

Spending time in nature is connected to decreasing stress, elevating mood, sharpening attention spans and even increasing empathy and collaboration. NYBG invites visitors to enhance their connection with nature and choose their own meditative audio experience adventure.



Expanding Minds Through Open Worlds

By Gail Sanders

Few categories of consumer goods have faced as much scrutiny in the cultural zeitgeist as gaming.

Often conjuring images of irritable teen boys holed up in their parents' basements for hours on end, the terms 'gaming' and 'gamers' haven't always had the best associations. Video games have incited concerns around addiction, explicit and/or violent content, and the physical and psychological tolls the activity takes on the body and mind. But in an age of digital dominance, brief escapes into a fictional world have provided much-needed moments of catharsis for many, and more importantly, a welcome sense of control. In the newly emerging era of whimsical open world formats, is gaming the new self-care?

Video games are advancing at such a rate that the top selling titles don't have to lean so heavily on shock factor, violence or gore to keep audiences captivated. From helping elderly people stay cognitively sharp through VR, to providing a means of connection among friends through the metaverse, to improving feelings of overall positivity, the gaming experiences have broadened. Put simply, video games are helping people feel better - a quality that is especially important during a post-pandemic healing period combined with the loneliness epidemic and mental health

crisis that never left. Open world style play is particularly helpful in giving people a sense of personal agency. The whimsy of freedom combined with the security of control is the winning formula for open world games in contrast to a society where things can feel the opposite of that.

More than two decades ago, game developers were able to take advantage of increased computing capacity to depart from traditional linear program paths and allow players to move freely throughout the 'world' of a game. Shortly after that, Grand Theft Auto V and several other titles set a new standard for just how immersive games could be. Players could suddenly go where they wanted, do what they wanted, and chart their own path – within limits of course. This 'sandbox' style of gameplay took video games from being merely entertaining to enticingly immersive. And while open world games have always aimed to rouse excitement, the hits of recent years have all had a refreshing trait in common: a purposely soothing undertone amidst the occasional flurry of activity. Every choice seemingly meditative in design, their musical scores, overlaid natural sounds, stunning landscapes and flexible timelines create a retreat for gamers in contrast to a harsh, complicated world.

Today, the open world games that capture people's hearts provide as much calm as they do chaos; they provide a welcome escape to the grounds of Hogwarts, the pristine lands of Hyrule, the charming towns of Paldea or the mythical villages of the Continent, in which one can accomplish feats large and small within a beautiful natural setting, and all at their own pace.

While the anxiety-quelling peacefulness of recent open world games is an overtly palpable feature, there lies in the

experience a more subtle attraction – that of feeling deeply, and distinctly, human. Traditional wellness outlets have been touting the benefits of reconnecting to the primal self for several years. The wellness space has steadily been opening society's eyes to the virtues of embracing our inner caveperson through (albeit somewhat hilariously) things like scream therapy, psychedelic enlightenment, forest bathing, ice plunges and more, but this concept is relatively newer in gaming. Recent hit open world titles allow players to essentially be their own hunter/gatherers, and live as one with their surroundings while doing everything the human brain is basically wired to enjoy: roaming their territory, collecting treasures, defeating their enemies, improving their homes and more... all from the safety of their couch. Our prehistoric ancestors would be proud.

So, what can we learn as marketers from the transportive experience that is open world gaming? Just as we see the tenets of wellness beginning to permeate the gaming space, so too can they be applied to anything a consumer might need to feel a little more human. Escapism, whimsy, wonder... when life feels heavy, go light. Maybe playfulness does have a place in business – if we give it a chance.



Just a phase?

By Alexis O’Connell

Critical Youth

Climate change continues to impact daily life; tired of waiting on governments to take meaningful action, youth activists like Greta Thunberg and Isra Hirsi are leading calls for change. As the threat and reality of environmental disasters impact personal and collective well-being, young people’s concept of wellness is inextricably tied to global concerns.

One in three Gen Z consumers have abandoned a brand in the last 12 months based on that brand’s reputation for sustainability and ethics.

(AFTERPAY, 2022)

The Implication? Insistent Sustainability

Younger consumers are entering the workforce and increasing their spending power. They lead with values, excluding brands that don’t uphold their notion of wellness, which encompasses mind and body, people and planet.

Playful Parents

The “gentle parenting” trend that rose to social media prominence in 2022 suggests millennial parents are distancing themselves from the role of disciplinarian. Instead, they prioritize instilling confidence, overall well-being, family bonding and playful moments that protect the essence of childhood. To raise capable, self-affirming, happy kids, they lean on brands that understand wellness through their new family lens.

In 2021, LinkedIn added “Stay-At-Home Parent” as a job title, underlining the growing recognition that child-rearing is a true labor that requires an immense amount of time, attention, skill and care.

The Implication? Loving Fun

With millennial parents bringing their fun-loving, experientially-oriented roots into their homes and family dynamics, dialing up the play helps brands stay connected.

Mindful Midlife

Historically, media and cultural norms have connected women to their role as childbearers, meaning midlife and menopause are often seen as a turning point for vitality. Women today are shunning this stereotype, carefully guarding their well-being and life force as they navigate major transitions, aided by longer life expectancy and added spending power. With many embracing their midlife years as a second act, and with more midlifers single and sans children, women are redefining what this time of life looks like without traditional rites of passage.

Only 30% of millennials today live with a spouse and child, whereas 40% of Gen Xers and 69% of boomers did so at a comparable age.

(PEW RESEARCH CENTER, 2020)

In the US, 40 million women aged 50+ represent over \$15tn in purchasing power.

(COCA-COLA/MASS MUTUAL, 2022)

The Implication? Renewal Attitude

The “midlife crisis” is being reframed to “midlife renewal,” and women are engaging with wellness products and services that revitalize their health, sexuality, careers and creativity.

Trends ebb and flow; people inevitably age. At the intersection, each generation experiences unique life phases that are informed by the norms, events and culture of the time. We’ve identified four life stages that are broadly shaping the wellness landscape today, and the implications for products, services and brands aiming to thrive in the wellness space.

Graceful Aging

Though aging is often associated with struggle, older audiences are taking more proactive and preventative measures to preserve their health - physically, mentally and socially. They’re defying stereotypes of being stuck in their ways, and seeking out activities and products that help them stay fortified, fresh and connected to the world.

Among men and women aged over 50, 83% agree that “sometimes I feel the media/culture doesn’t realize how much they stereotype older people.”

(GEENA DAVIS INSTITUTE ON GENDER IN MEDIA/NEXT FIFTY INITIATIVE, 2021)

By 2030, 1 in 6 people in the world will be aged 60 or older.

(WORLD ECONOMIC FORUM, 2022)

The Implication? Staying Sharp

Cautious not to abandon their well-being and curiosity, this audience gravitates to products and services that sneak in creative solutions to some of their biggest concerns about aging.

Distinguishing these four life stages helps us see the bigger picture of wellness today: intricate, expansive and reaching into corners of the mind and globe. No longer limited to physical health, wellness is about embarking on life’s adventures at any age with the best intentions and tools for all-inclusive wellbeing.



Prevention, a New Mindset Revolutionizing Healthcare

By Julia Passik

According to the World Health Organization, prevention is the act “aimed at avoiding the manifestation of a disease.”

However, in present day, we see it manifesting as so much more. Amidst the shadows of the pandemic, an enduring mistrust in the healthcare system and the maturation of the health-tech industry, we see the onus to prevent being embraced more often by the individual and adopted as a mindset.

This new mindset has changed our way of living. We have become much more intentional about taking preventative health measures to retain a sense of control – an ideal that’s taken off as a result of the pandemic

In March 2020, prevention was an urgent need – a knee-jerk reaction of sorts. From wearing masks, to wiping down surfaces, to vaccinating and boosting, these actions became ways to increase a sense of control during a time our own health felt undoubtedly out of our hands.

While the United States responded in a more reactive way, some parts of the world had already adopted a more preventative mindset, such as South Korea. Mask-wearing and community action to achieve immunity were already understood. This mindset likely formed out of response to the SARS outbreak. That said, the desire for control and drive for preventative health in the US is something truly born from the pandemic era.

The preventative mindset has also impacted us on a community level. We recognize a shift from isolated passiveness to community-connected proactivity. Individuals are more informed, active participants in their own healthcare journey, and actively connect with others to source and share information. The health of an individual is viewed alongside the health of a community. Bertalan Meskó, director of The Medical Futurist, recognizes how this is a significant shift from the ways we once operated, stating, “being part of a movement of patients globally and speaking up for their rights and needs is a radical change in the status quo.” Health is a community effort, no longer seen as solely your own, but something collectively acted upon and monitored.¹

We currently see preventative healthcare exemplified in two ways: holistically and technologically. Holistic preventative healthcare is more closely linked to developing healthy habits for the mind and body to ward off negative outcomes. It leans into trusting one’s self, being more kind, listening to one’s needs and addressing them with care. Technologically we see preventative healthcare come to life as health-tech more embedded in the everyday. The influx of wearables, tracking devices and new diagnostic readers makes prevention a ubiquitous operation.

Taking a closer look at the holistic approach to prevention, we find patients to be much more cognizant of the connection between oral care, gut health and sleep hygiene to overall health, areas that at one time seemed loosely connected and less important. We learned from our proprietary Gen Z research that the generation places high value on self-care. For instance, 56% of Gen Z has intentionally taken a break from social media to “reset,” indicating their will to take preventative actions to

maintain overall wellness. Diet trends focus less on counting calories and are now more intuitive – aimed at making one feel healthier, stronger and more confident. And in Germany, a health retreat known as a “Kur” is prescribed by doctors to caregivers as a way to prevent burnout, offering 3 weeks off wellness offerings including massages, childcare and therapies.²

If we zoom into the more tech-focused approach, early detection through constant and live feedback as well as biomarker testing helps predict and prevent more serious health outcomes. There is a plethora of new technology and devices that do this. Skin patches can monitor and track blood pressure and heart rate, while measuring levels of glucose, lactate, alcohol or caffeine. Isync-wave can predict the potential risk of cognitive issues such as Alzheimer’s; Cleerly uses an algorithm that can determine heart attack risk; Gabbi uses artificial intelligence to identify breast cancer in its beginning stages; The Watch Walk algorithm on smart watches helps to decrease falling and associated injuries amongst the elderly.

We identify the greatest opportunity and success amongst brands that straddle the two approaches – holistic and technology. For instance, the rise in tele-wellness offers holographic gardens, therapy with chatbots, therapeutic video games – all of which support individuals’ physical, mental and social health.

Apps such as Headspace and Calm offer mindfulness meditations easily accessible on hand-held devices. And BetterMe: Health Coaching tracks users’ goals

electronically in a way that motivates and drives them to want to continue along their health journey by visualizing their future progress. Each of these services tap into the holistic approach that feels nourishing while using modern technology.

Preventative healthcare, while more present than ever, will continue to trend in the future. Tech companies, such as Amazon, Microsoft, Salesforce and Google are all entering the health-tech space. By 2040, 60% of US healthcare government spending will be dedicated to prevention and well-being, a significant shift from 2019 when treatments accounted for 80% of America’s healthcare spend. As preventative health continues to evolve, we find it to be an exciting time of growth and opportunity – also impacting how we approach client needs. Not only do we help our clients identify and address current patient needs, we push the envelope and question who our patients are in the future. How can we anticipate their needs? And using a preventative mindset, how can we help better address their needs technologically and holistically?³



¹ (<https://app.stylus.com/consumer-attitudes/empowering-future-patients>)

² (<https://www.bbc.com/future/article/20230228-the-german-clinics-for-burnt-out-parents?ocid=ww.social.link.linkedin>)

³ (<https://www2.deloitte.com/za/en/insights/industry/health-care/future-health-care-spending.html>)

Ancient Inspiration for Modern CPG

By Madison Weskamp



The roots of holistic wellness in the Western world began with the introduction of yoga at the end of the 19th century, but Eastern rituals have continued to inspire practices of today, and recently – the products of tomorrow.

(Re) enter Ayurveda. Ayurveda (pronounced ai-yr-vay-duh) is a natural healing system originating from the Indian subcontinent. The name comes from the Sanskrit word ayur (life) and veda (science), giving the meaning “science of life.” With the goal of total holistic wellness, Ayurvedic practices aim to achieve balance between our internal and external worlds, and harmony between body, mind, spirit and the environment. Ayurveda focuses on elements like therapeutic massages, herbal remedies, and cleansing practices to eliminate toxins from the body. The practice has strong potential to guide mainstream innovation in the future as its core principles deliver on three main trends we see in Consumer Packaged Goods (CPG) today: naturality, authenticity and personalization.

Delivering on natural promises

Consumers have long felt a tension between their desire for natural products and brands' ability to deliver these products in meaningful and believable ways. The term “natural” has become so widely used on food and beverage packaging that it's lost its meaning, which has driven skepticism amongst shoppers. Ayurveda emphasizes the use of whole foods and natural remedies, such as herbs and spices, to support the body's natural healing process and promote balance and well-being in a way that is easy to believe and trust.

Authenticity rooted in tradition

Driven in part by younger generations' demand for authenticity, legacy brands face challenges in changing their voice or purpose to meet modern consumer desires. Adding an organic claim to a processed snack food pack doesn't elevate transparency or trust, let alone authenticity. In contrast, the practice of Ayurveda is undeniably authentic; observed for over 5,000 years, passed down through generations and a long heritage of being valued for positive contribution to holistic wellness.

Personalized for every person

Innovating to meet consumer desires for personalization can be seen across categories including food/beverage, beauty, fitness and self-care. With technological contributions and access to biomarkers and feedback tools, we know consumers' perception of efficacy increases when a product is customized for them specifically; consumers are enticed by an opportunity to learn more about themselves. Ayurveda might have been the first ever practice to offer specific guidance around a customized diet specific to their unique characteristics, targeting not just aesthetic goals but working toward overall health and wellness.

To start a journey into Ayurveda, consumers must first understand their specific dosha type, or the energy that is present in their body.

There are three major types:

- Vata - an enthusiastic, creative energy, but prone to anxiety and digestive issues
- Pitta - a driven, organized energy that can encounter irritability and inflammation
- Kapha - a calm, nurturing energy with concerns around congestion or sluggishness

These results not only guide toward the best diet but also ways to care for spiritual, physical and mental health.

Ayurveda's ability to deliver against these trends makes it ripe as a guide for innovation. Unsurprisingly, the natural grocery channel is already offering products with Ayurvedic benefits. At Whole Foods you can find a line of Ayurvedic skincare products as well as a range of chai blends that target warming, cooling, invigorating or energizing sensations to achieve balance in the body. The recent 2023 ExpoWest convention was full of Ayurvedic-inspired products including chakra-aligned juice beverages, vegan Ayurvedic gummy supplements and Ayurvedic-inspired hand soaps and body lotions. As knowledge and understanding of Ayurveda increases, CPG innovation will likely follow as the market for these products promises strong growth.

So, will Ayurveda become the next Keto? Too soon to tell, but sure seems likely.

An Ayurvedic AMA with Cara Turndahl

Cara is a Ayurvedic Doctor and Ayurvedic Postpartum Doula residing in Boulder, CO, where she lives with her partner and their two toddlers. She has worked in (food) CPG for over 20 years.



Q: How would you describe Ayurveda and its benefits in one sentence?

A: Ayurveda is a healing system. If one understands their true unique nature - of body, mind and spirit - and how all things in this universe also have their own true nature - from herbs to weather to locations - they can master their own health to live a fulfilled and happy life.

Q: What does your personal business/practice look like?

A: I offer Ayurvedic consults, Ayurvedic postpartum doula packages, and Ayurvedic bodywork. The Ayurvedic clients that have been drawn to me have typically been those with digestion and auto-immune issues, fertility concerns and those wanting postpartum work.

Q: What do you think the future of CPG will look like as Eastern influence increases in North America?

A: I think we will continue to see more Eastern-inspired flavors, products using herbs and spices for their perceived benefits and more lifestyle products.

Q: Why is this becoming popular now; why do you think interest has grown?

A: After the pandemic and with rising health concerns, many consumers are taking control of their own wellness journey in preventative medicine. They are willing to pay a premium for a product that speaks to their values and lifestyle.

Q: What Ayurvedic product would you love to see in your local grocery store in the future?

A: I would love to see affordable and widely available products such as kitchari kits, which would be a mix of rice, lentils and spices, that you cook in your instant pot. It's easy and delicious and is the perfect food to eat when you need a digestion reset.

Q: Have you seen any CPG brands market Ayurvedic products today? How good of a job are they doing of offering these benefits authentically?

A: Yes, there are many CPGs offering products with Ayurvedic herbs and spices or using traditionally Indian flavors. No, they likely aren't using proper levels for medicinal benefits, however I wouldn't necessarily want or expect that from a CPG. Correct herbal dosages should be prescribed by a practitioner based on the person's health history.

eggstrategy™

1555 Blake Street
Suite 450
Denver, CO 80202

125 S Clark Street
Suite 950
Chicago, IL 60603

395 Hudson Street
4th Floor
New York, NY 10014

