



PROJECT OUTLINE 2016

Allegra STRATEGIES

1 Overview

Project Vivre 2016 is a definitive ground-breaking report that provides a razor-sharp analysis on the current Health and Wellness market and fundamental insights on tomorrow's consumer.

This comprehensive report will provide business managers, brand owners and investors with the most detailed analysis to date and accurate forecasts for this dynamic fast growing sector.

Project Vivre assesses the key issues and opportunities facing the UK health and wellness market through a combination of qualitative and quantitative research, focusing on **1) Food & Nutrition**, **2) Active Lifestyle** and **3) Personal Wellness** across the following sub-sectors:

| Food & Nutrition | Active Lifestyle | Personal Wellness |
|---|------------------------------------|--|
| Organic and Natural Foods and Beverages | Fitness Clubs and Boutique Studios | Workplace Wellbeing |
| Dietary and Other Services | Activewear | Performance Optimization and the Quantified Self |
| Vitamins and Supplements | New and Traditional Fitness Forms | Mind, Body, Soul |
| Technology and Home Equipment | Fitness Equipment | Natural Cosmetics |
| Out-of-Home Food Concepts | Technology and Wearables | Travel and Wanderlust |

The analysis is based on Allegra Strategies' insights and the knowledge of key industry stakeholders, shared through depth management interviews.

This report identifies critical trends, dynamics and challenges along with key opportunities within the UK market place.

With an unrivalled sample of over 10,000 UK health-conscious consumers surveyed, the report provides an incredible wealth of insight into the attitudes, behaviours and preferences of tomorrow's consumer with a specific focus on millennials.

2 Key Areas

- **Market size and 5-10 year growth forecasts**
- **Drivers and inhibitors of growth**
- **Strategic analysis of the Food & Nutrition, Active Lifestyle and Personal Wellness segments**
- **Industry success factors and business challenges**
- **Innovation and new product development**
- **Most admired brands within core segments**
- **The Future Consumer: segmentation, motivations and behavioural economics. Millennials, Gen Z and beyond**
- **The impact of the internet and digital technologies**
- **Trends and learnings from other markets including the US**



3 Methodology

150+ in-depth interviews with industry leaders, including CEOs and Managing directors of major stakeholders within the Food & Nutrition, Active Lifestyle and Personal Wellness sectors.

10,000+ online surveys with UK consumers.

Detailed desk research including trade press, company financials and online data sources.

Focus on the major Food & Nutrition, Active Lifestyle and Personal Wellness brand analysis, competitive benchmarking and future forecasts.

4 Benefits

Access to the Project Vivre report will provide clients with concrete insights that will translate into market success.

- **Assess the impact of current mega trends**
- **Make informed decisions based on expert insight**
- **Refine products/services according to market needs and consumer preferences**
- **Gain in-depth understanding of target clients**
- **Explore and evaluate the performance of new and existing concepts**
- **Better understand key competitors**
- **Identify new market and business development opportunities**
- **Understand tomorrow's consumer**

5 Timeline

Launch at Allegra Health and Wellness Summit, 7 June 2016.

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7 About Allegra Strategies

We are a leading edge research and strategy consulting firm. Established in 1999, Allegra Strategies provides expert insight on the Health and Wellness sector and supports companies globally across the health and wellness value chain. Allegra Strategies also covers related consumer lifestyle verticals including food to go, coffee and retail segments.

Our team is well placed to answer key business questions and we work closely with clients across critical M&A activity, growth strategies, customer segmentation research, global expansion, pricing strategies, and NPD in order to help them harness their full growth and profit potential.

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