

WINNING THE LONGEVITY MARKET:


5 Trends Shaping the
New Health Consumers

Our Purpose Is Key

Deliver reliable information for a true understanding of Society, Markets and People to help the world make better decisions



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 Greenbook 2023-2024-2025 TOP 50 GRIT Report

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Employees



Across 220 cities and
90 markets



For **5000+** clients



With **6M+** authenticated,
proprietary panelists

The World Feels Out of Control. So Consumers Are Turning Inward.

83%

Thais say the world today
is **changing too fast**

vs. Global Average 83%

72%

often **feel overwhelmed**
by too many choices in life

vs. Global Average 62%



Source: Ipsos Global Trends

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The consumer response to a world out of control is to **invest in self**.

89%

of Thais say "**I live for today** because the future is uncertain"

vs. Global Average 66%

89%

say "it's important that **I save today** because the future is uncertain"

vs. Global Average 62%

My plans for 2026

Spend more time with family and friends

85%

Exercise more than last year

82%

Spend more time on my appearance

82%

% agree*

*Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements

5 Trends Shaping the New Health Consumers

The Lifespan to Healthspan Revolution



The Consumer as the CEO of Their Health



AI as the Ultimate Personal Health Assistant



Mental Health as a Priority



Redefining the "Silver Space"



The Lifespan to Healthspan Revolution

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49%
of Thai consumers

already expect to
live to **100 years old**

Source: Ipsos Global Trends

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Longevity Is Not Just About Living Longer

It's about preserving

Vitality

Energy

Function

throughout life

Source: Ipsos Longevity Shift POV, Dec 2025

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The focus moves
from **treating**
diagnosed illness

to **preserving**
health over time

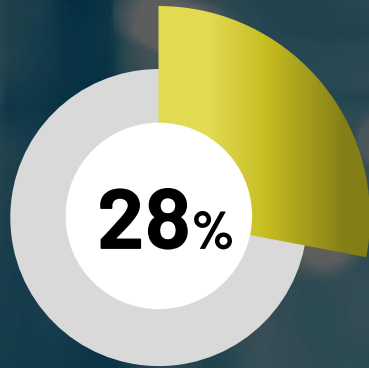


Source: Ipsos Longevity Shift POV, Dec 2025

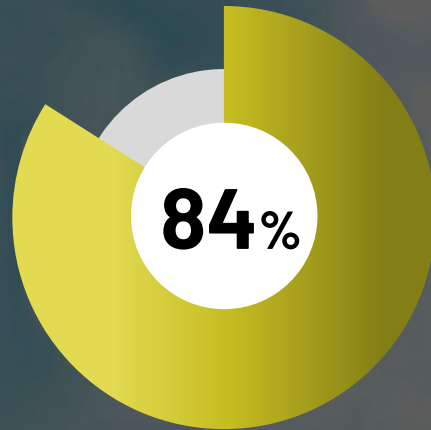
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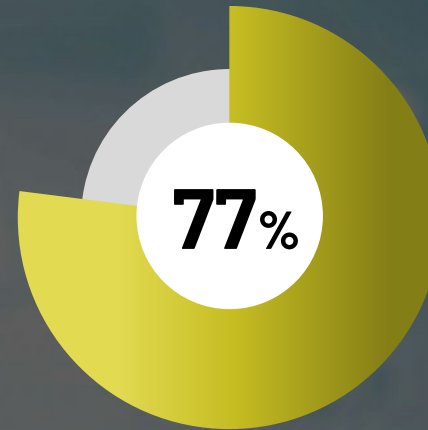
The Healthcare System Is Under Pressure



of people globally believe their healthcare will improve in coming years



of Thais are worried that government and public services will do too little to help people in the years ahead



say many people in the country cannot afford good healthcare (vs. 62% globally)

Thai's perceived biggest healthcare problems:

Access to treatment /waiting times	49%
Not enough staff	44%
Cost of accessing treatment	33%
Ageing population	27%
Bureaucracy	23%

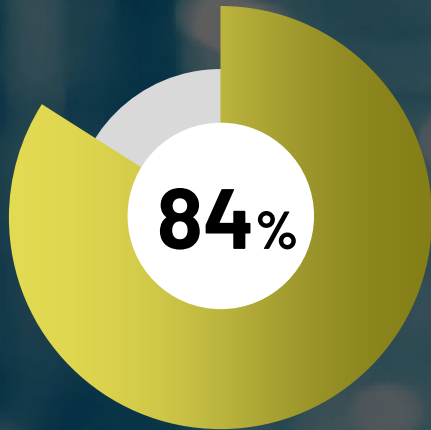
Source: Ipsos Global Trends, Ipsos Health Service Report

The Consumer as the CEO of Their Health

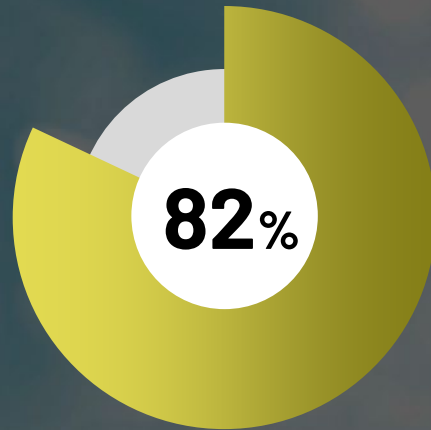


The **Self-Directed** Health Consumer

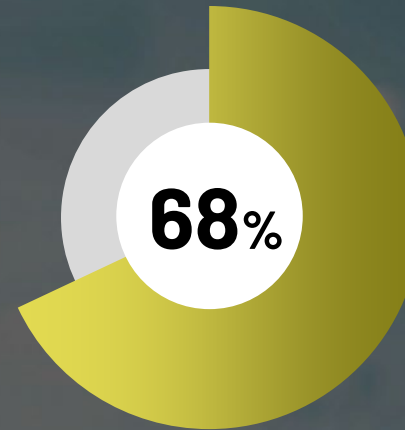
Thai consumers are not waiting for the system. They are building their own.



of Thais would like more control over decisions about their health



always try to find out healthcare information by themselves rather than relying on what their doctor says



often take health decisions (over the counter drugs, home remedies, etc.) independently without consulting a doctor or a medical professional (vs. 59% globally)



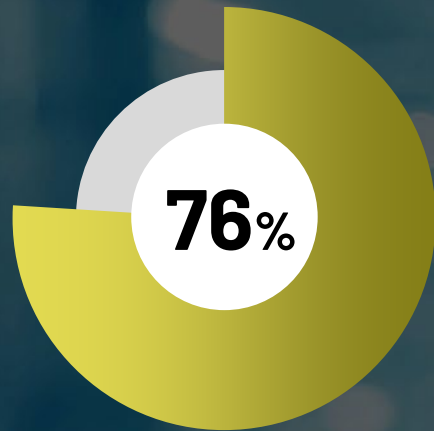
Source: Ipsos Global Trends, Ipsos Health Service Report

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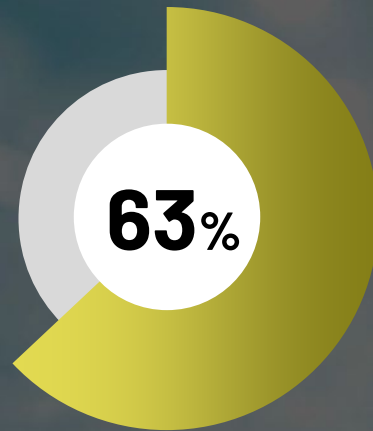


The **Self-Directed** Health Consumer

Thai consumers are proactive, research-driven, self-investing, and prepared to spend — but only on brands they trust and products they believe in.



will sacrifice convenience if it means getting healthier products



are generally willing to spend extra for a brand with an image that appeals to them



Source: Ipsos Global Trends

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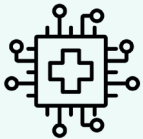
The doctor's room is changing, and it is the consumer driving the change.

Consumer-Led, Data-Driven Healthcare:



Wearable data

(e.g. Continuous Glucose, HRV)



Smart device trends

(e.g. sleep architecture)



Optimisation and longevity

(e.g. Biological age, health trajectory)

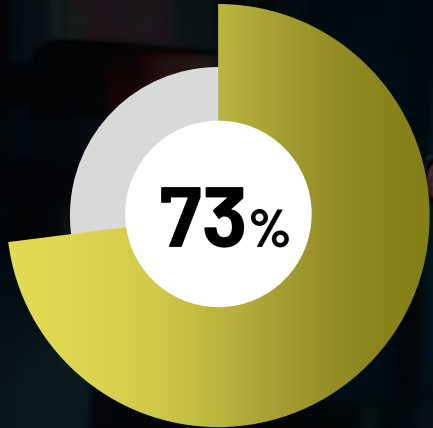
Source: [Ipsos Longevity Shift POV, Mar 2026](#)

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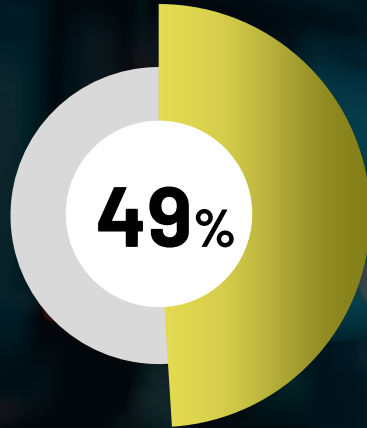


AI as the Ultimate Personal Health Assistant

Tech and AI: The Tools of the Self-Directed Consumer



73% are comfortable having AI recommend health treatments based on their medical history (vs. 51% globally)



49% believe the increased use of AI will make their health better (vs. 36% globally)



This image is AI generated

Source: Ipsos AI Monitor



Mental Health as a Priority



Thailand vs. Global Health Concerns

Thailand



Stress

40%



Mental Health

33%



Cancer

32%



Drug Abuse

30%



Obesity

11%

Global



Mental Health

45%



Cancer

38%



Stress

31%



Obesity

25%

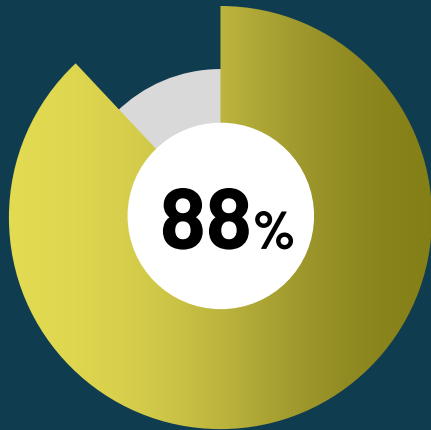


Drug Abuse

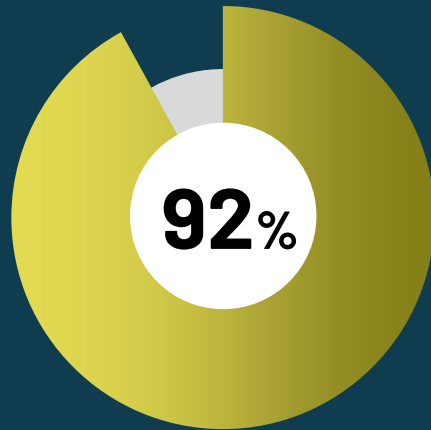
23%

Source: Ipsos Health Service Report

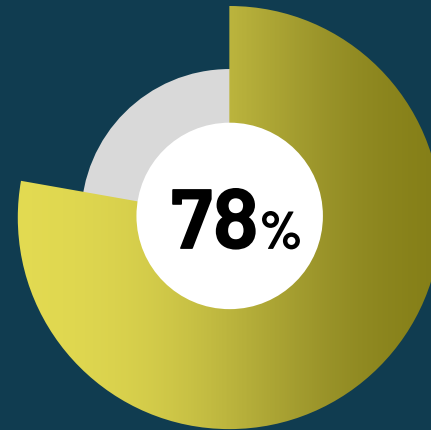
Emotional and cognitive wellbeing is the defining health priority of our time – and it is inseparable from longevity.



of This say "I need to do more to look after my mental wellbeing"



say "I need to do more to look after myself physically"



wish they could slow down the pace of their life



Source: Ipsos Global Trends

Redefining the "Silver Space"



Meet the "Yold": The Opportunity Gap

People aged **60+** have significant purchasing power and growing technology fluency

Yet only **19%** feel that products and services are designed for them

41%

of Thais say they are often **discriminated against** because of their **age**

(39% Boomers / 46% Gen X)

The fastest-growing consumer segment in Thailand is also the one most brands are ignoring.

Source: Ipsos Global Trends, Ipsos Generations Report



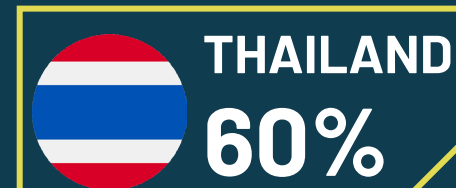
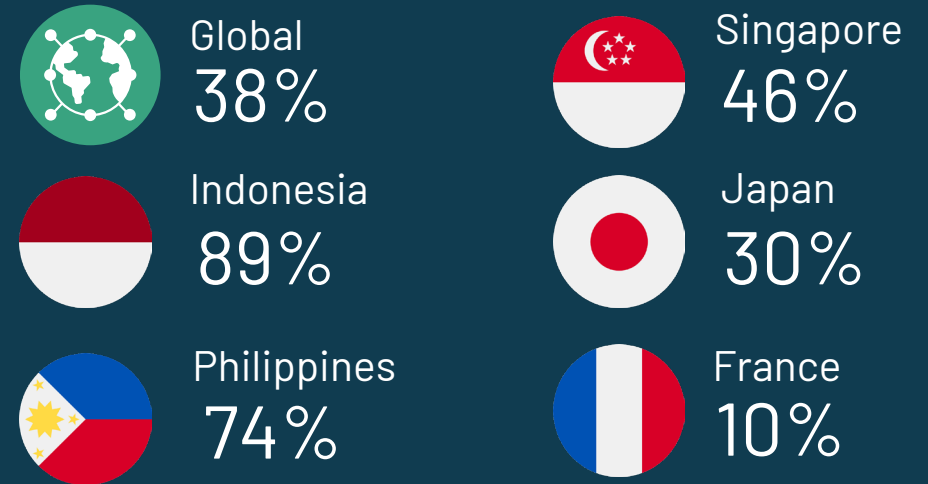
Thai consumers are uniquely ready for the longevity economy

Q: To what extent, if at all, are you looking forward to your old age?



Thai consumers are **not afraid** of ageing.
They are **planning** for it.

Regional comparison – who looks forward to old age:



Source: Ipsos Global Trends, Ipsos Attitudes to Ageing

Opportunities for the Longevity Economy



**Make Self-Care
Easy, Tangible, and
Daily**



**Become the Trusted
Voice in the Channel
Where Consumers
Already Learn**



**Speak to Vitality
Today, Not Just
Survival Tomorrow**

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