

HOW HEALTH-CONSCIOUS CONSUMERS ARE REDEFINING RETAIL IN 2025

A clear and growing trend has emerged: more people prioritising health and wellness in their spending habits, with a noticeable increase in nutrition and fitness-related transactions.

Recent insights from Experian and Reward reveals a 6% year-on-year increase in spending on areas like gym memberships, grocery deliveries, and organic food purchases. This shift signals a broader change in consumer behaviour - one driven by intentional living and spending. Our analysis identifies four key consumer groups leading this transformation:



THE YOUNG WELLNESS ENTHUSIASTS (18-34)

Once associated with nightlife and indulgence, younger consumers are now more focused on clean eating and holistic health. The rise of the Gen Z sober movement and increased gym participation are clear signs of this shift.

13%

YoY increase in home meal services spending, reflecting a move toward healthier, home-cooked meals

9%

growth in fitness-related spending, including gym memberships and organic food purchases

9%

of this group purchased running trainers, indicating a focus on cardio activities

THE MIDLIFE FITNESS ADOPTERS (35-64)

For this group, “New Year, New Me” has evolved into a sustained commitment to health and fitness. Their spending habits reflect a shift from short-term resolutions to long-term lifestyle investments.

7%

YoY increase in gym and fitness equipment spending among 35-44 year olds, signifying a shift from short-lived resolutions to ongoing health investments

6%

increase in sales from those aged 45-64 was seen by snow sports brands, demonstrating more investment in fitness hobbies

10%

YoY increase has been seen among the 45-54 age group in hiking and outdoor brands, highlighting a preference for low-impact exercises



THE DIGITAL-FIRST SENIORS (65+)

Contrary to the outdated belief that older consumers aren’t tech-savvy, this group is driving significant growth in online grocery shopping and ethical food purchases.

9%

YoY increase in online grocery spending

6%

increase in spending at specialist organic and ethical grocers

7%

YoY growth in e-commerce spending, just 1% behind the 18-34 demographic

THE E-COMMERCE SHOPPERS ACROSS AGE GROUPS

January’s seasonal discounts sparked a surge in digital shopping, with the high street taking a backseat to online purchasing.

7%

YoY increase in overall online shopping

8%

increase in e-commerce spending among both young adults (18-24) and older consumers (65+)

9%

growth in digital marketplace spending, with increases of 13% among 18-34-year-olds and 11% among 35-44-year-olds



WHAT THIS MEANS FOR RETAILERS IN 2025

To capture this growth, brands must:



Leverage consumer behaviour insights to create personalised shopping experiences and targeted promotions.



Diversify your loyalty propositions, including offers on spend and eGift Cards.



Expand digital offerings to meet the increasing demand for online shopping, particularly among traditionally overlooked demographics.



Introduce subscription models and bundled services to encourage repeat purchases and long-term engagement.

The retail landscape is evolving rapidly, and businesses that align with these new consumer behaviours will be the ones that thrive. Health-conscious, digitally empowered and more discerning than ever, today’s consumers expect retailers to support their broader lifestyle aspirations. To stay competitive, retailers must embrace digital engagement, personalisation, and value-driven offerings.