

Wellness or the Wallet? What Consumers are Saying When it Comes to Preventive Health

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If you were given three to four additional hours in a week, would this time be given to health or wealth?

According to a recent survey^[1] by a multinational insurance firm, the answer revealed a staggering 85 per cent of those in Singapore picked good health over chasing monetary gains. Among this group, 61 per cent acknowledge well-being to be the foundation towards pursuing other life goals.

This continues to align with recent year trends^[2] which found that 63 per cent of consumers look to improve their health even if not suffering from symptoms. Increasingly, consumers are taking positive action to prevent health concerns before they arise, thus driving the sales of products which meet personal well-being needs^[3].

As people become more informed about the benefits of early intervention, the demand for preventive health solutions has skyrocketed.

Preventive Health is Wealth

As the adage goes, "Prevention is Better than Cure". With the rise of global societal challenges such as ageing populations, chronic diseases, and disparities in care access, governments are strengthening policies on preventive healthcare so citizens can live well, as they age and work longer.

In Singapore, it is estimated that by 2030, around one in four citizens will be aged 65 and above^[4]. In 2023, the nation launched its "Live Well, Age Well" programme for healthy ageing, targeting those above 50 years old, towards group

exercise sessions and educational classes on mental wellbeing.

Moving to China, India, Japan and South Korea, Population Health Management (PHM) solutions^[5] are used to support integrated care networks, personalised health interventions, precision medicine platforms and more. Most recently, Korea, Japan, and China have also [signed key agreements](#) to enhance health cooperation, including promoting healthy ageing.

To stay independent and thrive, it's essential to embrace smart strategies for healthy ageing. Nourishing your body with the right foods at every stage of life can boost well-being and help fend off diet-related health issues.

Healthy Ageing Throughout All Phases of life

As age increases, so does the risk of non-communicable diseases (NCDs). These are influenced by a range of factors, such as having high blood glucose, blood fat levels or raised blood pressure, as well as by being overweight or obese.

Fortunately, in recent years, consumers have been taking a more long-term approach to their health, especially when it comes to their food choices. One in five (21%) have opted to limit their diets to stay healthy, and twice as many (40%) eat foods that have a positive impact on their health^[6]. According to a global consumer survey by One Inch Whale on behalf of BENEØ, almost 7 in 10 consumers believe that healthy foods give them control over their future health. In some countries, such as Indonesia, this percentage is even higher, at around 85%^[7].

#1: Prebiotics for Gut Health

One key strategy is maintaining a healthy gut, as an imbalanced gut microbiota is affected by diet, lifestyle, and age can lead to frailty, chronic diseases, diabetes, and depression, ultimately affecting overall well-being.

But despite what many believe, healthy eating goes beyond consuming fruits and greens.

Consumers can look towards prebiotics – ingredients that nourish our beneficial gut microbiota, which is important for overall health. More than half of consumers (57 per cent) in Asia Pacific are already very interested in the gut microbiome^[8]

BENEØ's chicory root fibres, Orafiti® Inulin and Oligofructose are good examples. In addition to their prebiotic properties, they also contribute to a low glycaemic diet by replacing fast carbohydrates, which are known to increase the risk of obesity and illnesses. Chicory root fibres also allow for the reduction of sugar and fat in food formulations, thereby improving its nutritional profile while simultaneously enriching the food with dietary fibre.

#2: Smart Carbohydrates for Weight Management

With many people affected by overweight or obesity and diabetes worldwide, options to improve metabolism in favour of healthy development and disease prevention or successful diabetes management is a topic of great relevance.

Not all sugars are alike. BENEØ offers a slow-release version, Palatinose® (generic name: isomaltulose), which gently provides carbohydrate energy, thus supporting lower and more balanced blood glucose levels with less insulin demand and an improved metabolic profile. It is also worth noting that moderate blood glucose levels are associated with a better energy status, and improved cognitive functions and can also lead to less cravings.

#3: Beta Glucans for Heart Health

As consumers become increasingly health-savvy and seek out nutritional information, it's no surprise that 1 in 2 people globally have heard of beta-glucans^[9]. Naturally present in cereals, like oats and barley, this soluble fibre has been shown to support heart health by reducing cholesterol levels and improving overall cardiovascular function.

With a total fibre content of 40% (inclusive of beta-glucans), BENEØ's beta-glucan enriched barley flour, Orafiti® Î²-Fit also promotes digestive health by promoting bowel regularity and supporting gut microbiota for enhanced nutrient absorption – which is essential for maintaining vitality as we age.

As immunity naturally weakens with age, food developers have the opportunity to protect consumers' health with BENEØ's innovative suite of ingredients. These ingredients go beyond basic nutrition, so consumers can best gain all optimal nutritional benefits for a healthier and holistic lifestyle in 2025.

[1] [https://www.prudential.com.sg/about/newsroom/press-release/2024/dollars-over-diet-prudential-poll-finds-that-only-15-per-cent-prioritise-wealth-over-good-health#:~:text=Close%20to%20two%2Dthirds%20of,market%20\(76%20per%20cent\)](https://www.prudential.com.sg/about/newsroom/press-release/2024/dollars-over-diet-prudential-poll-finds-that-only-15-per-cent-prioritise-wealth-over-good-health#:~:text=Close%20to%20two%2Dthirds%20of,market%20(76%20per%20cent))

[2] FMCG Gurus Health & wellness survey 2023 HAW952

[3] Innova Top Trends 2024

[4] <https://www.straitstimes.com/singapore/singapores-population-ageing-rapidly-184-of-citizens-are-65-years-and-older>

[5] <https://www.newswire.com/news/growing-demand-for-population-health-tools-in-asia-pacific-highlighted-22483562>

[6] Innova Global Consumer Drivers and Opportunities in Functional Nutrition, 2023

[7] BENEÓ's Global Consumer Survey on Prebiotics; conducted by One Inch Whale in February 2023 in France, Germany, Indonesia, Italy, Mexico, Poland, Thailand, UK, US (N=9243)

[8] HealthFocus International Trends Studies 2022

[9] FMCG Gurus Digestive Health Surveys 2022