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Women, Midlife and the Quest for Healthy Longevity

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As women move through midlife, their nutritional needs evolve significantly. Hormonal changes, busy lifestyles and shifting health priorities often make it difficult to maintain optimal nutrition through diet alone. At the same time, women today are increasingly focused on extending not just lifespan, but healthspan, the years lived in good health, energy and independence.

According to a NestlÃ© spokesperson, these shifts in consumer needs are reshaping the healthy ageing market and creating demand for targeted nutritional solutions for midlife adults.

With nearly half of the global population expected to be over 40 by 2040, the gap between what people should consume for their nutrition and what they actually consume continues to widen. This gap can be particularly relevant for women, who often juggle professional responsibilities, caregiving roles and personal health needs.

â??Many adults fail to meet their recommended daily intake of essential nutrients, especially during midlife when nutritional requirements change,â?• a NestlÃ© spokesperson explains. â??At the same time, modern lifestyles make it harder to maintain balanced diets and consistent wellness routines.â?•

This growing challenge has prompted companies to rethink how nutrition can support healthy ageing. Products such as NestlÃ© Vital, a science-based nutrition range, are designed to help adults easily incorporate essential nutrients into their daily routines while addressing key areas of concern such as energy levels, cognitive function, muscle strength and sleep quality.

Nutrition Designed for Womenâ??s Changing Needs

Midlife brings several physiological changes for women, including shifts in metabolism, muscle mass and sleep patterns. Nutritional strategies that combine high-quality protein, fibre, essential vitamins and minerals, along with clinically tested bioactives, are increasingly being explored as ways to support these changes.

The NestlÃ© spokesperson notes that formulations aimed at healthy ageing go beyond traditional protein beverages. â??These nutritional drinks provide not only high-quality proteins and fibres but also lipids, carbohydrates and a full spectrum of vitamins and minerals along with clinically proven bioactives,â? they say. â??The goal is to support several health priorities simultaneously, from energy and focus to muscle restoration, sleep quality and even healthy skin.â?

For women navigating demanding daily schedules, convenience and taste also remain critical factors in ensuring consistent nutritional intake. High nutrient density combined with palatable flavour and texture can help integrate functional nutrition into everyday routines.

The Importance of Daily Health Routines

Behavioural research shows that one of the biggest barriers to healthier living is not awareness, but consistency. Many adults want to maintain active, healthy lifestyles, yet struggle with motivation, conflicting information or lack of time.

To address this challenge, NestlÃ© structured its Vital range around two day-part routines: Morning Routine and Evening Routine. The concept aligns nutritional support with the bodyâ??s natural rhythms throughout the day.

â??Most adults aspire to live long, active lives, but busy schedules often make it difficult to maintain healthy habits,â? the spokesperson says. â??The morning and evening routine approach helps address key needs: energy, focus, strength and recovery, while making it easier for people to build sustainable wellness habits.â?

For women balancing careers, family and personal health goals, structured routines can simplify wellness decisions and encourage long-term adherence.

Healthy Longevity as a Growth Opportunity

The growing focus on proactive health and ageing well is driving rapid growth in the healthy longevity sector. Nutrition companies are increasingly investing in science-based solutions aimed at specific life stages, including midlife.

â??Healthy longevity is expected to become a major growth area within our broader nutrition portfolio,â? the NestlÃ© spokesperson explains. â??The proactive nutrition and healthy ageing market is projected to expand significantly by 2030, and innovation in this space allows us to develop targeted solutions for different life stages.â?

For women, who often take a proactive approach to preventive health and wellness, this category represents a particularly strong opportunity.

Expanding a Global Healthy Ageing Ecosystem

While NestlÃ© Vital initially launched in Brazil, the company plans to expand the concept to other markets, including Europe and Asia. Regional adaptations may involve tailored formulations, flavour profiles or communication strategies that reflect local dietary habits and cultural expectations around wellness.

The product range is also designed to integrate with NestlÃ©â??s broader Smart Ageing initiative, an ecosystem focused on combining nutrition with lifestyle habits that support long-term wellbeing.

â??The Smart Ageing program encourages simple, science-backed micro-habits for nutrition, body and mind,â? the spokesperson says. â??Participants receive guidance, weekly checklists and personalised recommendations that help them build healthier routines alongside nutritional solutions like NestlÃ© Vital.â?

As the global population ages, the conversation around health is shifting toward preventive care and daily lifestyle choices. Nutrition, particularly convenient, science-based solutions will play a key role in helping women maintain vitality through midlife and beyond.

For companies like NestlÃ©, the opportunity lies in developing products that bridge the gap between clinical nutrition science and everyday wellness habits.

â??Healthy longevity isnâ??t just about living longer,â? the spokesperson says. â??Itâ??s about helping people feel energised, stay active and maintain wellbeing throughout life and nutrition can be a powerful part of that journey.â?

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