

# As Pandemic shifts, holistic wellbeing takes the centre stage

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By [Anshu Budhraj](#) CEO, [Amway India](#)

The [COVID-19 pandemic](#) has challenged the status quo globally, making irrevocable changes in consumer consumption patterns across industries. Asian consumers, particularly Indian audiences, have shown a massive shift towards a holistic and preventative approach to wellness, a trend which will be further fueled in the wake of COVID-19.

The current global health crisis is slowly altering how people manage their health from several perspectives, including both, physical and mental wellbeing. Currently, there is a shift towards living a balanced and healthier life and consumers across age groups are seeking optimum nutrition and strong immunity through quality dietary supplements, immunity boosting products along with regular exercise.

Some key shifts witnessed in the industry are:

Shift towards organic foods

During the current global health crisis, increased preference to understand the farm-to-factory journey and how that affects the efficacy of the ingredients used in the products is being noticed.

This makes it imperative for brands to offer products with well spelt out label with a stronger sustainability and tractability narrative. This will also enable trust among consumers, a strong attribute that needs to be reinforced by brands in the current times.

Organic food and supplements avoid synthetic pesticides and fertilizers and are therefore perceived to have less harmful chemicals than conventional products. Over the years, various studies also show that organic food may contain more nutrients than standard food.

Shift towards traditional immunity boosting remedies

Interestingly, the pandemic has altered consumer lifestyles with an increased focus on preventive healthcare remedies that are traditional in nature. Indians have long been custodians of the ancient wisdom of Ayurveda and today, many consumers have turned towards it, including home remedies and natural healing over a professional / medical consultation.

There has been a significant surge in the demand for Ayurvedic/herbal products with immunity boosting benefits. The increased relevance can also be attributed to the Government's recommended use of Ayurveda to boost immunity.

Shift towards locally manufactured products

In a safety and sustainability conscious COVID-19 world, a product's sourcing and production journey is likely to become important to the consumers. As per the recent Kantar's COVID-19 Barometer, globally, consumers are now more in favour of products that are have been produced locally. 65% of people prefer buying goods and services from their own country.

More local the origin, more the likelihood of consumer purchase. Even before the COVID-19 pandemic, a Nielsen survey reported that global consumers were influenced by origin. While 11% of global consumers said they only bought products manufactured in their country, an additional 54% 'mostly' bought local products.

We expect this trend to grow rapidly in the current times as well, especially in the wake of our honorable Prime Minister Narendra Modi's clarion call for an Aatma Nirbhar Bharat encouraging us to embrace local innovations. We have always been committed to working in alignment with the Government's vision of reinforcing the 'Make in India' initiative and we are well on course to support a self-reliant India by developing and manufacturing quality products at our state-of-the-art manufacturing facility in Madurai.

Shift towards a holistic brand for consumers' needs

Health and wellness trends tend to change over time. But what has remained constant, however, is consumers' need to make progressive changes in their daily routines to lead a more balanced and healthy life. Today, this has become relevant more than ever before. The pursuit of wellness has made its way to be an integral aspect of the modern consumer's lifestyle and 'self-care' has become the new essential now.

There is a greater appreciation for how immunity plays a major role in maintaining that healthy life. The heightened awareness of immunity is one big mega trend.

As the world adjusts to a new normal, brands need to be cognizant of the permanent behavioral shift in consumption patterns to re-think their portfolios and meet them with agility through innovative products.