

The Future of Healthcare is Preventive: Signals from Emerging Ingredient Trends

The online research was conducted in July 2026 in China, Taiwan, India, and Indonesia (N=100 per market; 18yrs+) to map ingredient with perceived benefit.



1.

Overall findings

✓ Green Tea = The Holistic Wellness Hero

Green Tea dominates across multiple healthcare benefits:

- Digestion
- Stress reduction
- Relaxation
- Sleep support
- Weight management
- Antioxidants
- Healthy ageing

This is the broadest and most scalable functional-health platform.

✓ Turmeric = Inflammation & Recovery

- Pain management
- Gut health
- Detox
- Anti-inflammatory perceptions

This is particularly attractive for Healthy ageing, Joint health and Active lifestyle products.

✓ Ginger = Immunity Champion

The strongest single benefit association across markets: Ginger = Immunity (**43%**). This gives Ginger a powerful role in:

- OTC wellness
- Functional beverages
- Immunity supplements
- Cold/flu prevention platforms

✓ Goji Berry = Vision & Cognitive Health

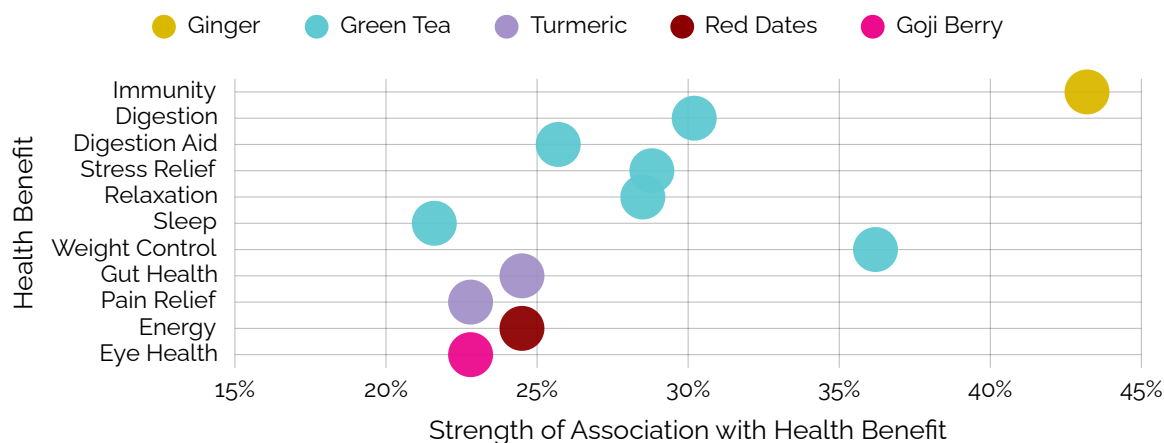
- Eye health
- Memory/cognition

Making it a useful ingredient for Healthy ageing, Screen-time support, Brain health products.



2.

Map of ingredients with perceived benefit



3.

Differences across markets



China

Traditional Chinese Medicine ingredients carry substantial authority:

- Reishi
- Cordyceps
- Ginseng
- Astragalus

Healthcare concepts can lean heavily into: Immunity, Vitality and Longevity.



Taiwan

Strong associations observed around:

- Goji Berry
- Reishi
- Red Dates

Taiwan balances traditional and modern wellness. This suggests opportunities in: Women's health, Healthy ageing, Vision health, Beauty-from-within.



India

The strongest ingredient ownership exists here:

Amla Immunity, vitality	Ashwagandha Stress, wellness
Ginger Immunity	Turmeric Immunity, gut health

India shows the highest trust in Ayurvedic ingredients and would support more "science-backed tradition" communication.



Indonesia

Indonesia is highly conviction-driven around:

- Ginger → very strong immunity credentials
- Turmeric → health and digestive benefits

A more herbal-functional positioning is likely to outperform highly clinical claims.

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