

2024 Habits and Healthspan Survey



Amway

Introduction

Amway, a health and wellness company operating across 100+ countries, partnered with global market research leader, Ipsos, in August 2024 to conduct its “Habits and Healthspan” survey of U.S. adults ages 18 to 70. This study of prevailing health habits and knowledge reveals surprising differences between perceptions and fact, and between intent and action.

The results are often contradictory and reveal a widespread lack of awareness. While most consumers ages 18 to 70 aim to prioritize their health by taking daily supplements such as vitamins, minerals, and botanical products, **almost half** mistakenly believe the FDA approves dietary supplements in the U.S.

Virtually every parent with a child under 18 in the survey agrees it is important to instill healthy habits in their children before the age of 18. Yet among respondents ages 18 to 70 who report engaging in at least one healthy lifestyle behavior in the past 12 months, a staggering 57% of respondents say they started healthy habits due to medical reasons.

Through an analysis of the “Habits and Healthspan” survey, we also see knowledge gaps in gut health as well as generational and cultural differences in nutrition, exercise and habits. These insights underscore the need for a more proactive approach sustained by the support of family and community members sharing a common goal of supporting health and wellbeing.



Part 1

Supplements and Bridging the Knowledge Gap in Traceability

Daily Supplement Consumption

Regardless of the reason — nutritional gaps, immune support, or performance and recovery — **the majority of those surveyed between ages 18 to 70 (77%) take at least one supplement every day**, and 36% are taking multiple daily. Use is consistent across sexes with men and women participating equally in this daily regimen.



Spanish-speaking Hispanic respondents report lower usage with **67%** taking at least one supplement daily and only **24%** taking multiple.

82% of those with a household income of \$100k or more take supplements at least daily, compared to **70%** of those with a household income under **50k**.

The Benefits

77%

of Americans 18 to 70 who have made supplements part of their daily routine believe these products have had a positive effect on their health, with one in four (**24%**) considering supplements to be “critical.”

This strong sentiment suggests a significant reliance on these products as dependable and accessible support for health and wellbeing.

Income level shows another gap as **82%** of those making **\$100k** or more believe their routine positively impacts their health and wellbeing compared to **72%** of households making under **\$50k**.



Variety, the Spice of Life?

In addition to supplements, most consumers plan to incorporate a wide range of health measures and fortified foods into their lifestyle in the next 12 months:

- 83%** of Americans ages 18 to 70 years plan to use basic supplements such as a multi-vitamin (**58%**).
- 64%** plan to use digestive health products such as probiotic foods or beverages (**27%**) or fiber supplements (**22%**).
- 62%** plan to use immune support supplements, such as an herbal/plant supplement for immune support (**19%**).
- 78%** expect to employ preventive measures such as the use of hand sanitizers and bacterial soap (**63%**) and immunizations and vaccines (**45%**).
- 74%** indicate they will use fortified foods and beverages, including herbal teas (**29%**), electrolyte replacement beverages (**23%**), or smoothies boosted with dietary supplements (**16%**).



More than half of all Americans ages 18 to 70 years (**52%**) engage in proactive testing and healthy lifestyle efforts, such as genetic testing (**9%**). High-income groups and Spanish-speaking Hispanic respondents are more likely to adopt diverse health and wellness strategies.



The FDA **does not** approve dietary supplements before they reach the market

47% Almost half of all Americans surveyed mistakenly believe the supplements they buy on store shelves have been approved by the FDA.

Only **29%** of Americans surveyed know that the FDA does not test and approve supplements before they are sold to consumers.

39% say they have confidence their supplements are safe and effective because the FDA approves them – a belief that is incorrect.



A key reason for this widespread misconception?

Supplements are regulated differently than prescription medicines in the U.S. Under the Federal Food, Drug and Cosmetic (FD&C) Act, the companies are responsible for ensuring their products are safe and accurately labeled and that any claims made are truthful and can be substantiated.

An Empowered Consumer

Without FDA approval, the responsibility for evaluating supplements falls on consumers. Fortunately, with a wealth of information readily available online, people can thoroughly research and assess ingredients independently. In fact, growing consumer demand for sustainable practices is contributing to corporate trends across many sectors.

Our survey shows that consumers ages 18 to 70 are prioritizing product traceability, sustainability practices and ingredient transparency.

Overall, **87%** of Americans surveyed want to know what they are putting in their bodies, with 67% indicating they are more likely to purchase supplements that are traceable.



Traceability, or being able to track where ingredients are grown and each step through the manufacturing and production process, is an important tool to empower consumers.



More than half (60%) of consumer respondents agree it's important to know the seed-to-production path to ensure quality.

73% agree that they value sustainability and a healthy environment.

Consumers ages 18 to 70 not only care about how their supplements are manufactured, but where they are manufactured. A resounding **77%** of respondents who take supplements report it's important to them that their supplements are manufactured in the United States. However, only **54%** of consumer respondents who take supplements say all the supplements their family takes are actually manufactured in the U.S.

Overall, there is a strong sense of confidence among the majority of 18 to 70-year-olds who take supplements, with **79%** considering themselves knowledgeable about how supplements and their diet interact and work together. Only one out of five (**21%**) supplement users characterize themselves as not knowledgeable.

More men



26%

than women



20%

surveyed feel they are “very” knowledgeable about how their supplements fit into their diet.



One in three

33%

respondents who use supplements and have children in their household claim to be “very” knowledgeable, compared to 18% of households without children.

The Clean Beauty Movement Takes Off

The scope of informed consumerism goes beyond supplements to broader external factors such as environmental pollutants. Among our respondents, interest is strong in personal care products. As the body's largest organ — and a porous one — what goes on your skin is important.

Consumers care about what goes into their bodies, but also what goes onto their bodies.

87% of surveyed consumers ages 18 to 70 agree that clean and sustainably made cosmetic and skincare products are superior to those that are not.



When it comes to sunscreen, three in five respondents would prefer to use products with third-party assurances such as the Skin Care Foundation Seal of Recommendation - only **6%** of consumers ages 18 to 70 disagree.

With **78%** of respondents concerned about the impact of pollutants (and **29%** “very” concerned), environmental health emerges as a component of overall wellbeing that is of substantial interest to many consumers.



Part 2

Americans Face Prevalence of Gut Issues



Gut health emerges as a significant issue in the U.S. with **62%** of consumer respondents reporting they have experienced common gut issues in the past, and one in three (**34%**) noting they are currently experiencing a gut issue.

More women (**67%**) than men (**57%**) surveyed have experienced common gut problems.

Furthermore, **42%** of consumer respondents report that they or someone close to them have experienced common gut problems that could not be properly diagnosed by a doctor.

- Experiences with undiagnosed gut problems are higher among the younger age group surveyed, with **54%** of those ages 18 to 34 noting this has affected them or someone they know, compared to only **38%** of those over age 35.
- **50%** of Spanish-speaking Hispanic respondents have experienced undiagnosed gut problems, which is higher than overall prevalence.

Among consumers ages 18 to 70 who say they are currently experiencing a gut issue, half were seeking treatment, but the other half have not seen a doctor.

What is a healthy gut?

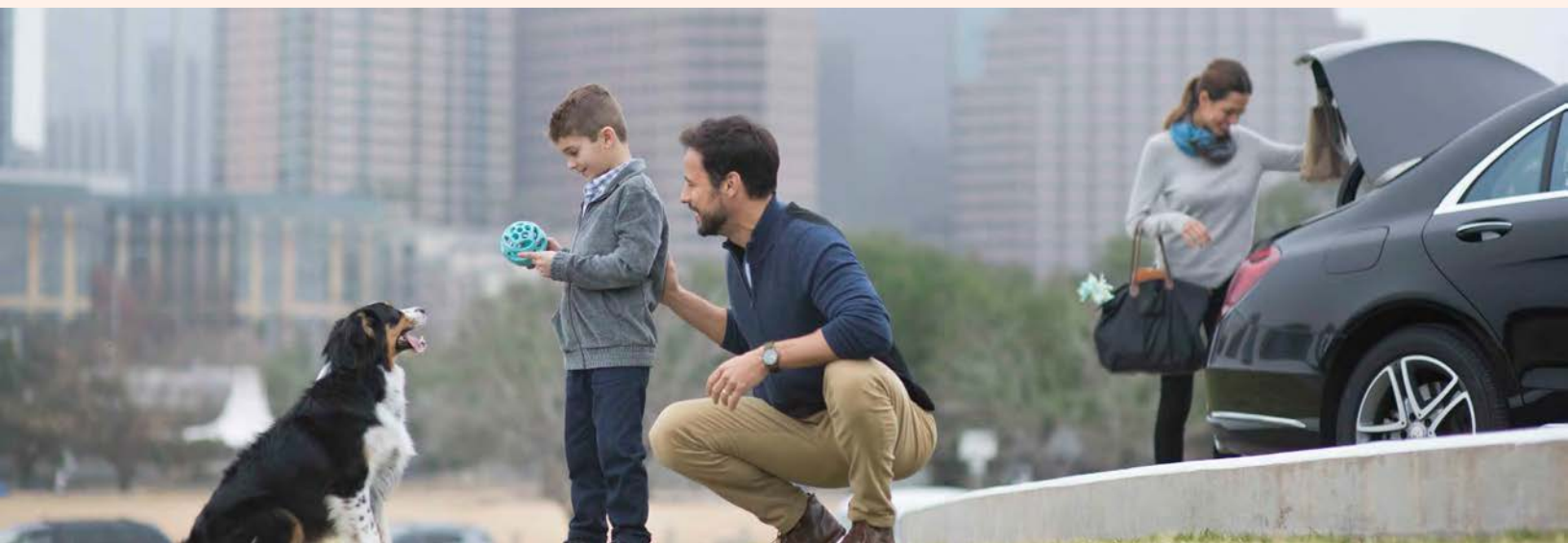
Only **41%** of surveyed adults feel they know what constitutes a healthy gut biome.



Almost half of consumers ages 18 to 34 (**49%**) feel confident they know what constitutes a healthy gut biome, compared to only **28%** of those ages 55 to 70.



A larger percentage of Spanish-speaking respondents (**50%**) say they know what constitutes a healthy gut biome compared to overall respondents. Also, a larger percentage of the Spanish-speaking Hispanic demographic, **68%**, say they have experienced common gut problems compared to overall respondents.





Understanding your Gut

Given the widespread gut issues among U.S. adults ages 18 to 70 who were surveyed and the low level of consumer confidence in understanding, it's clear we have a long way to go in addressing or supporting gut health on a national scale. Living with undiagnosed gut issues is uncomfortable and may indicate more serious issues while also having a negative impact on healthspan.



What is a lifespan?

The number of years a person lives, from the time they're born to the time they pass away.



What is a healthspan?

The number of years a person stays healthy and lives an active life.

In the U.S., the gap between life expectancy and healthspan is currently about **11 years**, with the average American lifespan being **77.5 years**, while the average healthspan is **66.1 years**, according to the World Health Organization's (WHO) latest calculations.



Part 3

Difficulties Building Healthy Habits that Stick

An overwhelming **98%** of parents and caregivers feel it is important that their children establish a healthy lifelong routine before they turn 18 years of age. More emphatically, three out of four parents in this group say it's "very" important.

Yet, in a shocking disconnect, **57%** of respondents who have engaged in healthy lifestyle behavior in the past 12 months said they started this behavior because of medical reasons.



36% of these respondents said they were advised to adopt healthy lifestyle behaviors by a doctor or physician.

32% of these respondents started healthy behaviors because they had health issues to mitigate.

In fact, only **36%** of adults ages 18 to 70 who had engaged in healthy lifestyle behavior within the past 12 months say they started their healthy lifestyle behaviors because they learned it at a young age from a parent or loved one - and not in response to a pressing health issue.

Generational differences are also evident among this specific respondent group. Younger adults, and especially Gen Z and younger millennials, who report having healthy lifestyle behaviors were more likely to have these behaviors carried over from childhood but with a notable gap in low-income households:

A remarkable **46%** of consumers aged **18 to 34** learned healthy habits at a young age, compared to only **31%** aged 35 to 70.

40% of consumers from households of **\$100k** and over learned healthy habits at a young age, but only **31%** of those from households under **\$50k** did.

Although establishing and maintaining healthy lifestyle behavior can be difficult, having a circle of family, friends and community that share your goals makes it much easier to maintain healthy habits long term. Among respondents engaging in healthy lifestyle behaviors within the past year,



28% friends



14% social media

were also key reasons cited for starting these habits.

With almost unanimous agreement that establishing healthy habits early is key to preventive care, what are the barriers preventing these healthy habits from being carried over long-term through adulthood?

The Great Snack Time Showdown

Building healthy habits includes educating children on what makes a nutritious, balanced diet, as well as ensuring they use this knowledge in real life. One in four (**26%**) parents who were surveyed admit they feel negative emotions when thinking about their children's nutritional intake and diet, with **18%** feeling "frustrated" and one in ten (**10%**) feeling "helpless."



Moms feel slightly more frustrated (**22%**) than dads (**14%**) when it comes to their children's diet, and more helpless as well with **13%** of moms feeling this way compared to **8%** of dads.



Part 4

Aging, Longevity and Healthspan

When did you start to think about aging? The average age respondents report thinking about aging is between 30 to 39 years of age, followed by 40 to 49 years.

However, a deeper look reveals a generational shift showing that Millennials and Gen Z are concerned with aging much earlier than Gen X and Baby Boomers.

Similarly, **44%** of consumers aged 18 to 34 years said they started caring about aging between 20 to 29 years of age, whereas only **6%** of consumers ages 35 to 70 did.

Does parenting make people think about aging earlier? Maybe — **65%** of parents and caregivers surveyed say that they were thinking about aging before they were 39 years old. Compare this with only **43%** of **18 to 70-year-olds** surveyed who don't have children under 18 at home.

Earlier Awareness Leading to Benefits

Early concern about aging might reflect a growing awareness among younger generations regarding the long-term impact of their health choices. This shift can lead to earlier adoption of preventive measures — such as regular exercise, healthy eating and stress management — all of which can enhance longevity and quality of life.

Perceptions and Knowledge Shape Lifestyle Choices

Exercise and diet are dominant factors that impact healthspan according to consumer respondents, with varied emphasis on social, philosophical and spiritual aspects across demographics.

Overall, **79%** of surveyed Americans believe exercise could impact their healthspan, and **75%** believe the same about diet. When asked what healthy lifestyle behaviors they have been doing in the last 12 months, over half of consumer respondents have been exercising regularly (**57%**) and maintaining a healthy weight with a diet high in fruits and vegetables (**50%**). Most also claim to drink enough fluids (**73%**) and get adequate sleep (**55%**).

Other factors that Americans 18 to 70 believe could impact their healthspan include “family” (**45%**) followed closely by a “sense of purpose” which was chosen by **42%**. One-third (**31%**) also noted that “community and social connections” are important, with **36%** of women compared to **25%** of men indicating this is a factor.

Time Travel Tips to Your Younger Self

If you could magically go back in time, what would you tell your younger self about healthy lifestyle routines? Many consumer respondents recognize missed opportunities in their health journeys.

- 61%** say they would tell their younger self to be consistent with their daily routine.
- 57%** would tell themselves to start sooner.
- 62%** of those between **35 to 70 years of age** would encourage their younger selves to start sooner versus only **47%** of those aged **18 to 34**.
- 51%** would emphasize the importance of educating themselves so they are impacting their overall health and wellbeing.



Part 5

Conclusion

Building Health-Conscious Communities on the Road Ahead

The 2024 “Habits and Healthspan” survey reveals a compelling paradox in consumer behavior. On one hand, respondents value environmental responsibility, sustainable practices and product traceability as factors that promise high-quality supplements to support health & wellbeing. On the other hand, many admit to limited knowledge about regulatory issues within the industry. Parents and caregivers who were surveyed are thinking about aging while in their 20s and 30s, and agree that building healthy habits as children is critical. However, among respondents who engaged in healthy habits over the past year, only a minority say they did so as a result of learning healthy habits at a young age.

These disconnects highlight that knowledge and desire alone are not enough to bridge the gap between intent and action. Building a community of family, friends and like-minded individuals can create an environment where knowledge is exchanged, accountability is encouraged, and a supportive network is woven into the fabric of daily life. Together, we can achieve a lasting impact on our health and wellbeing.



Methodology

This survey was commissioned by Amway and fielded online from August 2 to 12, 2024 by the independent research firm Ipsos to ensure impartiality and accuracy. Ipsos surveyed 1,000 adults ranging from 18 to 70 years in the U.S., weighted to reflect U.S. Census characteristics on gender, age, region, race/ethnicity, and income. An additional respondent group of 250 Spanish-speaking Hispanic adults ages 18 to 70 years old were also surveyed to provide insights specific to this population. The survey has a credibility interval, a measure of precision for online non-probability polls, of +/- 3.8 percentage points.

About Amway

Amway is an entrepreneur-led global health and wellbeing company based in Ada, Michigan, U.S. It is committed to helping people live better, healthier lives across more than 100 countries and territories worldwide. Top-selling brands for Amway are Nutrilite™, Artistry™ and XS™ – all sold exclusively by entrepreneurs who are known as Amway Business Owners. Amway is the No. 1 direct selling business in the world, according to the 2023 Direct Selling News Global 100 list. For company news, visit: <https://www.amwayglobal.com/newsroom>.

