



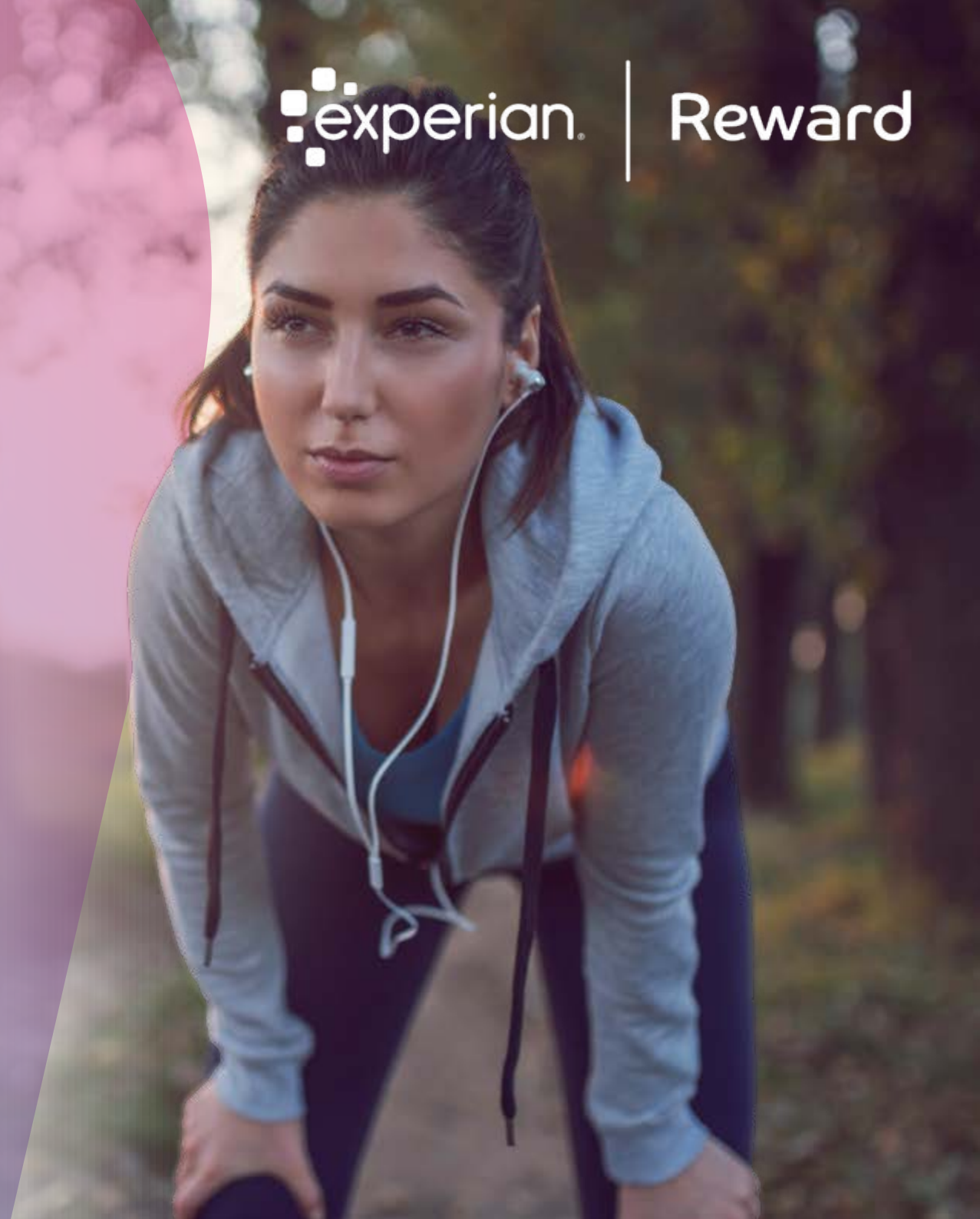
Reward

# HEALTH- CONSCIOUS BRITAIN:

Spend Trends  
Shaping 2025

February 2025

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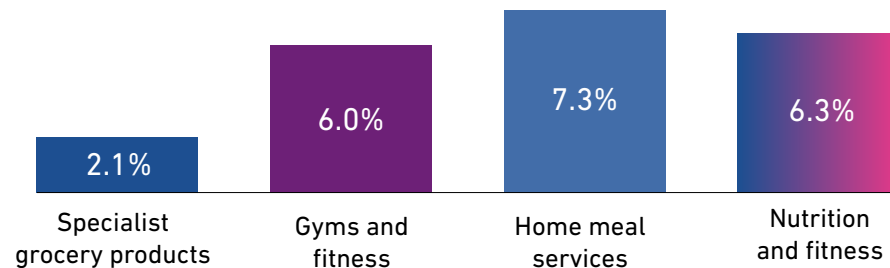


# Introduction

January 2025 has been and gone, bringing with it a wave of new resolutions following the indulgence of the festive season. We set out to explore how these resolutions correlate with consumer spending and whether people are staying committed to their health and wellness goals.

And our initial findings reveal that they are. Analysis of consumer spending over the six weeks ending 20th January 2025 shows a 6% rise in nutrition and fitness-related transactions, including gym memberships, home meal services, and organic grocery products. In fact, we saw an 11% spike in gym sign-ups in December, followed by a 4% sustained rise in fitness spending into January – indicating that fitness resolutions are planned ahead of time.

## YoY spend change in Nutrition and Fitness sectors



- **Nutrition and fitness spending:** gym memberships, home meal services and specialist grocery products
- **Specialist grocery products:** premium organic brands
- **Home meal services:** Recipe Kits and Meal Prep delivery boxes.



At the same time, we examined consumer spending behaviour around the January sales period to understand how discounts influenced purchasing decisions. With the cost of living still a key concern, consumers are becoming increasingly selective about where they spend their money.

Working with our partner **Reward**, we analysed over 1.4 billion card transactions from 10% of UK households across 4,000+ retail brands. Incorporating demographic insights, we identified key consumer groups where the most significant shifts in spending have occurred, while recognising that all age ranges have seen increases. This analysis explores the segments experiencing the greatest changes and the factors influencing their purchasing decisions at the start of 2025.

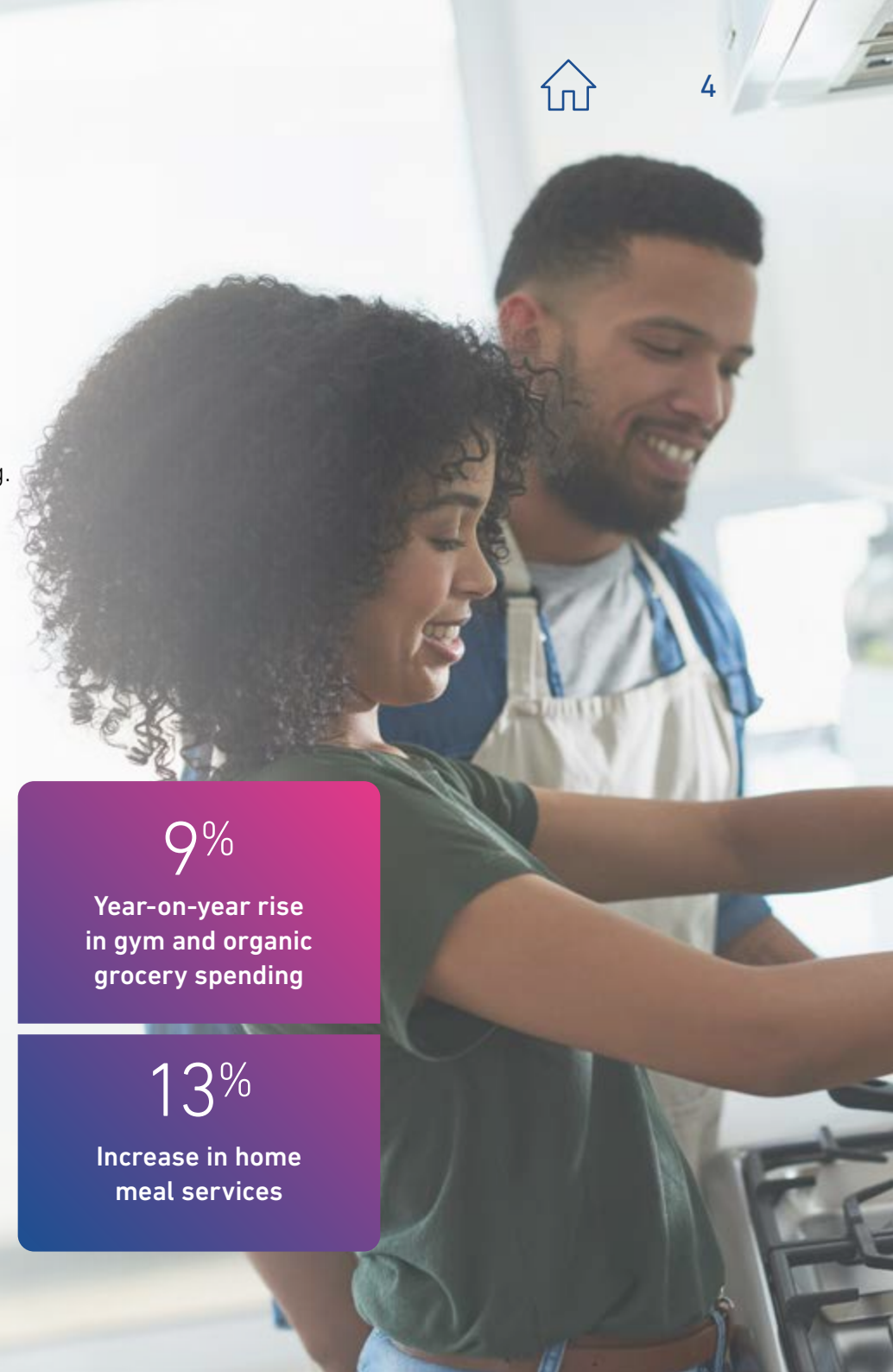


# Consumer segments and their **spending habits**

## The young wellness enthusiasts (18-34)

The stereotype of younger consumers prioritising nightlife and fast food is shifting. This group is investing more in their health, with a **9% year-on-year rise in gym and organic grocery spending** and a **13% increase in home meal services**.

This segment has a strong engagement with digital channels, reinforcing the role of e-commerce in health and wellness shopping. Convenience, premium quality, and wellness alignment are key to their purchasing decisions.



### What retailers should explore:

- Offer **bundled health and wellness packages** combining fitness, apparel, and nutrition products to drive cross-category sales.
- **Use transaction and demographic insights** to understand where these consumers are shopping and what they prioritise.
- Optimise digital targeting strategies to **reach this audience across the right platforms**, ensuring messaging resonates with their focus on well-being and convenience.

9%

Year-on-year rise in gym and organic grocery spending

13%

Increase in home meal services



## The early midlife fitness adopters (35-44)

The “New Year, New Me” mindset is **particularly strong among early midlife consumers**, with a **7% increase in gym and fitness spending**.

This group is taking a **more strategic and sustained** approach to health, investing in premium wellness products, equipment, and services.

### What retailers should explore:

- **Develop loyalty-driven promotions** that encourage repeat purchases, such as incentives for regular buyers of fitness or wellness products.
- **Consider subscription models for groceries, supplements, or fitness-related items** to provide convenience and predictability.
- **Use analysis of spending trends and audience segmentation** to deliver personalised product recommendations based on their shopping behaviours.

7%

Increase in gym and  
fitness spending





## The digital-first seniors (65+)

Traditional stereotypes about older consumers avoiding technology are being challenged. **This group is now helping to drive the strong growth in online shopping, with a 9% rise in home meal services and a 6% increase in specialist food purchases.** In fact, they are just **1% behind younger consumers in overall e-commerce growth**, signalling a major shift in digital adoption.

### What retailers should explore:

- **Optimise digital experiences** by ensuring that websites and apps are easy to navigate, with clear checkout processes and enhanced customer support.
- **Expand home delivery options** - older consumers are embracing online convenience, making reliability and ease of ordering crucial.
- **Use demographic and transaction data** to create targeted campaigns and to tailor messaging for this audience – improving engagement and conversion rates.

9%

Rise in home meal services

6%

Increase in specialist food purchases

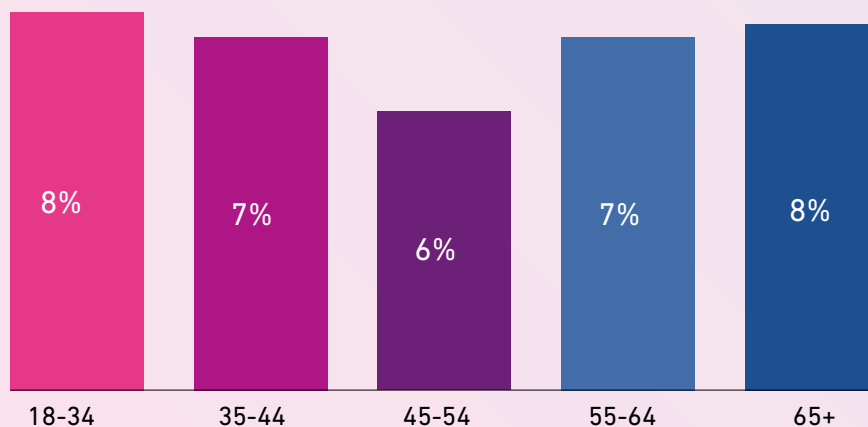


# E-Commerce Shoppers Across Age Groups

As expected in January, discounts and promotions drove a surge in spending. However, instead of flocking to the high street, consumers increasingly opted for online shopping.

- **7% YoY increase in online shopping across all demographics.**
- **8% increase in online spending among both 18-24-year-olds and 65+ consumers, highlighting cross-generational digital engagement.**
- **9% growth in digital marketplaces, with spending increases of 13% (18-34) and 11% (35-44).**

## YoY spend change for online shopping by age range



## What retailers should explore:

Retailers should look to invest in omnichannel experiences that engage both tech-savvy younger consumers and older shoppers embracing digital convenience. Utilising spend insights enables retailers to target audiences with more precise product recommendations, tailored promotions, and optimised marketplace strategies that align with real consumer behaviour. This also ensures campaigns reach the right audiences through the right channels.

As consumers increasingly shift their shopping habits online and engage more with digital marketplaces, retailers should focus on enriching their CRM with market-wide spending insights. Understanding **category-level spend beyond existing customers** enables **more personalised contact strategies**, helping retailers identify high-value prospects, tailor promotions to shopper behaviour, and maximise share of wallet.

While these trends highlight broad shifts in digital shopping behaviour, the ability to leverage transactional insights supports a much deeper level of consumer understanding enabling retailers to target specific purchase behaviours, refine shopper segmentations, and create personalised engagement strategies based on actual spend data.

Retailers should look to maximise the use of subscription services to drive loyalty. **By leveraging** spend insights, they can time offers effectively during high-demand periods, optimise subscription models to align with consumer spending habits, and strengthen customer relationships through data-led engagement strategies.



# Conclusion

The health and wellness market is seeing sustained growth, with consumers across all demographics shifting spending towards fitness, nutrition, and digital shopping experiences.

The sustained rise in gym memberships, premium grocery spending, and e-commerce activity highlights a shift toward more intentional and value-driven purchasing. By taking a data-led approach, retailers can adapt to shifting consumer behaviours, enhance digital experiences, and tailor offerings to key demographics. Those who act now will be best positioned to drive growth, strengthen customer engagement, and stay competitive in 2025 and beyond.

## Key takeaways for retailers:

- **Leverage consumer and spend insights** to understand purchasing behaviours, refine targeting, and optimise audience activation strategies across the right channels.
- **Expand e-commerce and digital services** to meet growing online demand across all age groups.
- **Enrich CRM with market spend insights** to increase personalisation, ensuring product recommendations, promotions, and messaging are aligned with actual consumer spending behaviours.
- **Offer subscription models and bundled packages** to encourage repeat purchases and build loyalty.

For more information on applying these findings to your business, contact Experian or Reward to discover how our spend insights and consumer analytics can inform your strategy.

Contact Experian 

Contact Reward 







# About Experian Marketing Services

Experian Marketing Services empower brands to better understand, connect and engage with their target audience through deep consumer insights. Our expertise spans demographics, research and dynamic behaviour analysis, providing actionable insight to inform smart marketing and location investment decisions across UK and international markets.

Our addressability and linkage solutions help brands, publishers, and agencies reach audiences effectively across their own and paid media channels, even in a cookieless digital landscape. By intelligently connecting disparate identity data points, we enable businesses to maximise their first party data, scale digital campaigns and measure results effectively.

For more information, please visit [Experian Marketing Services](#) 



# About Reward

Reward is a global leader in Customer Engagement and Commerce Media, operating in more than 15 markets across the UK, Europe, the Middle East and Asia. Uniquely positioned at the intersection of banking and retail, Reward's platform combines technology, data insights and digital marketing to deliver personalised products and services that help brands deepen connections with customers.

As businesses strive to better understand and influence customer behaviour, Reward is poised to lead in the fast-growing commerce media space, offering consumer insights that enhance omnichannel experiences, boost sales and build customer loyalty.

Beyond unifying consumer insight and commerce, Reward is on a mission to make everyday spending more rewarding and every interaction count, delivering billions in rewards to customers.

For more information, please visit **Reward** 





# Methodology

This analysis is based on insights generated by Reward from transactional and merchant data derived from its Customer Engagement programmes.

Using insights from over 1.4 billion card transactions from 10% of UK households across 4,000+ retail brands, Reward analysed spending patterns in the Nutrition and Fitness market and Wider Retail sectors for December and January (01/12/23-20-01-24 vs 01/12/24-20-01-25). The data has been scaled to estimate nationwide trends.

This approach provides an indicative view of consumer behaviour, highlighting key shifts in spending across gyms, fitness, grocery, and wellness-related categories.





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