

Wellbeing: A Cross Category Approach To Nutrition, Health And Beauty

Description: As consumers are demanding products that satisfy multiple health concerns, industry boundaries are becoming increasingly blurred so that the previously separate categories of medicine, nutrition and beauty are now interlinked. Wellbeing: A cross category approach to Health, Nutrition and Beauty is a new management report providing you with a complete understanding of the underlying dynamics driving the Wellbeing trend, as well as it's impact across the fast moving consumer goods industry. The report defines Wellbeing and the push and pull factors determining it's growth. Discover the opportunities and constraints that are present in the food, drinks and cosmetics industry and identify the best practices in new product development and successful retail strategies.

Contents: Wellbeing: A cross category approach to nutrition, health and beauty
By Siddika Moosa

As consumers are demanding products that satisfy multiple health concerns, industry boundaries are becoming increasingly blurred so that the previously separate categories of medicine, nutrition and beauty are now interlinked. Wellbeing: A cross category approach to Health, Nutrition and Beauty is a new management report providing you with a complete understanding of the underlying dynamics driving the Wellbeing trend, as well as it's impact across the fast moving consumer goods industry. The report defines Wellbeing and the push and pull factors determining it's growth. Discover the opportunities and constraints that are present in the food, drinks and cosmetics industry and identify the best practices in new product development and successful retail strategies.

Siddika Moosa is a freelance consultant, having worked previously for Datamonitor's Consumer Goods Business Unit and Cap Gemini Ernst and Young. She has worked extensively on FMCG and eCommerce strategy issues including detailed studies of functional confectionery, natural and organic products, marketing to children, online marketing, business-to-business and business-to-consumer eCommerce as well as the changing retail landscape. In addition, Siddika has worked on numerous client defined strategy consultancy projects. Siddika Moosa is a freelance consultant, having worked previously for Datamonitor's Consumer Goods Business Unit and Cap Gemini Ernst and Young. She has worked extensively on FMCG and eCommerce strategy issues including detailed studies of functional confectionery, natural and organic products, marketing to children, online marketing, business-to-business and business-to-consumer eCommerce as well as the changing retail landscape. In addition, Siddika has worked on numerous client defined strategy consultancy projects.

Siddika Moosa

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