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Over The Counter 14 March 2022: 'What's Hot' In UK Consumer Health? With Stuart Mayell

by [David Ridley](#)

In this episode, HBW Insight speaks to self-care marketing expert Stuart Mayell about the hottest trends in UK consumer health. Based on interviews with a variety of consumer health clients, Mayell – who is Head of Creative Difference at the Difference Collective – confirms many of the trends seen elsewhere, such as a need for health literacy as consumers move online and an emphasis on wellness and prevention. But what is perhaps new is the way this focus on prevention is pushing consumers, especially within younger generations, away from individualism and towards pro-social choices. Pressures on income from inflation, war and climate change are also shaping consumer choices, he thinks. Consumer health brands must find their purpose, he advises, if they are to stand out from the crowded shelf and compete with cheaper, generic options.

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