

New Nestlé Vital nutritional drink targets rising demand for healthy-ageing solutions

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Nestlé introduces Nestlé Vital, its very first product line of delicious, science-backed nutritional drinks designed for people who want to age well and maintain their health. As consumers reach midlife and beyond, they begin to prioritise elements such as energy levels, strength, quality sleep and physical and mental recovery. The demand for products that support physical health and cognitive function from midlife and onwards is on the rise, with nearly half of the global population projected to be over the age of 40 by 2040. With this launch, Nestlé is expanding its presence in the healthy longevity space, a key strategic growth platform for Nestlé.

"Consumers are increasingly seeking solutions that help them not only live longer but also enjoy healthier lives while maintaining their strength and vitality," said Serena Aboutboul, Head of Nestlé's Nutrition Business. "In fact, the healthy longevity segment is experiencing particularly robust growth. With Nestlé Vital, we are responding to this fast-growing trend by combining decades of nutrition expertise with insights from multiple clinical studies to create great-tasting drinks that support people's daily energy, sleep, and overall vitality needs. Our goal is to make healthy longevity a possibility for everyone."

Developed by experts across Nestlé's global R&D network, Nestlé Vital is designed to help address the specific nutritional needs associated with ageing by simply complementing the daily diet. The drinks contain high-quality proteins, fibers as well as a full spectrum of vitamins, minerals and patented bioactive blends. The first range comprises eight shake powders in four different varieties – strawberry, vanilla, chocolate and unflavored, for two specific moments of the day, morning and evening. The Morning Routine is designed to support focus, provide energy, and maintain strength, while the Evening Routine promotes better sleep quality, muscle restoration and healthy skin. The drinks are convenient, low in fat and contain no added sugars.

Dr Isabelle Bureau-Franz, Head of R&D for Nutrition, says: "Our research looks across all aspects of ageing, including how nutrition impacts metabolic health, digestion, mobility, brain health, sleep, and the menopausal transition. Emerging evidence also shows that nutrition can impact the pace of biological ageing. With Nestlé Vital, we have translated this science, and,

together with our proprietary protein technology and clinically-proven bioactives, we developed simple, great-tasting, nutrient-rich products aimed at people from midlife onward who want to start ageing smarter."

Nestlé Vital will be launched first in Latin America this year, followed by a later expansion to Europe and Asia. Nestlé is developing an entire program called 'Smart Ageing' which aims to make ageing well a choice accessible to all through expert advice and simple routines. Nestlé Vital is the first innovation of the program.