

Nestlé® Launches Solgar Prime Supplement Range to Tap into Growing Healthy Longevity Market

27 October 2026 | News

The launch supports Nestlé's continued focus on healthy longevity, one of its strategic growth platforms



Nestlé is expanding its presence in the healthy-longevity market with the launch of Solgar Prime, a new premium supplement range designed to help people maintain muscle strength, vitality and wellbeing through midlife and beyond.

The launch supports Nestlé's continued focus on healthy longevity, one of its strategic growth platforms. By 2040, nearly half of the world's population will be over 40, making healthy longevity and proactive nutrition important drivers of future growth. These segments are expected to deliver double-digit growth through 2030.

"Healthy longevity is one of the most dynamic growth areas in consumer health," said Serena Aboutboul, Head of the Nutrition & Health Strategic Business Unit at Nestlé. "As people live longer and seek to live healthier lives, they are increasingly looking for ways to maintain their strength, vitality and mobility over time. Solgar Prime expands our portfolio of science-based nutritional solutions designed to address those evolving needs and reflects our continued focus on helping people live healthier lives for longer."

The Solgar Prime range includes Vitality Creatine Complex, a daily powder formulated to help support muscle strength, energy, mobility, and bone and cartilage health. Studies show that creatine supplementation can help increase lean muscle mass and muscular strength, both of which typically decline with age. The range also includes Hair Growth Complex, with biotin and zinc, scientifically proven to support thicker, fuller hair.