Delta Insight Consulting
Data Analytics & AI Solution
Sydney, NSW, 2000, Australia
www.diconsulting.com.au

Wellness Growth Checklist

How growing companies can adapt to Australia's fastest-rising consumer trend

Why This Matters

The Context

- Pharmacy retail sales in Australia grew 57% since 2019, compared to 36% across all retail.
- Wellness is no longer a niche. It's influencing food, fitness, property, tech, finance, and workplaces.
- This is a structural lifestyle shift, not a passing trend.
- Data and AI tools are now central to measuring this demand, forecasting change, and adapting quickly.

The Opportunity

- Growing companies can tap into this momentum with targeted strategies.
- The key is to act early, measure results, and build consumer trust.

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The Checklist

➲ Products & Services

- Do our offerings align with preventive health or wellness benefits?
- Could we reposition an existing product around wellbeing outcomes?
- Do you track which product lines show growing demand through analytics?
- Could AI-driven insights reveal opportunities to reposition your offerings around wellness?

➲ Customer Messaging

- Are we telling wellness stories, not just discount stories?
- Do we show real examples of improved health, balance, or lifestyle?
- Are you analysing customer feedback to find out which wellness messages resonate most?
- Could AI tools help test and optimise your campaigns for stronger engagement?

➲ Data & Timing

- Are we tracking seasonal demand (e.g., immunity in winter, fitness in spring)?
- Are we using customer data to launch campaigns at the right moments?
- Are you using demand forecasting to anticipate seasonal spikes in wellness spending?
- Can you combine sales, search trends, and customer data to launch campaigns at the right moment?

➲ Partnerships

- Could we collaborate with adjacent industries (fitness, food, hospitality) to expand reach?
- Are there co-branding opportunities to link our products with wellness?
- Have you used customer data to identify adjacent industries that share your audience?
- Could AI clustering help reveal potential partnership opportunities?

➲ Trust & Transparency

- Are we backing up claims with evidence?
- Do we communicate clearly about sourcing, safety, and ethics?
- Are you validating product claims with analytics to build customer confidence?
- Can AI-driven monitoring strengthen supply chain transparency and compliance?

Action Step:

Pick 2 items from this checklist and commit to testing them in the next quarter. The companies that act early will capture demand, build trust, and stay ahead of competitors.

How We Can Help

At .DI Delta Insight Consulting, we help leaders translate market shifts into strategies that drive measurable growth.
We can support you in applying this checklist to your business.
Contact us at www.diconsulting.com.au or connect on LinkedIn.