

The Health Addict





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1. The 'Teatox'



Your Tea

Boo Tea

Skinny Me Tea

Tiny Tea (YourTea) is the new way to detox, nourish and cleanse your digestive system, thus providing it with the support needed to replenish and restore it to its natural state; assists with weight loss, eases bloating, improves skin clarity and increases digestion functionality. The tea was formulated with Chinese medicine herbs based on old Chinese medicinal practices. It has been created by qualified Chinese Medicine Practitioners with many years experience. This specific 'teatox' does not contain laxatives to aid weight loss and bowel cleansing, however, most other tea's like BooTea or Skinny Me Tea (SMT) do contain laxatives in the night time tea.

The idea of a 'Teatox' is such a new fresh idea. Women are intrigued as to how it works; if it works? Top celebrities are promoting these products which make it so much more appealing to the consumer tribe. Clearly a convenient way to detox your system; men and women who are rushed off their feet doing everyday tasks can take a few minutes out of their day to drink a quick cup of tea - or tea on the go! This tea creates energy, happiness and a clean, pure vibe.



2. Organic Food



“Organic food and drink sales rise after years of decline”

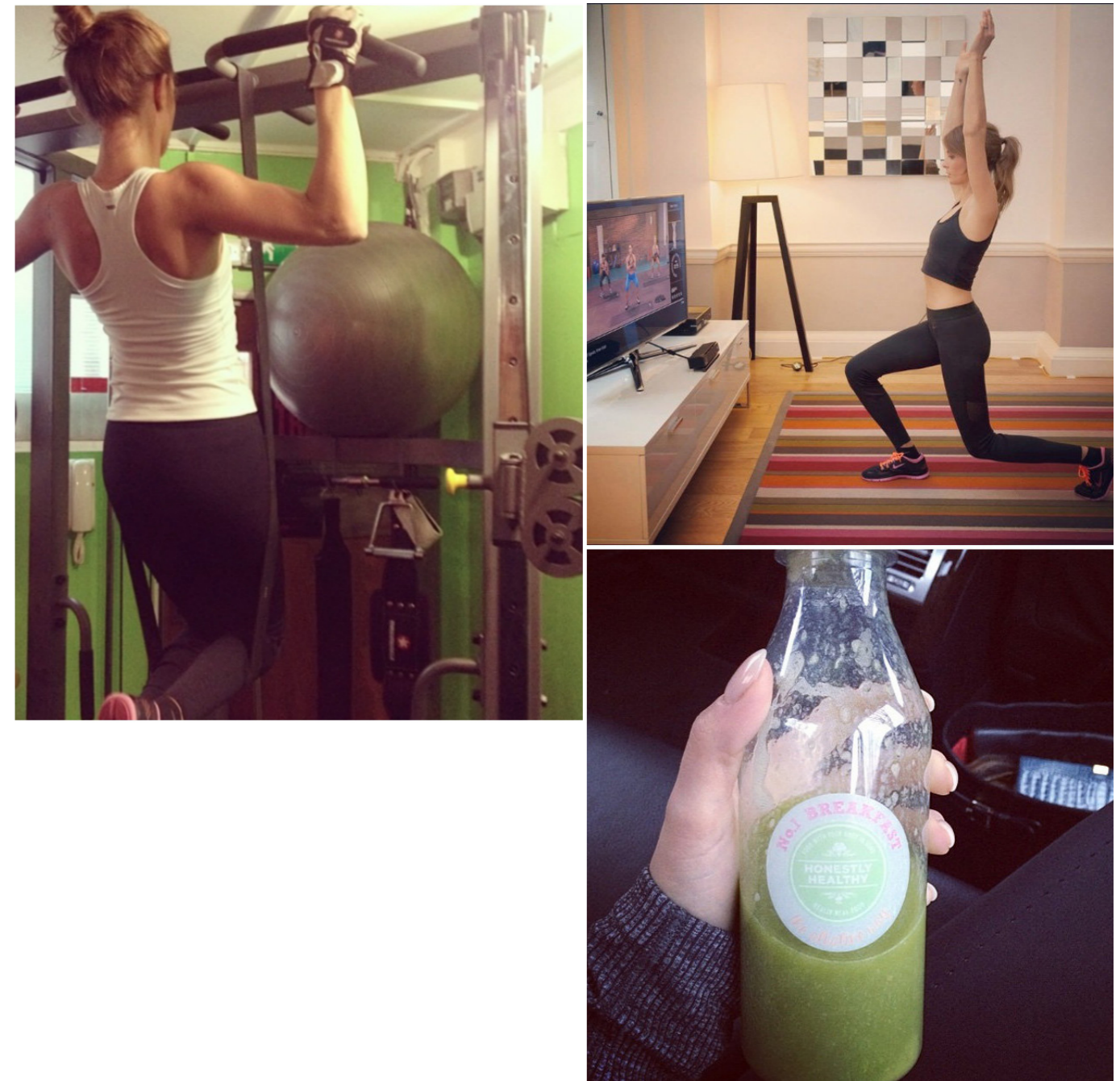
Four out of five households now buying organic produce, with younger shoppers willing to spend more. The nation's appetite for organic food is growing.
The Guardian

Sales of organic drinks and foods have risen by 2.8% since last year after many years of decline. This has been fuelled by strong growth among independent retailers as well as healthy online sales. According to the 2014 Organic Market Report the organic market in the UK was worth £1.79bn in 2013 - up from £1.74bn in 2012. Independent retailers have taken control in organic sales, reporting growth of 7% to almost £10m per week. Ocado's online sales have grown by 10.4%. Sainsbury's which is the UK's largest organic retailer with a huge market share of 29%, enjoying a 7% increase in sales of its own-label brand. Waitrose closely follows behind with sales of 6.5% through expanding the brand Dutchy. Over half of all their baby food sold is organic. The Soil Association stated that, four out of five households now buy organic produce. Younger shoppers under 34 willing to spend the most on organic products. Rob Sexton, Chief Executive of Soil Association Certification, said "to see the organic market showing such strong signs of growth, particularly when grocery sales as a whole are slowing, shows just how much potential there is in the organic sector. Both growth in the organic market and the accelerating growth of products carrying the 'Soil Association' logo further highlight the growing public demand for organic and food logos that they can trust". From these statistics one can see that this trend is already manifesting throughout the organic food market, especially among the younger consumer. It is influencing many people as more start to pay a higher premium for fresher organic produce. From buying organic and whole foods people are starting to feel more energised, happy and vibrant.

3. Social Media

Social Media is taking the world by storm. Instagram being the most popular social media site for the tribe of this trend. Workout, nutritional and health pages are forever growing. London based super food cafes such as RawPressCo and The Good Life Eatery are devouring Instagram with their delicious looking super foods and juices. Nutritional blogs such as 'Pocket Nutritionalist' have hundreds of healthy recipes for the health tribe to follow.

Social Media is also packed with celebrity health influences, such as, Millie Macintosh, who is constantly posting images of her daily detox smoothies, super health foods and videos of her daily routine workouts. Social Medias (such as Instagram) are continually portraying health influences. It is forever expanding and will continue to do so.



This is one of the main drivers of the Health Addict trend as Social Media influence is key. Celebrity instagrams such as Millie Mackintosh, food nutritionalists and workout pages have taken over. Health and fitness advice and tips are all around us. This is creating a huge movement to a new zeitgeist of this trend as Social Media has the biggest impact and influence to the consumer tribe.

4. Nike Fuel

Nike Fuel is a simple universal way to measure how much you move, providing insight, motivation and opportunities to become a better athlete.

Nike Fuel measures one's whole body movement focusing primarily on the energy required for activity. Nike Fuel is calculated the same way for everyone; it doesn't take into account body weight, gender or age.

Nike Fuel turns life into a sport.

It is a metric that helps one to become active and stay motivated. It measures specific activity in a day, making it easy to see trends across activities, over time and in comparison to friends.

The power of Nike Fuel is not just in what it measures, but also in what it enables. Connecting you with other athletes, compete, compare and get rewarded for your movement.

- Nike.com

This is a huge development within the technology industry. A massive movement towards the trend Health Addict as this is an exciting innovative way to track exercise data and allows the upload to an iPhone to make a comparison to other data. It is an exciting way to exercise and very convenient to track development during a workout.



5. Protein World

"From gym-goers, to runners, cyclists, swimmers, football players, endurance nuts and even busy mums, Protein World has a range of supplements to help you achieve your fitness, nutritional and well-being goals." Protein world has stormed the social media sites such as Instagram and Twitter. Celebrities including Lauren Pope (TOWIE), Luisa Zissman and Millie Macintosh are constantly posting photos on their pages promoting the new health brand. This has a huge impact within the movement of the trend as people then aspire to be like these celebrities who strongly influence this new craze. The tribe of women who tend to buy into products such as Protein World will feel a sense of happiness; they will feel energetic, fresh and healthy and will adopt an overall sense of positivity.

"Protein World is proud to announce its new range of premium fitness and sports nutritional products. Our focus is on pure performance, using the finest and purest ingredients and flavourings to help you maintain Pure Performance."



Protein World

PURE PERFORMANCE

With regard to the future there will be a substantial future impact on people once hooked on products such as Protein World. The fact that many celebrities are promoting this, creates influence to the specific tribe of women who are self-confessed health freaks.

6. City In The Sky



Ambitious plans have been made to create a skyscraper which may one day house an entire city – may be seen as a bizarre thought? The 'Endless City' will be as tall as the Shard in London. It will be built housing its own complete ecosystem to include shops, gyms, offices and HUGE parks. Linking ramps to connect the different sections of the structure will create a vertical city housing eventually thousands of residents.

"The 'Endless City' project would see a giant 300m skyscraper built in London with its own complete ecosystem".

Although the building is only in its design phase, the company has earmarked the location close to Central London. However, it remains still to be seen if it will even reach the construction stage. The residents of the 'Vertical City' will be able to walk up the group of interlinked ramps through the vibrant plazas, streets, technological spaces and the huge parks in a 'complex and rich system like a real city'.

'The goal of the design is to conceive an open building that is effective as it is inviting and a powerful symbol in all directions while being permeated by generosity and openness.'

The building will have the convenience of gyms situated on people's door steps. As this trend is evolving, statistics show that more and more people are working out at the gym, on average 4-5 times a week. There is a huge gap in the market for the need of gyms to be more accessible. This will have a staggering impact to the future of this trend. (People will be excited, energetic and passionate about the new convenience of gyms making it straightforward and effortless for people to go and work out.

7. Apple Health App

Apple have created a new ios8 app called 'The Health App'. It is a new way to use ones health and fitness information. The new app gives clear easy-to-read layout of health and fitness data. The Health App has created a tool for developers called HealthKit. This allows all fitness and health apps to work in sync. Is this just the beginning of a new health revolution? The app of the year gives honest accurate answers whilst collating data, from heart rate, to blood sugar level, cholesterol and the number of calories burnt. The app allows one to create an emergency card containing important health information, an example; allergies or blood type. This is available from the lock screen. HealthKit now allows the sharing of important information for example; blood pressure can be sent automatically to a doctor once checked. Or the nutrition app will inform the new fitness app on the number of calories consumed that day. An incredible programme which maintains all data in one location which is easily accessible with also your health and fitness app working in sync becoming more powerful.

The development within Apple has created much interest. Many people are extremely intrigued by this new app. The tribe for this trend are always looking for a new convenient way to keep their health and fitness data all in one place. It is a massive development within the technology world and will create a huge movement towards this trend as more and more people will want to get involved with the fitness and health obsession as it is becoming increasingly more convenient.



8. Honestly Healthy Blog

This blog is fascinating, from cooking to health, workouts, beauty, health books, product reviews, workout events, juice shop, fridge fill and even retaining their own recipe app. This blog is a miracle for the health obsessed/driven women of today.

Honestly Healthy blog is creating a vast impact to the movement of this trend. Women are truly inspired by its contents, recipes, super food and detox drinks, thus creating excitement to try new ideas with their everyday tedious meals, and be able to produce exciting new health recipes. Some health obsessed women will view this as their 'health bible', it contains everything they need to maintain their fitness and health, as well as keep them up-to-date with the new exciting products throughout the fitness and health food market.



THE LEADING ALKALINE LIFESTYLE



Eat better, live better, feel better.



9. Protein Princess

The Mail Online states that there has been a 62% increase in women working out between 4-5 times a week. Now over half of the female 'gym-goers' now take protein supplements. 24 Years old is the average age for these new 'Protein Princesses'. The rise of health-conscious celebrity female roles such as Kim Kardashian 33, Miranda Kerr 31 and Kelly Brook 34 has sparked an increase in the frequency of women working out during the week. A survey has shown that there has been a 62% increase of women working out over the last 12 months. Whilst the gym scene is still dominated by men, the proportion of women amongst this group of gym-goers grew significantly, from 9% to 14.6%. Women were asked how long they had been working out for, and the number that had worked out regularly (only within the last year) compared to those who have worked out regularly (which have done so for a long period of time) was a difference of 62%. Whilst there is a huge increase in hitting the gym, the uses of supplements are increasing too. Such as protein shakes, to maximise the effectiveness of their workouts. Unlike men, these 'Protein Princesses' aim is not to build muscle, but to burn fat and focus on a lean, toned frame. A poll was carried out to identify the most popular supplement; whey-protein came out on top alongside the 'on-the-go' protein snacks, vitamin and mineral supplements. A spokesman for Bodybuilding Warehouse, who conducted a survey stated that "The rise in women working out up to five times a week and complementing their work-outs and healthy eating regimes with protein supplements could well be down to the increase in celebrities posting results of their fitness regimes on social media and the rise of celebrities now spotted with protein shakes in their hands".



"Rise of the 'Protein Princess': Surge in female workout fanatics taking supplements and hitting the gym up to five times a week"

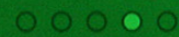
As more and more women prove that working out 4-5 times a week, and taking regular protein shakes works, this will eventually create a larger tribe towards this trend. Women are starting to see amazing results again creating a movement towards a new zeitgeist - happiness, energetic, healthy and vibrant.

10. Xbox Fitness

Xbox Fitness is a new innovative way to work out from the comfort of ones own home, allowing you to choose a preferred personal trainer; Shaun T, Jillian Micheals, Tracy Anderson or Tony Horton. You can then choose from a selection of workout choices; 10 minute trainer, Insanity, Rockin' body, Brazilian Butt Lift, P90X or Turbofire. During exercise, Xbox Fitness identifies which muscles are most engaged by the power, force and transfer or weight in your body, and gives you tips to enhance stronger results. Xbox also measures your exertion, and challenges you to push harder, maximising your workout. It can also detect micro-fluctuations in the skin optically, which read heart rate, this is touch free, up to 10 feet away. The energy metre shows the energy utilization which encourages the maintaining of effort up until completion of each exercise.

Again, like some of the other drivers, this is a huge movement towards this trend as it makes working out convenient and easy, even in your own home, bringing happiness, energy and wellbeing into your home. Millie Macintosh is the main face for this new high spec game. The use of celebrity endorsement really heightens the influence for this trend as she is one of the most aspired women of the year.

Xbox Fitness 





Trend Overview

In today's society, being fit and healthy is a 'must'. It is a lifestyle as opposed to a hobby, with numerous people following the latest health crazes and trends religiously. The above mentioned 10 drivers all showcase a sense of obsession and direction towards a healthier and fitter lifestyle. One can already see this trend emerging through various sectors such as foods, drinks, product design and a variety of technology including wearable technology and phone apps. It is also obvious in organic food sale statistics, which have been proven to have risen dramatically in the past year; confirming that people are gradually becoming increasingly health conscious.

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