

25 Jan 2023 / Interviews

# Outlook 2023: Health, Beauty, Wellness Company Leaders Offer Views On Year Ahead

by

This year, top companies in the consumer health, wellness and beauty sectors are focused on meeting consumers' changing self-care needs (at price points they can afford), integrating digital technologies, and driving sustainable innovations and business practices that are good for people and planet. Leaders from J&J, Haleon, Bayer, Coty and Beiersdorf weigh in.

In this first of three "Outlook 2023" features, HBW Insight asked top industry players about their expectations, priorities and programming for 2023. Here's how leaders from five of the biggest names in consumer health, wellness and beauty responded to our prompt.

**"2023 will be the year of..."**



**Mike Knowland**  
Consumer Health Country  
Division Head, UK and  
Ireland, Bayer

...building consumer support and reassurance.

The volatility of 2022 will remain in 2023, so the resilience of our teams and equipping them to effectively manage this is vital. With the cost-of-living crisis, consumers will continue to be squeezed and the level of uncertainty will remain. However, we see consumers becoming more comfortable with the uncertainty and managing their priorities, and we will be there to support them with great value, quality products and wider holistic services.

With an ever-increasing focus on greater self-care, we need to ensure we meet people's needs and continue to provide access to trusted, quality healthcare products, especially for those on lower incomes.

We have dived deeper into understanding purchasing behavior by using our own proprietary and wider industry insight tools. For example, we know that consumers are moving away from wanting just the functional value. Many seek reliability and healthcare brands that will add value.

Read about how Bayer is helping c



**Vince**  
CEO