



The rise of health optimisation

Key insights from our latest
research into the services the
UK public are most interested in

Health optimisation is becoming mainstream



80%

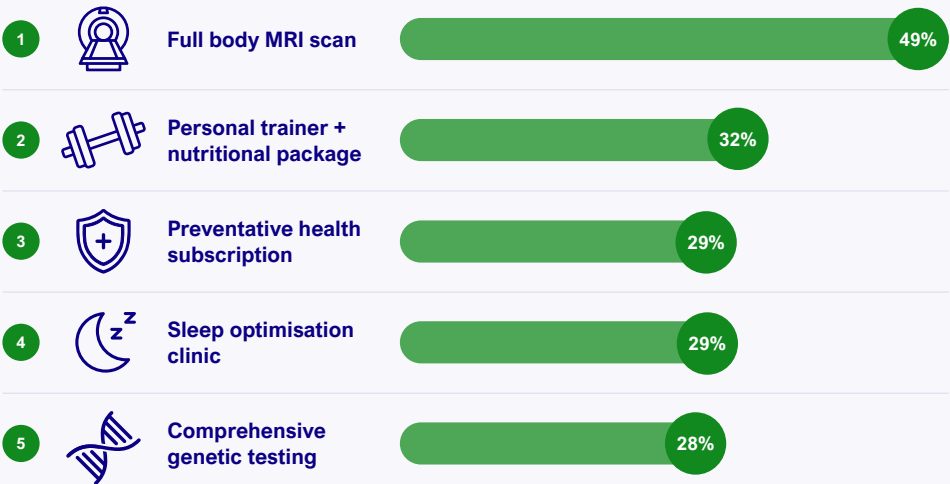
of Britons are interested in trying at least one health optimisation service if cost were not a factor



This trend is about more than physical health. It reflects a wider desire for knowledge, control and autonomy in an uncertain world.

What services are Britons most interested in?

Top five services of interest



Preventative and diagnostic services are gaining momentum, suggesting people are more focused on prevention, self-monitoring and understanding their bodies to feel more in control.

Who is driving demand?



YOUNGER WOMEN LEAD INTEREST

Women aged 18-34 show significantly higher interest across almost all services - especially emerging options like IV vitamin therapy (24% vs. 13% of the general population) and genetic testing (40% vs. 28%).



PESSIMISM DRIVES INTEREST

Those who feel pessimistic about their finances, personal life or the future of UK society are more likely to seek out health optimisation services - it's about regaining control in an uncertain world.



REGIONAL DIFFERENCES MATTER

Londoners are more interested in biological age testing (29% vs. 21%), while oxygen therapy is most popular in Wales (24% vs. 15%). Local context shapes demand.

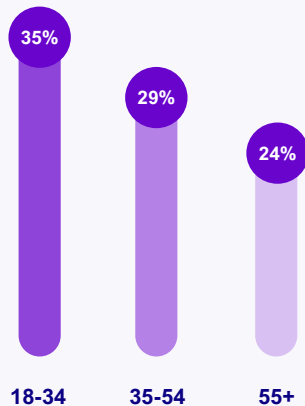
Sleep is top of mind



29%

of Britons would consider visiting a sleep optimisation clinic

Interest by age group



As awareness grows around the link between sleep, productivity and wellbeing, sleep is increasingly seen as a cornerstone of preventative health.

What this means for brands and providers



Demand is strongest for services that help people understand and optimise their health before issues arise, reflecting a shift towards long-term wellbeing



Younger women are driving interest in emerging health optimisation services, making them a key audience for innovation and early adoption.



Local culture and environment shape demand, so regional marketing and service offerings can unlock greater engagement than a one-size-fits-all approach.



Interest is often highest among those feeling uncertain about their lives more broadly, meaning brands should communicate reassurance, agency and long-term support

Health optimisation is no longer a niche. It's a mainstream movement.

Understanding what people want - and why - is the first step to creating services that truly make a difference.



Want to understand what
this means for your audience?

Get in touch with Thinks today.

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