

Top 10 wellbeing brands

- ❑ Is your brand mentioned in the top 10 of wellbeing brands in Australia?
 - An exceptional range of brands is mentioned but no single brand has established dominance in wellbeing at this stage
 - Wellbeing brands are largely confined to food, supplements and skincare
- ❑ The Australian consumer sees a broader range of contributors to wellbeing, including social, physical and emotional aspects
- ❑ There is clear opportunity for brands to establish 'ownership' of the wellbeing territory within their own category
- ❑ The *INSIDE STORY* Wellbeing 2007 report is an unrivalled source of information to help your brand make the most of the wellbeing market in Australia
- ❑ For more information, call Sara or Liane on +61 (0)2 9299 9979

Top 10 wellbeing brands	
1 	6 
2 	7 
3 	8 
4 	9 
5 	10 



Interested in knowing more about the wellbeing trend and the opportunities it presents for your company?

The full report is available for purchase from INSIDE STORY now

Call Sara or Liane on +61 2 9299 9979 or email laraa@insidestory.com.au for more details