

## Pharmacies: Demand for micronutrients increases

*Longevity survey on expopharm shows growing importance of products for healthy ageing*

**Munich, September 24, 2026** – A survey conducted by Haleon at expopharm trade fair last week highlights that the longevity trend has firmly arrived in pharmacy advice and continues to gain relevance. Already, 61% of respondents report increasing demand for micronutrient and wellness supplement products in their pharmacies, while more than a quarter (28%) consider longevity to be a highly relevant topic for their pharmacy.

"Longevity begins not with spectacular trends, but with the fundamentals: a balanced diet and adequate nutrient intake, regular physical activity, sufficient sleep, effective stress management, and strong social connections," explains Dr. Cornelia Ott, MD, specialist in internal medicine and occupational medicine, certified nutrition physician (DAEM/DGEM), and author, when commenting on the survey results.



Being physically active is a key pillar of healthy ageing © Haleon

The concept of longevity is not simply about living as long as possible. Rather, the key focus is on healthspan: maximizing the number of years lived in good health while maintaining physical and cognitive function. In this context, it is also important to consider the fundamental physiological processes and functions that contribute to healthy ageing, including energy production and metabolism, muscle and bone health, normal immune system function, and the body's natural regeneration and repair mechanisms.

It is precisely at this intersection of prevention and everyday health management that pharmacies can play an important role. For many people, they serve as an easily accessible first point of contact for health-related questions and can provide valuable

guidance. The survey results also show that key aspects of healthy ageing are already highly relevant in this setting. Respondents most frequently cited joint health and mobility, as well as energy levels and fatigue, among the topics raised by customers.

64% of the pharmacy professionals surveyed actively recommend micronutrient and nutritional supplement products to their customers in the area of energy and fatigue. This is closely followed by products supporting the immune system (63%) and those aimed at joint health and mobility (54%).<sup>1</sup>

The survey also highlighted the challenges associated with longevity-related advice in pharmacies. Lack of time at the pharmacy counter was identified as the greatest barrier by 27% of respondents, while 21% cited customer scepticism as the main obstacle. Against this backdrop, it is not surprising that more than half of the pharmacy team members surveyed (54%) expressed a need for additional support in providing advice, for example through educational materials or product-specific guidance and practical recommendations.

On Haleon HealthPartner, Haleon's dedicated portal for healthcare professionals, you can find a range of resources, including a webinar on healthy ageing: <https://www.haleonhealthpartner.com/de-de/news-events/events-and-webinars/healthy-aging-vitalplus/>

### About the Survey Methodology

A total of 81 surveys were completed at the Haleon booth during expopharm in Munich. Participants in the anonymous online survey included 37 pharmacists, 35 pharmacy technicians (PTAs), and 9 pharmaceutical commercial employees (PKAs).

1) For this question, multiple responses were permitted: "In which areas do you actively recommend micronutrient and nutritional supplement products to support your customers' longevity?"

**About Haleon**

Haleon (LSE/NYSE: HLN) is a consumer company that is solely focused on better everyday health. Our people, our brands, our research, our investment and our innovation are aimed at improving the everyday health of consumers. Our product portfolio spans six major categories - Oral Health, Vitamins, Minerals and Supplements (VMS), Pain Relief, Respiratory Health, Digestive Health and Therapeutic Skin Health and Other. Our superior brands - such as Advil, Centrum, Otrivin, Panadol, parodontax, Polident, Sensodyne, Theraflu and Voltaren are trusted by more than one billion consumers and are recommended by health professionals around the world.

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