



Brightseed's 2025 Consumer Research Finds 45% of U.S. Adults Are Now "Bioactivists" – the Largest and Fastest-Growing Health Segment – Up from 27% in 2022

Latest research shows that this mainstream segment is 20% more likely to keep up with the latest health trends and 25% more willing to pay more for foods, beverages, and supplements containing bioactives compared to other segments

San Francisco, CA — August 26, 2025 — Brightseed, the bioactives leader unlocking nature with AI to elevate human health and developer of the Forager® AI platform, today announced findings from its second installment of Bioactivist consumer research. The updated findings revealed that 45% of U.S. adults now identify as Bioactivists – proactive, health-conscious consumers who see health as a foundation rather than a fix, and who are increasingly seeking products with proven health benefits. This is a sharp rise from 27% in Brightseed's 2022 survey, making Bioactivists the fastest growing and largest health-focused consumer segment in the U.S.

KEY FINDINGS

- **Bioactivists now represent 45% of U.S. adults**
- **High purchasing power & loyalty:** Bioactivists skew toward higher incomes and are more likely to be repeat buyers when their health needs are met.
- **Proactive health focus:**
 - 87% use supplements; 43% use them consistently.
 - 68% regularly check nutrition labels.
 - +20% more likely to follow the latest health trends vs. other consumers.
 - +16% more likely to seek products with added nutrients
- **Bioactive-driven purchasing:**
 - +25% more willing to pay more for foods, beverages, and supplements containing bioactives.
 - +14% more likely to try a new product because it contains bioactives.
 - +12% more interested in increasing bioactive intake.



- **Health mindset:** Bioactivists view health as a foundation, not a fix, and are motivated by long-term goals like avoiding future illness, living longer, and maintaining a healthy lifestyle.
- **Market opportunity:** More than 60% of consumers want brands to improve product healthfulness, communicate bioactive content, and back claims with science.

Bioactivists outpace other consumers in their commitment to health, with 87% incorporating supplements into their routines, 68% regularly checking nutrition labels, and strong interest in products with bioactives – naturally occurring compounds in plants and other sources that positively impact human health.

These consumers not only represent a large share of the U.S. population, they also hold significant purchasing power, skew toward higher incomes, and are brand-loyal when their health needs are met.

“The Bioactivist is no longer a niche wellness enthusiast – they’re your neighbor, your coworker, and a powerful driver of market trends,” said David Blackwood, SVP, Commercial at Brightseed. “For food, beverage, and health companies, this is a prime opportunity to engage a large, motivated, and high-spend audience that is actively seeking products with proven functional benefits.”

The research also found growing consumer expectations for transparency and science in health products. More than 60% of consumers agree that their favorite brands should improve product healthfulness, communicate bioactive content, and back claims with science.

Brightseed’s proprietary AI platform, Forager – an advanced discovery and development engine for small molecules and bioactives – is uniquely positioned to meet this demand.

“Bioactives are nature’s health drivers, and Forager allows us to discover and unlock them at an unprecedented scale, providing our partners market disrupting innovation and development tools,” said Sofia Elizondo, Co-Founder and President of Brightseed.



"This research confirms that consumers are ready – and eager – for products that harness bioactives to support human health."

The 2025 Brightseed Health & Nutrition Survey was conducted online in April 2025 among a nationally representative sample of 1,200 U.S. adults, ages 18 and older.

About Brightseed

[Brightseed®](#), the bioactives leader unlocking nature with AI to elevate human health, is a World Economic Global Innovator. Brightseed's proprietary AI, Forager®, accelerates bioactive discovery, biological validation, and ingredient formulation from years to months, rapidly revealing new connections between nature and humanity. Brightseed produces clinically-proven bioactives for dietary supplements, food & beverage CPG, specialty nutrition, and medical foods to power proactive health worldwide. Learn more at brightseedbio.com.

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