

ATTITUDES TOWARDS HEALTH MANAGEMENT – UK – 2024

Health management is becoming an increasingly holistic pursuit opening up opportunities for brands across sectors to support consumers' health and wellbeing goals.



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Attitudes Towards Health Management - UK - 2024

This report looks at the following areas:

- Economic and social factors impacting the health of UK consumers, including the cost of living crisis and the ageing population
- Self-reported physical and mental health status of UK consumers, including health issues experienced in the last 12 months
- Motivations behind why consumers put effort into being healthy
- Health management behaviours adopted and products and services used in the last 12 months
- Attitudes towards health management, including digital healthcare and alternative approaches to health management



Health management is becoming an increasingly holistic pursuit opening up opportunities for brands across sectors to support consumers' health and wellbeing goals.

Overview

The cost of living crisis has exacerbated existing **health inequality**. Day-to-day financial health is difficult to entangle from mental and physical health and socio-economic factors significantly impact how, and if, someone can effectively manage their health. The pressure of the last couple of years has also **pushed health further down the priority list** for consumers in the most vulnerable situations.

Despite 75% of Brits saying they put some or a lot of effort into being healthy, obesity rates remain high, self-reported physical and mental health is poor among some groups and

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adoption of some health-management behaviours and tools is low. This suggests some **over-reporting** in how much effort is put into health as well as the need for **more clear education** to help consumers make informed decisions amid the overwhelming amount of health information available to them.

Consumers have a **wide range of motivations to be healthy**, above all is to feel fit, happy and prevent future health issues. The positive impact of behaviours, such as spending time with loved ones and improving work/life balance, on health is increasingly being recognised too. This holistic approach to health management opens up opportunity for brands, across various sectors, to be involved in the **pursuit of wellness**.

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Report Content

Key issues covered in this Report

- Overview

EXECUTIVE SUMMARY

Opportunities for health management

- A holistic approach to health management
- Meet consumers' need for better quality sleep
- Support a long-term view of health goals

Market dynamics

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WHAT CONSUMERS WANT AND WHY

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