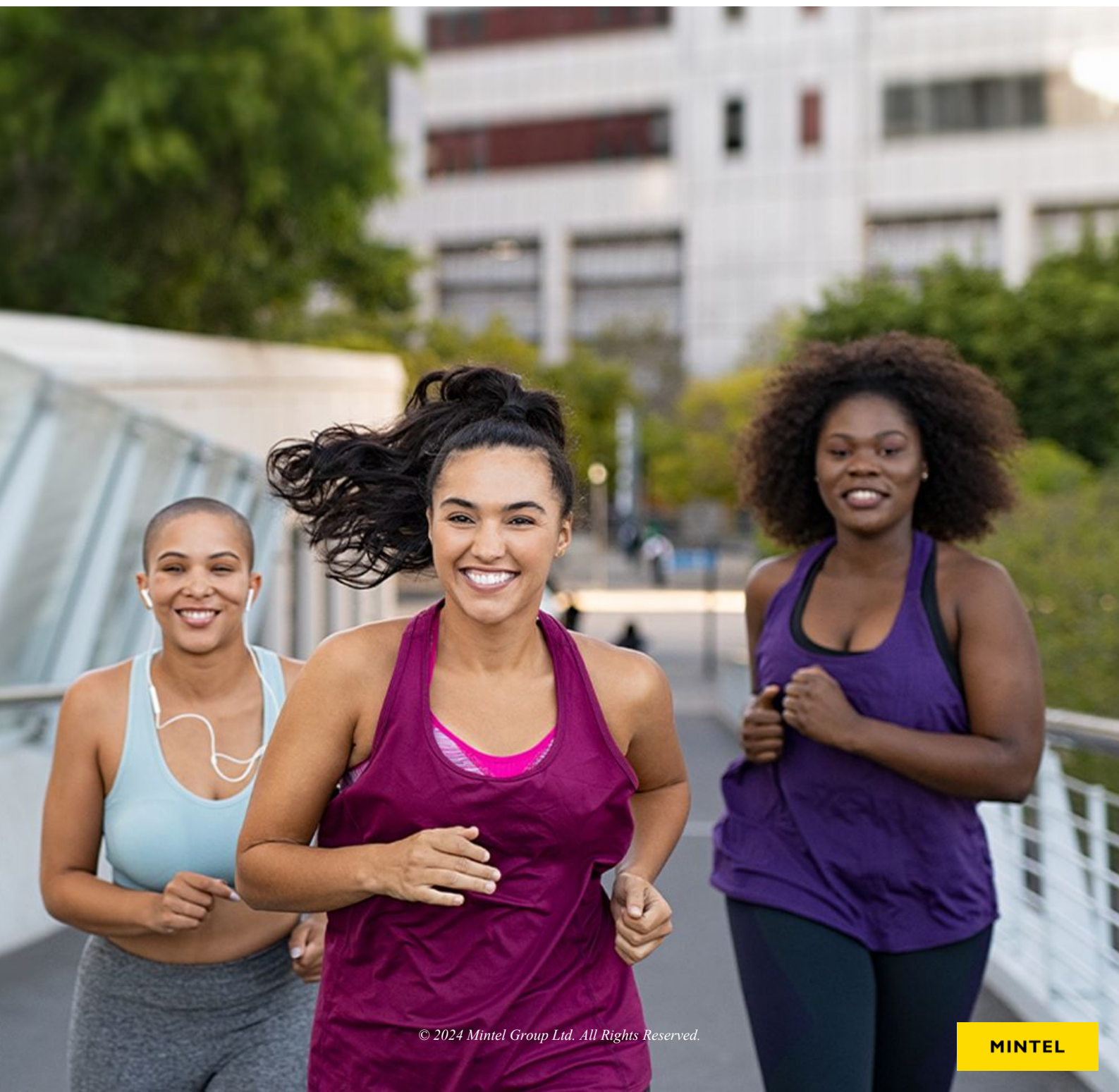


HEALTHY LIFESTYLES – GERMANY – 2022

While over half of Germans say they lead a healthy life, this is at odds with high obesity and mental illness rates. This disparity calls brands, businesses and governments to take immediate action by fostering a deeper understanding of holistic health.



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Category Director,
Lifestyles, Health &
Wellbeing, Household
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Healthy Lifestyles - Germany - 2022

This report looks at the following areas:

- The short-, medium- and long-term impact of COVID-19 on healthy lifestyles
- The state of the nation's health and the amount of effort people put into staying healthy
- Factors that would encourage Germans to lead a healthier lifestyle
- Sources of health information
- Health in the workplace: how consumers feel and what consumers want

Overview

Just 16% of German consumers describe their health as very or somewhat unhealthy. In fact, 55% of German consumers say they lead a healthy life.

Given the high obesity levels in the German population, German consumers seem to show an overly positive attitude when it comes to their health. It seems that Germans are unaware of their unhealthy habits, which potentially points towards a lack of knowledge on what living a healthy life means.

This underlines the need for a holistic understanding of health. Brands are well placed to put exercise and nutrition in the spotlight as they have a significant influence on both mental and physical health.



While over half of Germans say they lead a healthy life, this is at odds with high obesity and mental illness rates. This disparity calls brands, businesses and governments to take immediate action by fostering a deeper understanding of holistic health.

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The pandemic caused many Germans to think more profoundly about their health, making **eating healthily** and **being active** higher priorities as consumers learn how dependent their susceptibility to COVID-19 is on their physical health. However, the lockdown in 2020 saw activity levels decrease, and exacerbated mental health concerns. In fact, **58% of Germans** say they care more about their mental health than they did pre-COVID19. Correspondingly, **51% of Germans** actively seek ways to reduce stress, **and brands can take advantage of this and put mental health more into focus with significant opportunities for the wellbeing and meditation app market.**

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Report Content



EXECUTIVE SUMMARY

Key issues covered in this Report

- Overview
- Healthy lifestyles continue to be under pressure

Market context

- High obesity rates ask for concerted efforts
- Mental health in the spotlight

Opportunities

- Foster a deeper understanding of holistic health
- Create better-for-you campaigns to help older consumers lead a healthier lifestyle
- Prioritise mental health
- Invest in flexible working policies
- Quick download resources

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- F&D: target the needs of seniors in VMS
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- Leisure sector: leverage appearance-focused benefits of exercise to target younger consumers
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APPENDIX

- Abbreviations
- Consumer research methodology
- A note on language

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