

# MILLENNIALS AND HEALTH – US – 2024

Millennials are emphasizing overall wellbeing by intertwining their top priority of managing their mental wellness with other aspects of physical health.



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- Health & Wellness



# Millennials And Health - US - 2024

## This report looks at the following areas:

- Millennials' roles of responsibility for others' health management
- Their active health focus
- How Millennials are prioritizing different health measures
- Their motivations for wanting to live a healthy lifestyle
- Barriers to seeking healthcare
- Attitudes toward their health and wellness



Millennials are emphasizing overall wellbeing by intertwining their top priority of managing their mental wellness with other aspects of physical health.

## Overview

Millennials are taking on a holistic approach to health, emphasizing overall wellbeing and intertwining their top priority of managing their mental wellness with other aspects of physical health. Different roles of responsibility for their ageing parents and/or children create unique needs that benefit from different types of support to make managing health easier.

This cohort's biggest barrier to health is time. Finding ways to help them manage their health easier through technology and enjoyable consumption is a crucial element to empowering this group to seek health care and manage their wellbeing.

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## Report Content

### EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market predictions
- Opportunities

### CONSUMER INSIGHTS

#### Consumer fast facts

- Millennials are the sandwich generation but they aren't totally unique

#### Caretaking responsibilities

- Millennials manage health decisions for others more than any other generation
  - Graph 1: managing health decisions for others and self, by generation, 2024
- Parents and non-parents equally assume roles as adult caregivers
  - Graph 2: managing health decisions for others and self, by Millennial parental status, 2024
- Millennials increasingly forego parenthood but face inevitable decisions regarding ageing adults.
  - Graph 3: managing health decisions for other adults, by Millennial income, 2024

#### Health focuses

- Millennials embrace total wellbeing through a variety of health focuses
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  - Graph 4: focuses for health and wellness, Millennials, 2024
- Mental health issues are the root of Millennials' sleep problems, and their motivation for seeking improvement
  - Graph 5: reasons for wanting to improve sleep, Millennials, 2023
- Incorporating mental health into sleep marketing
- Millennials have greater interest in mental wellness-focused exercise options
  - Graph 6: attitudes and behaviors toward exercise – any agree (NET), by generation, 2023
- Asics challenges the daunting nature of fitness culture
- Using technology to help Millennials focus on exercise
  - Graph 7: attitudes and behaviors toward exercise – any agree (NET), by generation, 2023
- Using technology to make isolated workouts more engaging
- Older Millennials embrace sleep, hydration and nutrition
  - Graph 8: select focuses for health and wellness, by Millennial age group, 2024
- Brands that incorporate mental health benefits into their products can enhance their appeal to young Millennials

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- Water and wellbeing are essentials for older Millennial women
  - Graph 9: focus on relaxation and hydration for health and wellness. by Millennial gender and age , 2024

## Health priorities

- Managing mental health and stress are Millennials' top health priorities
  - Graph 10: health measure prioritization, Millennials, 2024
- Mothers' relaxation aid might not come in pill form
  - Graph 11: selected managing mental wellbeing or managing daily stress as a high priority, by Millennial gender and parental status
- Millennials are prioritizing their gut health at the highest rate
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- While embracing body positivity, Millennials still show the greatest focus on regulating their body weight
  - Graph 13: selected managing body weight as a high priority health measure, by generation, 2024
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## Motivations for improving health

- Millennials are motivated to improve their health as they prioritize overall wellbeing and aim to extend their lifespan
  - Graph 15: motivations for improving health (NET) any rank, Millennials, 2024
- Mothers want to improve for their children, but they aren't "just" caretakers
  - Graph 16: desire to improve for others as a motivation for improving health (NET) any rank, by Millennial parental status and gender, 2024
- Athleta highlights mom as an athlete
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  - Graph 17: selected desire for increased energy or maintaining my current health as motivations for improving health (NET) any rank, by Millennial gender, 2024
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  - Graph 18: selected desire to live a longer life or prevention of future health issues as motivations for improving health (NET) any rank, by Millennial race/ethnicity, 2024

## Change in health measures

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  - Graph 19: Reported an increase in resources spent toward health for self and others, by generation, 2024
- Millennials report increasing health spending more than any other group
  - Graph 20: increase in purchases and spending toward health , by Millennial caregiver responsibility status, 2024
- Convenient solutions help Millennials find time for their health
  - Graph 21: reported an increase in time being spent for personal health needs, by Millennial caregiver responsibility status, 2024
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- Graph 22: reported an increase in time spent researching for health information for self and others, by Millennial responsibility role status, 2024
- La Roche Posay helps educate about skincare during chemotherapy
- Helping calm Millennial worries
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- Caregivers need emotional support and guidance
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- Millennial adult caretakers can benefit from education and support through media

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  - Graph 31: agree that they use technology to manage their health, by generation, 2024
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  - Graph 33: attitudes toward online healthcare, by gender, 2024
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- Self care for those who don't have time for bubble baths

## COMPETITIVE STRATEGIES

### Launch activity and innovation

- The world's first AI doctor's office
- Brands stepping in to help caretakers
- Millennials are approaching menopause

### Marketing and advertising

- Oura Ring connects more sleep and steps to feeling good and reducing stress
- Looking back can be useful for moving forward

### Opportunities

- Time is of the essence, especially for Millennials
- The addition of technology saves Millennials time and stress
- Enjoyable, easier to implement health
- How can brands help Millennials feel better?

## THE MARKET

### Market context

### Market drivers

- Millennials' financial outlooks are stagnant despite improving consumer confidence
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- Millennials will be responsible for the ageing population

## APPENDIX

- Market definition
- Consumer research methodology
- Generations
- Abbreviations and terms

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