

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.



Lindsay Cameron, Analyst
- 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.

BUY THIS REPORT NOW

€4400.00 | £3695.00 | \$4995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

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
- Millennials embrace total wellbeing through a variety of health focuses
 - 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

Millennials and Health – US – 2024

- 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
 - Graph 12: selected treating gut health as a high priority health measure, by generation, 2024
- Gut health products with other benefits
- 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
 - Graph 14: motivations to manage weight, by generation, 2022

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
- More men want more energy and to maintain their current health
 - Graph 17: selected desire for increased energy or maintaining my current health as motivations for improving health (NET) any rank, by Millennial gender, 2024
- Black Millennials are motivated by positivity
 - 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

- Millennials report committing more resources toward healthcare
 - 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
- Millennials are doing their own research

Millennials and Health – US – 2024

- 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
 - Graph 23: reported an increase in time spent worrying about personal health, by Millennial responsibility role status, 2024
- Caregivers need emotional support and guidance
 - Graph 24: Reported an increase in time spent worrying about others' health, by Millennial responsibility role status, 2024
- Millennial adult caretakers can benefit from education and support through media

Barriers to healthcare

- Younger adults face more healthcare barriers compared to older generations, affecting many Millennials
 - Graph 25: barriers to healthcare, by generation, 2024
- Millennials' self-reliance makes them a key audience for OTC and at-home diagnostics
 - Graph 26: reasons for using an at-home self-diagnostic test, Millennials, 2023
- Help Millennial men make time for their health
 - Graph 27: Millennial barriers to healthcare, by gender and age, 2024
- Millennials who are responsible for others struggle to find time for healthcare
 - Graph 28: barriers to healthcare, by Millennial responsibility role status, 2024
- LGBTQ+ Millennials are prone to feeling unheard
 - Graph 29: barriers to health, by LGBTQ+, 2024

Attitudes toward healthcare

- To Millennials, implementing technology is equally important to their health as maintaining relationships with friends or family
 - Graph 30: attitudes toward healthcare, by generation, 2024
- Millennials use technology to manage their health the most
 - Graph 31: agree that they use technology to manage their health, by generation, 2024
- Technology can provide the support that caretakers need
 - Graph 32: usage of technology to manage health, by Millennial responsibility role status, 2024
- Centralized health solutions for sandwiched Millennials
- Women opt for scheduling appointments online, but prefer in-person attendance
 - Graph 33: attitudes toward online healthcare, by gender, 2024
- Millennials in roles of responsibility need help making their own health important
 - Graph 34: agree that others' health needs are more important than their own, by Millennials' responsibility for others' health types, 2024
- 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
 - Graph 35: opinions on financial future, by Millennials, 2024
 - Graph 36: consumer sentiment index, 2021-24
- Millennials will be responsible for the ageing population

APPENDIX

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

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by Kantar Profiles ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850