



# Health by Generation: Understanding Healthy Lifestyles and Behaviours

July 2020

Table of Contents

## INTRODUCTION

Scope

Understanding consumers' health-related choices and actions

The Health and Nutrition Survey and Coronavirus

## ATTITUDES AND PERCEPTIONS OF HEALTH

Consumers' perceptions of their current health status

Growing focus on mental wellbeing

## UNDERSTANDING SLEEP, STRESS AND ANXIETY

Prioritising stress and anxiety management

Online influences trigger stress and anxiety

Limiting exposure of online platforms and social media

Understanding sleep habits of Generation Z and millennials

## UNDERSTANDING SLEEP, STRESS, AND ANXIETY

Restless and disturbed sleep impacts Generation X and baby boomers

## WEIGHT MANAGEMENT AND BARRIERS TO EXERCISE

Incorporating weight management into holistic healthy living

Changing perspectives on weight management and loss

Integrating physical activity into daily habits and behaviours

Consumers are struggling to make time to exercise

## MEDICAL BEHAVIOURS AND PERCEPTIONS

Accepting medical information from alternative sources

Use of pharmaceutical products and over-the-counter medicine

Understanding approaches to medical care

Perceptions on safety of pharmaceutical products

Moving towards online health platforms to save time and money

Barriers to medical visits

Understanding perceptions on online health information sources

Growing acceptance of online and virtual health sources

## RESEARCH OVERVIEW

Overview of Health and Nutrition Survey

Health and Nutrition Survey covers health habits and 15+ illnesses (1)

Health and Nutrition Survey covers health habits and 15+ illnesses (2)

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/health-by-generation-understanding-healthy-lifestyles-and-behaviours/report](http://www.euromonitor.com/health-by-generation-understanding-healthy-lifestyles-and-behaviours/report).