

Healthy Lifestyles - Canada - July 2014

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“Providing incentives like free gym trials, online tools/apps, more affordable options for wearable tech and athletic gear, and increased well-being education could be avenues for both companies and health organizations which are looking to appeal to less affluent Canadians who would like to lead a healthier lifestyle.”
- Jason Praw, Senior Lifestyle Analyst

This report looks at the following areas:

- Women are driving healthy living in Canada
- Improving healthy lifestyles among less affluent Canadians
- Improving uptake of wearable technology
- Helping Canadians understand the difference between health and fitness

The majority of Canadian consumers believe that they are living a healthy lifestyle, spurred on by maintaining a well-balanced diet, exercising, and sustaining a positive attitude. Overall, women demonstrate a higher level of self-proclaimed health, as well as elevated scores in their commitment to healthy eating, fitness, and attitudes towards well-being.

Self-proclaimed health is higher among more affluent Canadians. It appears that increased disposable funds allows for easier accessibility to healthier foods (ie more fruit, vegetables, and homemade meals) and exercise. It also allows for the ability to counterbalance the decrease in spare time which is afflicting many Canadians, therefore improving work/life balance and ultimately their overall health.

This report explores the state of the nation's health and how healthy lifestyles differ by life stage and various demographic groups. The report also looks at factors that adults consider important for their well-being, barriers that are keeping them from being healthier and attitudes towards healthy lifestyles.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Introduction

Methodology

Abbreviations

Executive Summary

Demographic overview

Over half of Canadians are overweight/obese, with consumption of fruit and vegetables having levelled off

Figure 1: Body mass index, overweight or obese, self-reported, 18+, 2009-13

The consumer

Most Canadians believe they are healthy

Figure 2: Canadians' perceived health, May 2014

Lack of motivation and time are the main barriers to being healthier

Exercise, a balance diet, and sleep are key factors for healthy living

Figure 3: Important factors for a healthy lifestyle, May 2014

Many Canadians participate in health activities on a regular basis

Figure 4: Frequency of participating in lifestyle activities, May 2014

Most Canadians understand the importance of healthy living

Figure 5: Attitudes towards healthy lifestyles, May 2014

Canadians are interested in apps/wearable technology, but currently exhibit low usage

What we think

Issues and Insights

Women are driving healthy living in Canada

The facts

The implications

Improving healthy lifestyles among less affluent Canadians

The facts

The implications

Improving uptake of wearable technology

The facts

The implications

Helping Canadians understand the difference between health and fitness

The facts

The implications

Trend Application

Trend: Second Skin

Trend: Mood To Order

Trend: Slow It All Down

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Demographic Overview

Key points

Canada's population is expected to age in the coming years

Figure 6: Projected trends in the age structure of the Canada population, 2014-19

Life expectancy continues to rise

Figure 7: Trends in Canadian life expectancy, by gender, 1991-2012

Over half of Canadians are overweight or obese

Figure 8: Body mass index, self-reported rate of being overweight or obese among Canadian adults, 2009-13

One in five Canadians smoke

Figure 9: Canadians 20+ who reported being current smokers, 2009-13

Canadian fruit and vegetable consumption flatlines

Figure 10: Recommended number of food guide servings per day in Canada

Figure 11: Share of Canadians who eat five or more fruit and vegetable portions per day, 2001-13

Physical activity on the rise

Who's Innovating?

Key points

Food and drink brands look to broaden their appeal

Figure 12: Percentage to total of food and drink launches in Canada, by claim category, 2010-14

Kosher reinforces its position as the go-to claim

Figure 13: Percentage to total of food and drink launches in Canada, by specific claim, 2010-14

Private labels up their 'healthier' NPD activity

Figure 14: Food and drink NPD with a 'minus' claim, branded vs private label in Canada, 2010-14

Vitamins and capsule formats become more diverse

Figure 15: Percentage to total of vitamins and dietary supplements launches, by format, 2010-14*

Selection of other miscellaneous interesting 'healthy' launches

Canadian Fitness Campaigns & Advertising

Key points

ParticipACTION is still a central force in creating fitness awareness

Figure 16: Recent ParticipACTION campaigns

Other programs are making attempts to boost health levels in Canada

Canadian retailers playing small role in nation's healthy lifestyle goals

The Consumer – Canadians' Personal Health Rating

Key points

Canadians generally believe they are leading healthy lives

Figure 17: Canadians' perceived health, May 2014

Figure 18: Perceptions of personal health as 'healthy' among Canadians, by gender, age, and household income, May 2014

British Columbians are most likely to believe they are healthy

Figure 19: Perceived personal Health rating (top-two box) by province, May 2014

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Lack of motivation is fuelling unhealthy Canadians

The Consumer – Important Factors for a Healthy Lifestyle

Key points

Exercise and balanced diet are key for a healthy lifestyle

Figure 20: Important factors for a healthy lifestyle, May 2014

Figure 21: Important factors for a healthy lifestyle by gender, May 2014

25-34s least likely to associate not smoking or low consumption levels of alcohol with a healthy lifestyle

Figure 22: Important factors for a healthy lifestyle by age, May 2014

Disposable income can help in maintaining a healthy lifestyle

Figure 23: Important factors for a healthy lifestyle by household income, May 2014

Perceived health has little effect on associated factors

Figure 24: Important factors for a healthy lifestyle by perceived health, May 2014

The Consumer – Barriers to Being Healthier

Key points

Lack of motivation is the main barrier for improving one's health

Figure 25: Main barriers to being healthier, May 2014

A lack of spare time is also an issue

Figure 26: Lack of motivation and spare time barriers by household income, May 2014

Lack of money is a barrier for a quarter

Other barriers only garner limited response

The Consumer – Frequency of Health Related Activities

Key points

Three quarters of Canadians eat homemade meals and fruit and vegetables at least once a day

Figure 27: Frequency of participating in lifestyle activities, May 2014

Figure 28: eating homemade meals and fruit and vegetables daily by household income, May 2014

Some 44% of Canadians eat vitamins and/or supplements at least once a day

Some 43% of Canadians take time to relax and unwind at least once a day

The majority of Canadians exercise at least once a week

Canadians are doing an adequate job at staying away from unhealthy activities

Figure 29: Frequency of participating in 'unhealthy' lifestyle activities, May 2014

The Consumer – Wearable Tech and App Usage

Key points

Low use but high interest in apps/wearable technology

Figure 30: Wearable technology and app usage, May 2014

Women are more engaged with wearable tech and online tools

Figure 31: Significant difference for interest and current usage of wearable technology and apps, by gender, May 2014

Scope for growth based on interest levels

Figure 32: Interest in wearable technology devices and mobile apps that help you track your activities, by age, May 2014

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The Consumer – Attitudes Towards Healthy Lifestyles

Key points

Summary of healthy lifestyles attitudes

Figure 33: Attitudes towards healthy lifestyles, May 2014

Most Canadians understand the importance of maintaining a balanced diet

Figure 34: Attitudes towards diet, May 2014

Work-life balance is important to many Canadians

Figure 35: Attitudes towards work-life balance, May 2014

Canadians try to maintain a healthy lifestyle, but need to work at it

Figure 36: Attitudes towards health, May 2014

Exercise is an important part of 53% of Canadians' lives

Figure 37: Attitudes towards exercise/being active, May 2014

The Consumer – Healthy Lifestyles and Chinese Canadians

Key points

Chinese Canadians are most likely to see themselves as healthy

Figure 38: Canadians' perceived health – Overall vs Chinese Canadians, May 2014

Maintaining a healthy lifestyle is less about food and more about fitness, among Chinese Canadians

Figure 39: Attitudes towards health (top-two box agreement) – Overall vs Chinese Canadians, May 2014

Figure 40: Frequency of participating in lifestyle activities – Overall vs Chinese Canadians, May 2014

Spare time is at more of a premium in the Canadian Chinese Community

Figure 41: Main barriers to being healthier – Overall vs Chinese Canadians, May 2014

The Consumer – Target Groups

Key points

Four target groups

Figure 42: Target groups, May 2014

Disengaged (27%)

Enthusiasts (26%)

Sensible Adults (24%)

Conflicted Indulgers (23%)

Appendix – The Consumer – Personal Health Rating

Figure 43: Personal health rating, May 2014

Figure 44: Personal health rating – 'I consider my lifestyle to be...', by demographics, May 2014

Appendix – The Consumer – Barriers to Being Healthier

Figure 45: Main barriers to being healthier, May 2014

Figure 46: Main barriers to being healthier, by demographics, May 2014

Figure 47: Other barriers to being healthier, by demographics, May 2014

Appendix – The Consumer – Frequency of Health Related Activities

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Figure 48: Frequency of health related activities, May 2014

Figure 49: Frequency of health related activities – Eat homemade meals, by demographics, May 2014

Figure 50: Frequency of health related activities – Eat fruit and vegetables, by demographics, May 2014

Figure 51: Frequency of health related activities – Take time to relax and unwind, by demographics, May 2014

Figure 52: Frequency of health related activities – Spend time on hobbies, by demographics, May 2014

Figure 53: Frequency of health related activities – Exercise, by demographics, May 2014

Figure 54: Frequency of health related activities – Taken vitamins or supplements, by demographics, May 2014

Figure 55: Frequency of health related activities – Eat junk food, by demographics, May 2014

Figure 56: Frequency of health related activities – Feel particularly stressed, by demographics, May 2014

Figure 57: Frequency of health related activities – Drink alcohol, by demographics, May 2014

Figure 58: Frequency of health related activities – Work long hours, by demographics, May 2014

Figure 59: Frequency of health related activities – Skip meals, by demographics, May 2014

Figure 60: Frequency of health related activities – Smoke cigarettes, by demographics, May 2014

Appendix – The Consumer – Factors Important For a Healthy Lifestyle

Figure 61: Important factors for a healthy lifestyle, May 2014

Figure 62: Most important factors for a healthy lifestyle, by demographics, May 2014

Figure 63: Next most important factors for a healthy lifestyle, by demographics, May 2014

Figure 64: Other important factors for a healthy lifestyle (continued), by demographics, May 2014

Appendix – The Consumer – Wearable Tech and App Usage

Figure 65: Technology usage, May 2014

Figure 66: Technology usage – Mobile/tablet app where I can store daily calorie intake[^], by demographics, May 2014

Figure 67: Technology usage – Mobile/tablet app to track my activity levels[^], by demographics, May 2014

Figure 68: Technology usage – Mobile/tablet app with healthy recipes and advice[^], by demographics, May 2014

Figure 69: Technology usage – Wearable device that counts steps and tracks sleep, by demographics, May 2014

Figure 70: Technology usage – Wearable device that tracks heart rate, blood pressure and movement, by demographics, May 2014

Figure 71: Technology usage – Mobile/tablet app that suggests healthier food/drink alternatives by scanning the barcode[^], by demographics, May 2014

Figure 72: Technology usage – Mobile/tablet app that helps with stress reduction[^], by demographics, May 2014

Figure 73: Technology usage – Smart watch with fitness functionality, by demographics, May 2014

Appendix – The Consumer – Attitudes Towards Healthy Lifestyles

Figure 74: Healthy lifestyle attitudes, May 2014

Figure 75: Agreement with the statements 'My overall health depends on eating well' and 'It is important to have regular medical check-ups even if I am not ill' by demographics, May 2014

Figure 76: Agreement with the statements 'How I spend my time is more important than the money I make' and 'It is worth paying more for products that help improve my health', by demographics, May 2014

Figure 77: Agreement with the statements 'I am better informed about nutrition than the average person' and 'Exercise is an important part of my life', by demographics, May 2014

Figure 78: Agreement with the statements 'I often try to eat smaller portions' and 'Low-fat foods are an important part of my regular diet', by demographics, May 2014

Figure 79: Agreement with the statements 'Even though I do not enjoy working out, I do it because it is good for me' and 'I feel like I have less leisure time because of more challenging work tasks these days', by demographics, May 2014

Figure 80: Agreement with the statements 'I live an active lifestyle so I do not feel like I need to devote much time to exercise' and 'I am willing to sacrifice time with my family in order to have a better career' by demographics, May 2014

Appendix – The Consumer – Healthy Lifestyles and Chinese Canadians

Figure 81: Selected demographics by total population against Chinese Canadians, May 2014

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Appendix – The Consumer – Target Groups

Figure 82: Target groups, May 2014

Figure 83: Target groups, by demographics, May 2014

Figure 84: Personal health rating, by target groups, May 2014

Figure 85: Main barriers to being healthier, by target groups, May 2014

Figure 86: Frequency of health related activities, by target groups, May 2014

Figure 87: Important factors for a healthy lifestyle, by target groups, May 2014

Figure 88: Technology usage, by target groups, May 2014

Figure 89: Healthy lifestyle attitudes, by target groups, May 2014

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