

## Heart Health - US - May 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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About 85.6 million Americans are living with some form of CVD (cardiovascular disease), also known as heart disease, which includes HBP (high blood pressure), heart attack, chest pain, heart failure, and the after effects of stroke.

CVD is the leading cause of death in the US as well as globally and has a significant financial impact on more than just sufferers.

### This report looks at the following areas:

- Many Americans are living with a heart disease risk factor
- Heart health issues have grown over the past 5 years
- Age is a primary risk factor, which impacts heart health perspectives
- Lack of bodyweight awareness can cause unrealized heart health risk

While death rates have declined in recent years due to advancements in medicine, the majority of Americans are living with at least one type of risk factor. Based on Mintel consumer research there is some uncertainty of what is the leading risk factor. This is an opportunity for companies to build awareness through the introduction of products and services to prevent and manage specific heart health ailments.

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### DID YOU KNOW?

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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