

Marketing Health to Men - US - September 2015

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"Men remain most at risk for many health problems. When it comes to managing their health men rely on exercise, a positive mental attitude, and VMS (vitamin, mineral, or supplement). Motivation is the greatest barrier for men when it comes to health, but they will seek products and services that help them to achieve their ideal health."
- Marissa Gilbert, Health and Wellness Analyst

This report looks at the following areas:

- Men express lower levels of concern over health issues
- Overweight men less engaged in healthy behaviors
- Self-motivation and costs associated with health are men's top barriers

In this report, Mintel examines various factors impacting men's health and seeks to help marketers understand what men are specifically looking for/drawn to when purchasing health-related products and services and how to best appeal to these needs.

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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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