

Marketing Health to Women - US - August 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Women in general need help with self-motivation in order to achieve their health goals – this can be gained through encouraging healthy behaviors, showcasing realistic healthy role models in marketing, and offering products and services that incorporate health into women's daily lives. "

- Marissa Gilbert, Health and Wellness Analyst

This report looks at the following areas:

- Stress is the number one health concern among women
- Women lack self-motivation when it comes to improving their health
- Obesity rates continue to uptick and the health impacts are concerning

Half of women consider themselves healthier today than they were a year ago. Generally, women are engaged in some aspect of their health – whether taking a vitamin, mineral or supplement, eating a healthy diet, exercising, or staying positive – yet express the most concern over the effects of stress on their wellbeing. Looking forward, women will seek relatable health role models that motivate them to achieve their health goals.

Definition

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

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Marketing Health to Women - US - August 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Stress is the number one health concern among women

Figure 1: Women's health concerns, May 2015

Women lack self-motivation when it comes to improving their health

Figure 2: Women's barriers to achieving ideal health, any rank, May 2015

Obesity rates continue to uptick and the health impacts are concerning

Figure 3: Women's healthiness today compared to a year ago, by BMI, May 2015

The opportunities

Get younger women invested in their health

Figure 4: Women's interest in select methods of managing health, by age, May 2015

Older women are most engaged, expand their use of health products

Figure 5: Women's reasons for purchasing products geared towards improving health, by age, May 2015

Women need healthy, realistic role models for motivation

Figure 6: Women's select barriers to women in achieving ideal health, any rank, by BMI, May 2015

What it means

The Market – What You Need to Know

Aging population, increasing diversity, and disparity in income effect health

Obesity and stress cause health risks

Heart disease and cancer top causes of death among women

Market Factors

Females make up half of the US population with a growing 55+ segment

Figure 7: US population, by gender and age, 2014

Figure 8: Share of US female 18+ population, by age, 2014-19

Female population growing more diverse; still predominately White

Figure 9: Females by race and Hispanic origin, 2009-19

Figure 10: Women who consulted any healthcare professional in the last 12 months, by race, February 2014 - March 2015

Disparity in household income impacts women's wellness

Figure 11: Median household incomes, by gender, 2013

Health Factors

Obesity rates and obesity-related health risks remain high

Stress is a risk factor for many ailments

Heart disease and cancer are leading causes of death among women

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Marketing Health to Women - US - August 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 12: Leading causes of death in females (all ages) United States, 2013

Figure 13: Most common cancers Among Women, 2014

Women provided greater access to preventive health services

Key Initiatives – What You Need to Know

Campaigns promote women's strength and positive body images

Perpetuating rape culture is not acceptable

Women's health issues, equality in advertising, and wearable tech evolving

What's Working?

Under Armour's campaign demonstrates women's will over expectations

Figure 14: Misty Copeland: I will what I want, July 2014

Figure 15: Gisele Bundchen: I will what I want, September 2014

Healthy bodies come in all sizes

Figure 16: This Girl Can: 30 Second Ad, January 2015

Products aimed at delicate women's health issues receive modern updates

What's Struggling?

A serious health issue for women, yet rape culture still used in advertising

What's Next?

National spotlight shines on lack of paid maternity leave policies

Cannes' Glass Lion Award honors campaigns breaking gender inequality

Improve motivation with female focused health tracking wearables

The Consumer – What You Need to Know

Some women feel healthier, yet still have several health concerns

Several factors are key to ideal health; largely diet and exercise

Women seek health information from professionals and online websites

More than anything else, women are taking a VMS to manage their health

Women require help with staying motivated

Health-focused products are purchased for proactive care and to feel good

Change in Health

Half of women report being healthier compared to a year ago

Figure 17: Women's healthiness today compared to a year ago, by race, May 2015

Figure 18: Women's healthiness today compared to a year ago, by BMI, May 2015

Health Concerns

Stress is the top health concern for women

Figure 19: Women's health concerns, May 2015

A woman's age drives worry for some ailments

Figure 20: Select women's health concerns, by age, May 2015

Obese women have greater unease with ailments linked to body weight

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Marketing Health to Women - US - August 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 21: Women's health concerns, by body weight, May 2015

Black women express minimal concern for skin cancer

Figure 22: Women's concern with skin cancer, by race, May 2015

Factors to Achieve Good Health

Diet, followed by exercise are key to achieving good health

Figure 23: Factors that are important to women achieving good health, by rank, May 2015

Regular medical check-ups are more important to Black and older women

Figure 24: Any rank of regular medical check-ups as a means to good health, by age and by race/Hispanic origin, May 2015

Sources of Health Information

Professionals and health websites sought most for health information

Figure 25: Women's sources for health information, online and offline, May 2015

Allow young women to manage their own health

Figure 26: Pharmacist and health insurance provider as sources for health information, by age, May 2015

Black women seek professionals; Hispanic women less formal sources

Figure 27: Select offline sources for women's health information, by race, May 2015

Hispanic women and moms more willing to pay for online health content

Figure 28: Women's willingness to pay for online health content, by Hispanic origin and parent status, May 2015

Methods of Managing Health

More than anything else, women are taking a VMS to manage their health

Figure 29: Select methods of managing women's health, May 2015

Older women more active in managing health; younger express interest

Figure 30: Select methods of managing women's health, by age, May 2015

Women with low household income least likely to exercise or take a VMS

Figure 31: Currently exercise or take a VMS to manage health, by household income, May 2015

Obese women not as likely to be exercising or eating healthy

Figure 32: Managing health with exercise, Diet and medications, by BMI, May 2015

Barriers to Achieving Ideal Health

Women struggle with overcoming a lack of motivation

Figure 33: Women's barriers to achieving ideal health, any rank, May 2015

The cost of improving health is a barrier

Figure 34: Select barriers to achieving ideal health, any rank, by household income, May 2015

Some frustrations more apparent among overweight women

Figure 35: Select barriers to achieving ideal health, any rank, by BMI, May 2015

Reasons for Purchasing Products to Promote Health

Women purchase health products to prevent health issues and feel good

Figure 36: Women's reasons for purchasing products geared towards improving health, May 2015

Older women focus on health; young women on the surface level

Figure 37: Longer-term reasons for purchasing products geared towards improving health, by age, May 2015

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Marketing Health to Women - US - August 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 38: Shorter-term reasons for purchasing products geared towards improving health, by age, May 2015

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com