

Trends in Health and Wellness - China - May 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

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



"This is a perfect time for health-related products and services, as Chinese consumers gradually realise the importance and necessity of keeping healthy because of their sub-health conditions. Brands and companies could consider leveraging consumers' desires towards 'all natural ingredients' to better seize market opportunities."

– Yujing Li, Senior Research Analyst

This report looks at the following areas:

- How many and what types of sub-health conditions do consumers have?
- Which are the most important factors that contribute to a healthy lifestyle?
- What are the most important factors for a healthy food product?
- Which information channels are most helpful for consumers to get advice on healthy living?
- Do consumers have interests towards health-related apps and wearable devices?
- What are consumers' attitudes towards health and wellness?

With the quick pace of life and increasing disposal income, the proportion of people who claim to have sub-health problems is rising as well. The stress from work and daily life is still the main cause why people have sub-health conditions. In the meantime, Mintel research also indicates that many people are suffering from multiple sub-health issues, indicating this will become a more serious problem in the future.

On the other hand, it could also be seen as opportunities for health-related industries such as food and beverage market since consumers have strong willingness to purchase products or services in order to improve their health status.

This report goes into details about understanding Chinese consumers' attitudes towards health and wellbeing. It covers aspects including sub-health conditions, healthy eating, exercising, information channel for healthcare, etc. Consumers' attitudes towards health-related apps and wearable technologies are also included in this report.

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

Trends in Health and Wellness - China - May 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

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

Table of Contents

Introduction

Methodology

Abbreviations

Executive Summary

The consumer

Health status

Figure 1: Sub-health problems, March 2015

Figure 2: Repertoire of sub-health problems, March 2015

Most important thing in a healthy lifestyle

Figure 3: Important factors that contribute to a healthy lifestyle, March 2015

Views on healthy food

Figure 4: Perceived features of a healthy food product, March 2015

Information sources for health advice

Figure 5: Information channels that people find helpful when looking for health advice, March 2015

Interest in health-related apps and wearable devices

Figure 6: Interest in healthcare-related apps and wearable devices, March 2015

Attitudes towards health and wellness

Figure 7: Selected consumer attitudes towards health and wellness, March 2015

Key issues

Scope for product innovations targeting consumers who have poor eyesight

The future of wearable devices depends on how its role may extend beyond a health tracker

How to build natural perception to appeal to Chinese consumers

How to target different consumer groups in terms of food and drink

What we think

Issues and Insights

Scope for product innovations targeting consumers who have poor eyesight

The facts

The implications

Figure 8: Proportion of students who have myopia, by study grade, 2000-10

Figure 9: New food and beverage products with "eye health" claim, by product category, 2012-14

Figure 10: Share of food and beverage launches with blueberry ingredient in total food and beverage launches in China, by category, 2014

Figure 11: Example of product with obvious claim, 2011

Figure 12: Example of product with strong visual impact, 2012

The future of wearable devices depends on how its role may extend beyond a health tracker

The facts

The implications

How to build natural perception to appeal to Chinese consumers

**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

Trends in Health and Wellness - China - May 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

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

The facts

The implications

Figure 13: Examples of products with free-from claims and no additive claims, China, 2014-15

Figure 14: Examples of products with plant packaging materials, Vietnam and Belgium, 2013-14

How to target different consumer groups in terms of food and drink

The facts

The implications

Figure 15: Selected consumer attitudes towards health and wellness, March 2015

Figure 16: Consumer segmentation, by consumer attitudes towards healthy eating, March 2015

Figure 17: Acai/Fruits of the forest, 2014

Trend Application

Prove It

Life Hacking

The Big Issue

The Consumer –Health Conditions

Key points

Less than 15% of respondents think they are healthy

Figure 18: Health conditions, November 2012 and march 2015

Figure 19: Consumers who do not have sub-health issues, by city tier, November 2012 and march 2015

Poor eyesight is the top sub-health issue for consumers

Figure 20: Sub-health problems, March 2015

Figure 21: Ownership of technology products, March 2015

Three “highs” is not an aging-associated health problem now

Figure 22: Selected sub-health problem, by gender and age, March 2015

More than half suffer from multiple sub-health problems

Figure 23: Repertoire of sub-health problems, March 2015

Stress is still the leading cause of sub-health

Figure 24: Selected sub-health problems, by personal monthly income, March 2015

Figure 25: Selected sub-health problems, by marital status, March 2015

Figure 26: Examples of products with stress reduction benefits, Japan and Malaysia, 2013-15

The Consumer – Important Factors that Contribute to a Healthy Lifestyle

Key points

Doing regular exercise has become the most important factor to healthy lifestyles

Figure 27: Important factors that contribute to a healthy lifestyle, March 2015

Figure 28: Respondents who agree doing regular exercise is the most important factor to healthy lifestyles, by gender, January 2014 and March 2015

People of different income levels do things differently

Figure 29: Important factors that contribute to a healthy lifestyle, by monthly personal income, March 2015

Even people who have sub-health problems have somewhat ignored the importance of medical check-ups

**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

Trends in Health and Wellness - China - May 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

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

Figure 30: Selected important factors that contribute to a healthy lifestyle, by sub-health problems, March 2015

Figure 31: Respondents who agree having regular medical check-ups is the most important factor to healthy lifestyles, by gender and age, January 2014 and March 2015

There is an opportunity for the development of wearable devices

Figure 32: Selected important factors that contribute to a healthy lifestyle, by whether have wearable devices, March 2015

Figure 33: Repertoire of sub-health problems, by whether have wearable devices, March 2015

The Consumer – Important Factors for a Healthy Food Product

Key points

Natural ingredients and healthier processing methods are considered as the top two important factors in healthy food

Figure 34: Perceived features of a healthy food product, March 2015

Figure 35: Examples of products with "natural" packaging, US, Italy and UK 2014-15

Reducing calories or sugar no longer stands out

Figure 36: Examples of "good" sugars, India, Canada and Sweden, 2013-14

High earners show a stronger interest in pursuing organic food, while coarse grain would appeal to low income families

Figure 37: Selected factors determining healthy food product, by monthly personal income, March 2015

Figure 38: Examples of products with multiple healthy benefits, China, 2015

Older consumers are more likely to worry about GMO problem

Figure 39: Selected factors determining healthy food product, by gender and age, March 2015

Figure 40: Share of sauces and seasoning launches with "gmo-free" claim in total sauces and seasoning launches, China, 2010-14

The Consumer – Information Channels for Health Advice

Key points

TV and health-related websites are perceived to be the most helpful despite reading from multiple information sources

Figure 41: Information channels that people find helpful when looking for health advice, March 2015

Information channel differ across ages

Figure 42: Information channels for healthy lifestyle, by age, March 2015

Opportunities to promote health supplements

Figure 43: Information channels for healthy lifestyle, by factors that contribute to a healthy lifestyle, March 2015

The Consumer – Interest in Health-related Apps and Wearable Devices

Key points

The penetration of health-related apps and wearable devices is still low

Figure 44: Interest in healthcare-related apps, March 2015

Figure 45: Interest in wearable devices, March 2015

More people want to use mobile/tablet app to track activity level rather than a wearable device

20-29-year-old consumers and high earners should be the first target of health-related apps and wearable devices

The Consumer – Attitudes towards Health and Wellness

Key points

Consumer understanding of being healthy evolves with time

Figure 46: Selected consumer attitudes towards health and wellness, March 2015

Consumers tend to have different opinions in terms of eating healthily

**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

Trends in Health and Wellness - China - May 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

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

Figure 47: Selected consumer attitudes towards health and wellness, March 2015

Over half of consumers admit it is difficult to give up junk food, but they also think health comes before taste

Figure 48: Selected consumer attitudes towards health and wellness, March 2015

People are more likely to believe recommendations from family/friends

Figure 49: Selected consumer attitudes towards health and wellness, March 2015

The Consumer – Meet the Mintropolitans

Key points

Why Mintropolitans?

Who are they?

Figure 50: Demographic profile of Mintropolitans vs Non-Mintropolitans, by gender, age and personal income

Figure 51: Demographic profile of Mintropolitans vs Non-Mintropolitans, by marital status, city tier and education level

Mintropolitans are more likely to have multiple sub-health problems...

Figure 52: Repertoire of sub-health problems, by consumer classification, March 2015

Figure 53: Health conditions, by consumer classification, March 2015

...and the Mintropolitans are more likely to rely on health supplements and medical check-ups to maintain health

Figure 54: Important factors that contribute to a healthy lifestyle, by consumer classification, March 2015

Mintropolitans show more preferences for organic and fortified ingredients

Figure 55: Factors Determining Healthy Food Product, by consumer classification, March 2015

Mintropolitans are the pioneers of health-related apps and wearable devices...

Figure 56: Healthcare-related apps and wearable devices that people already in use, by consumer classification, March 2015

...and they tend to have different attitudes in terms of health and wellness

Figure 57: Consumer agreement towards health and wellness, by consumer classification, March 2015

Figure 58: Consumer disagreement towards health and wellness, by consumer classification, March 2015

Significantly more reliance on digital media for health advice

Figure 59: Information channels that people find helpful when looking for health advice, by consumer classification, March 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