

Health and Wellness Retailing - Canada - June 2016

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Canadians take a holistic approach to managing wellness, with physical and mental health being the top priorities. Though they generally see themselves as healthy, weight remains a concern for about half the population (54%).

This report looks at the following areas:

- Nearly half of Canadians are concerned about the health risks associated with their weight
- Few have faith in the information they find online
- Quebecers are less likely to visit their primary care doctors

Traditional outlets remain the most trusted resource for treatment for Canadians, however, the propensity for self-diagnosis means the internet is often a go-to starting point. Online/mobile platforms are ideal resources to increase access to professionals and for retailers to play the role of the experts. This will be particularly important for pharmacies as consumers are turning to other retailers for more general health and wellness products.

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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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Canadians are proactive and nourish their wellness with food
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Abbreviations

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