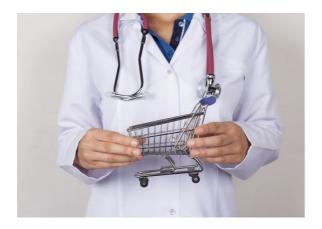


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Canadians take a holistic approach to managing wellness, with physical and mental health being the top priorities. Though they generally see themselves as healthy, weight remains a concern for about half the population (54%).

## 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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#### **Table of Contents**

#### Overview

What you need to know

#### **Executive Summary**

The issues

Nearly half of Canadians are concerned about the health risks associated with their weight

Figure 1: Attitudes towards health management, March 2016

Few have faith in the information they find online

Figure 2: Attitudes towards health management, March 2016

Quebecers are less likely to visit their primary care doctors

Figure 3: Healthcare sources, Quebec vs overall, March 2016

Opportunities

Pharmacies have the opportunity to leverage their differentiation point: expertise

Figure 4: Purchase of health and wellness products, correlation analysis, March 2016

Other retailers can also leverage their differentiation points: broad scope of products

Quebecers want more resources

Figure 5: Attitudes towards health management, by province, March 2016

What it means

The Market – What You Need to Know

An aging population means a need to frame health and wellness issues accordingly

Population growth due to immigration will place greater demands on urban centres

Economic pressures will push consumers towards cheaper options

### Market Factors

Population is aging

Figure 6: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061

Marketing efforts will need to be framed accordingly

Greater access to experts will be necessary

Over half of Canadians are overweight or obese

Figure 7: Body mass index, self-reported rate of being overweight or obese among Canadian adults, 2010-14

International migration puts more pressure on CMAs

The population is primarily concentrated in four urban centres

Figure 8: Share of population of Canada, by territory/province, 2014

Canadian population is growing due mainly to immigration

The implications for urban centres

Rising prices lead to cost savings behaviours

Figure 9: Consumer price index, May 2010-April 2016

Key Players - What You Need to Know



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A holistic approach resonates with Canadians

Addressing the health and wellness needs by age

Wearables see low adoption, though hold great potential

What's Working?

OTC and the holistic approach to health and wellness

Figure 10: Tropic Fruit Multivitamin Adult Chews Centrum, 2016

Helping customers make better choices at the grocery store: Loblaw

Figure 11: Loblaws advertisement, "Loblaws: Want to raise a food lover?", 2016

Raising awareness of mental health issues: Bell Canada

What's Struggling?

Interest in wearable technology remains present, but adoption is low

What's Next?

Wellness on the go

Figure 12: Jamieson Vitamins YouTube "Vitamin Sprays" advertisement, 2016

Rewarding healthy behaviours

Helping seniors with aging

Shared living for seniors: Room2Care

Ride-sharing service for the elderly: Lift Hero

The Consumer - What You Need to Know

Canadians place the greatest priority on physical and mental wellness

Most feel they are physically well, though weight may be a concern

Canadians are proactive and nourish their wellness with food

Canadians are proactive and nourish their wellness with food

More in-person and mobile support are desired

Pharmacies are the go-to retailer type for health and wellness purchases

**Factors of Personal Wellness** 

Physical and mental wellness are the two most important aspects

Figure 13: Importance of personal wellness types, March 2016

Figure 14: Importance of personal wellness types (#1 ranked), March 2016

Value on wellness aspects vary by life stage

Physical wellness edges out mental wellness for Chinese Canadians

Canadians have more clarity on addressing physical wellness than mental wellness

How Canadians Perceive Their Physical Wellness

Most feel they are physically well, though weight may be a concern

Perception of health increases with age

Figure 15: Agreement with statement "I rarely ever get sick" (any agree), by age, March 2016

Canadians are generally positive about their overall well-being – in their words

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### Health risks associated with weight is a concern for half

Figure 16: Attitudes towards health management, March 2016

Addressing physical wellness through embracing different angles

### Approach to Health Management

#### Canadians proactively nourish their health with food

Figure 17: Attitudes towards health management, March 2016

"You are what you eat" - in their words

Quebecers and French speakers are the biggest believers in food as medicine

Women skew towards natural/holistic, men towards medications

Figure 18: Attitudes towards health management, by gender, March 2016

The perspectives holds for parents

Opportunities for retailers to arm consumers with information

Trusted Sources for Treatment of Personal Wellness Issues or Illnesses

### Canadians engage in self-diagnosis, though few put stock in the internet

Figure 19: Attitudes towards health management, March 2016

### Traditional sources remain the standard

Figure 20: Healthcare sources, March 2016

Quebecers are less likely to visit their primary care doctors

## Millennials still skew more heavily towards the traditional

Figure 21: Healthcare sources, by age, March 2016

The internet is a starting point for Millennials – in their words

Opportunities to connect by providing guidance

## Interest in Additional Tools to Manage Wellness

## Canadians want more in-person and mobile/app support

Figure 22: Interest in Technology for Health Management, March 2016

Online or mobile chat systems are valued as an additional connection to the experts

In their words

Apps in action

Quebecers want more self-serve clinics and mobile/online support

Women are more likely to want support tools

Women are keen on in-person tools that help with self-treatment

Mobile and online support will resonate with women under 55

Middle-aged women show the greatest interest in tracking devices

### Where Canadians Purchase Health and Wellness Products

## Pharmacies remain the go-to store type for health and wellness products

Figure 23: Purchase of health and wellness products, by location, March 2016

## General needs can be met with more 'general' type stores

Figure 24: Purchase of health and wellness products, correlation analysis, March 2016

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Pharmacies may need to do more to hold their lane

Mass merchandisers can leverage their broad scope of products

How Canadians and Americans Differ on Wellness Priorities

Canadians are much more likely to prioritize mental wellness

Figure 25: Importance of personal wellness types, Canada vs US, March 2016

Healthcare differences a likely contributor

More opportunities for tools to help mental health and wellness in Canada

Appendix - Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Correspondence analysis methodology

Abbreviations and terms

Abbreviations

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