

Managing Stress and Wellbeing - UK - May 2018

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“Levels of stress amongst today’s Brits are on the rise, driven by growing financial pressures and increasing workloads. This represents a burgeoning health crisis that the NHS is ill equipped to cope with, indicating an opportunity for brands and service providers to help alleviate – or even stave off – the resulting issues of stress.”

– **Hera Crossan, Research Analyst**

This report looks at the following areas:

- **Tackling the UK’s burgeoning health crisis**
- **A growing need for age-appropriate anti-stress solutions**

Experience of stress amongst today’s Brits is almost universal, with mounting pressure on finances and increasing levels of employment suggesting that this will not ease off any time soon. With stress linked to a number of mental and physical health complaints, an already stretched NHS is unlikely to be able to cope with the rising proportion of people in need of help, increasing opportunities for brands to promote anti-stress products and services.

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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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