

Healthy Lifestyles - US - November 2018

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"Although nearly nine in 10 Americans feel they lead at least "somewhat healthy" lifestyles, self-perceptions do not always align with reality. A positive assessment doesn't mean that people are not looking for improvement. In fact, one third say they are actively trying to improve their health by a lot."

- **Mike Gallinari, Travel & Leisure Analyst**

This report looks at the following areas:

- **The elastic view of health**
- **Holistic wellness**
- **Progress is important**
- **Free advice may not be worth the cost**

Health is a top priority among consumers worldwide, and the idea of what constitutes a healthy lifestyle is constantly evolving. The idea of the number on the scale defining one's health is moving to the wayside (though weight is still a powerful consideration) in favor of a more holistic health approach, one that considers not only diet and exercise but also sleep patterns, hydration, mental health, and stress management.

Americans are eager to try different routines and practices to improve their health, but are frequently discouraged by the lack of visual progress and also have trouble staying motivated. They often turn toward online sources for information and encouragement, seeing it as a safe space to measure progress and spurn situations where they may feel judged. Consumers sense that the road to a healthy lifestyle is long, and look for ways to chain together short victories to get there.

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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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