

## Healthy Lifestyles - Healthy Ageing - Ireland - September 2018

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“The appearance of wrinkles is one of the most common signs of ageing and Irish consumers, particularly women, are turning to anti-wrinkle cream to revitalise their skin. However, as the majority of consumers agree that a lot of anti-ageing products oversell their effectiveness, ‘positive ageing’ messaging that emphasises healthy skin will help to better align with what anti-ageing products can deliver.”

– James Wilson, Research Analyst

This report looks at the following areas:

- **Physical health** – Including an examination of both diet and exercise/activities undertaken, as well as looking at motivations that lead to a healthy lifestyle. This Report places a focus on sugar when examining Irish consumers’ diets and looks at how they maintain a healthy lifestyle.
- **Mental health** – This looks at the state of positive wellbeing with respect to how consumers feel, and how they cope with how they feel. The scope of mental health, which focuses on issues consumers face later in life, includes, but is not limited to, depression, dementia, retirement and loneliness.
- **Financial health** – As financial health can act as a trigger for mental health issues such as stress, this Report will examine the current state of Irish consumers’ finances, with a focus on older consumers’ finances, and the steps that they could take to improve their financial health.

Irish consumers believe that their health has improved over the last 12 months, which bodes well for a society that will continue to age in the coming years. Skin deterioration is one of the most common and disliked signs of ageing, which could explain the growth of cosmetic surgeries such as Botox and the use of anti-wrinkle cream, particularly among women. However, with the majority of Irish consumers agreeing that a lot of anti-ageing products oversell their effectiveness, brands need to do more to demonstrate how their products help to revitalise skin to win a greater share of this growing market.

Being financially prepared for later life is important to Irish consumers. However, the deep impact of the financial crisis and the continued uncertainty regarding the UK’s departure from the EU are limiting consumers’ ability to save and invest for the future. As such, Irish consumers are worrying about how they will fund their retirement, leading many consumers to think that their generation will retire much later in life.

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