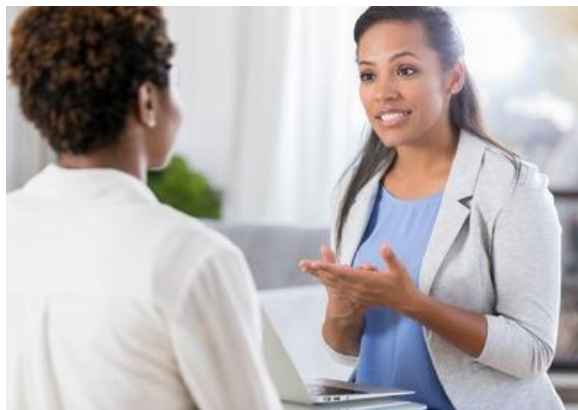


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"The health and wellness market has grown from an industry to a culture, expanding the definition of what it means to be healthy in more holistic terms. All adults report doing something for the benefit of their health and wellbeing so brands have an opportunity to connect with consumers to motivate and support their efforts."

Marissa Gilbert, Associate Director - Health & Wellness

This report looks at the following areas:

- Adults are standing in their own way in reaching health and wellness goals
- Life expectancy among Americans drops for first time in decades
- For some, being overweight/obese is apparently not a health concern

Most adults struggle with a health concern, highlighting the demand for solutions, particularly ones that pertain to mental and emotional health management. The future of personalized healthcare has a strong foothold in professional evaluations, though at-home DNA tests are poised to grow and help consumers uncover their unique health management plan.

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