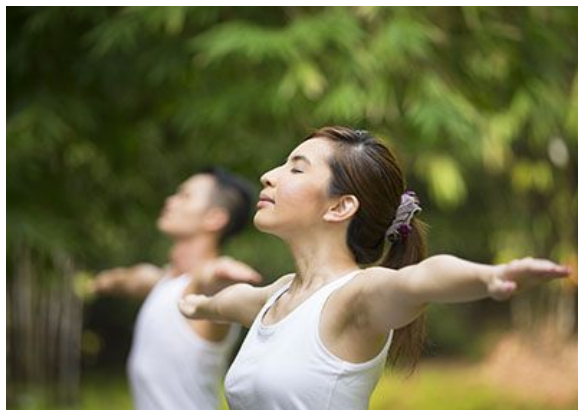


Trends in Health and Wellness - China - September 2019

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“Consumers are taking back control over health issues by fighting against anxiety and stress in their own ways. Mental health is receiving more attention, as keeping a positive mindset is considered most important by almost everyone.”

– Keiyou Wang, Category Director

This report looks at the following areas:

- Me-time relaxation becoming multi-sensory
- Helping consumers nudge into healthy lifestyles with a stronger body and mind
- Healthcare data management with advisory services

According to the National Bureau of Statistics, consumer expenditure on healthcare increased with a nominal year-on-year increase of 16.1% in 2018. Two factors have been driving the growth, the uprisng medical costs, and the upgraded consumption on proactive healthcare. Both factors, however, have together raised consumers’ awareness of health management, amplifying one another.

Consumers are taking back control of their health management, by keeping a positive mindset, adopting healthy lifestyles, and looking for reliable information and customised de-stressing methods. With reviews of trends in a variety of categories, ranging from food to personal care, this Report discusses how brands could explore new business opportunities by applying interactive strategies with multi-sensory, rewarding and advisory solutions.

People are more aware of the importance of maintaining healthy lifestyles, while seeking for both professional advice and adopting new technologies for better health diagnostics. Most consumers find it difficult to make persistent efforts all by themselves. Brands could find more business opportunities and build up closer brand-consumer relationship by applying integrated strategies to help the consumers create mood soothing, ‘nudge’ into healthy lifestyles, and manage healthcare data and find effective solutions to maintain a healthy both physically and mentally.

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