

# Health Management Trends - US - January 2021

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## This report looks at the following areas:

- The impact of COVID-19 on personal health management
- Adults are balancing short-term health needs with long-term goals
- Health management routines must re-focus consumer priorities
- Health control is bolstered by time and dedication

The COVID-19 pandemic elevated consumer awareness of many aspects of their personal health. Protecting against illness, limiting exposure to germs and a greater recognition of personal safety are health themes that increased due to the threat of COVID-19. Following a year of heightened attention on personal health, consumers are emphasizing both top-of-mind and forward-looking health ambitions going into 2021. Beyond COVID-19, consumers will continue with the new routines that provided comfort and self-care during the pandemic. Tools to help with strengthening immunity, mental health/stress management and self-prioritization will be sought as adults readjust to social routines.



“Personal health management is evolving as consumers encounter new health concerns, personal safety needs and heightened emotional stressors. Adults are focusing on managing health and wellness goals, with learnings from the previous year.”

– **Andrea Wroble, Senior Research Analyst, Health and Wellness**

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