

# Health Tech - China - February 2021

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## This report looks at the following areas:

- Decoding consumer demand for “practical functions”
- Growing need for data simplification
- Strengthening the trendiness of health tech products

According to Mintel's 2021 Trends Health Undefined and Digital Dilemmas, while technology creates more mainstream opportunities for consumers to take charge of their health, advancements in technology are also causing people to feel burnout due to its hyper-connection and data complexity. Such trends are happening in the China health technology market. While consumers express strong eagerness to try health technology products despite usage being low, they also place strong importance on practical functions and the need for less complex data.

To find a balance between offering users holistic health improvement and addressing their technological concerns, advancements in functionality and data simplification are two major opportunities in the health technology market.

Mintel's Identity Trend Driver explores how consumers also want to express the unique side of themselves through the products they purchase and use. Health technology products with a trendy proposition, especially those with better-designed product appearance, popular functionalities, as well as social features, could be another opportunity given this major consumer trend driver.



“Health technology is gaining traction as consumers encounter new health concerns, aging problems, and heightened emotional stressors. Middle-aged people are focusing on managing health risks while young people are looking for gamified features in health technology.”

- Catherine Liu, Research Analyst

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