

Health Technology Trends - US - May 2021

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This report looks at the following areas:

- Impact of COVID-19 on health technology trends
- Health tech use is widespread allowing brands to focus on consumer experience
- Wearables offer ample opportunity
- Highlight personalized recommendations to support motivation and accountability

The COVID-19 pandemic elevated consumer awareness of personal health needs, as well as increased reliance on technology for everyday tasks and routines. As adults ramp up engagement in technology overall, greater adoption of health technology is a natural progression. Future success for the category depends on adapting to key consumer groups: young adults are open to health technology for managing wellness needs, such as improved sleep and stress management; additionally, there is opportunity to help aging consumers, who are most resistant to health tech, manage chronic conditions with innovative devices and platforms.



"Health technology can guide newfound health needs of consumers, such as illness prevention and mental health management. Companies have the opportunity to simplify health priorities, cater to specific medical needs and integrate seamlessly with changing consumer routines."

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

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