

Trends in Health & Wellness – China – March 2021

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This report looks at the following areas:

This Report looks at Chinese consumers' self-reported current incidence of health issues. It also analyses changes in health behaviours in the wake of COVID-19, health information channels used and corresponding perceptions, as well as interest in innovative healthy food retail concepts that have been studied in the overseas market but not yet in the China market.

Mintel's 2021 Trend [Health Undefined](#) states that the holistic nature of wellbeing ensures that it has a consistent place in brand messaging and it is a matter for brands to determine where they fit into the narrative. There are two key health and wellness narratives found across different categories in China – the rise in "simplified" solutions that help consumers filter out the noise and streamline their decision-making process when choosing health products as well as the increasing importance of spending time with family and friends in improving overall emotional wellbeing.

Furthermore, the way consumers learn about health is changing as well. An increasing number of people are now accustomed to watching short videos to get health information, indicating that short video platforms such as Douyin are fertile ground for brands to make a bigger impact in the health and wellness space.



"Consumers are increasingly paying attention to their health, physically, mentally and socially. They are more aware of being overweight, are seeking "effortless" solutions to help them adopt healthy living habits, and are more conscious of prioritising time with family and friends as an important action to improve emotional health."

– Catherine Liu, Research Analyst

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