

Asian Americans' Approach to Health and Wellness - US - October 2012

Scope and Themes



“How Asians perceive their overall health and where there are gaps are among the key issues explored within this report. Asians understand the importance of leading a healthy lifestyle and value their overall well-being and yet they don’t seek advice from health professionals. Asian women are the least likely to seek advice from those in the health and wellness field and much of this has to do with cultural barriers. There is much marketers can do to address those cultural taboos and encourage Asian women to seek information on improving their health and that of their family.”

– Leylha Ahuile, Senior Multicultural Analyst

In this report we answer the key questions:

- **Are cultural stigmas keeping Asians from seeking health advice?**
- **Are marketers properly targeting Asian women?**
- **Why are marketers not reaching out to Asian health and wellness consumers?**

The spending power of Asians is soaring, and is expected to climb from \$717 billion in 2012 to \$1.02 billion by 2017. Asians have much higher median household incomes, a result of higher than average educational attainment and a greater likelihood of employment in high-paying sectors. Asians also tend to be married, leading to combined salaries. Higher incomes allow for greater access to products and services that allow them to have a healthier life. U.S. Census Bureau data show the Asian population surpassing 17 million by 2017, reflecting a 28.3% increase from 2007.

Understanding the growing economic power of Asian Americans and how they engage with health professionals, access health information and consumer products and services to maintain or improve your health makes them very attractive consumer groups for marketers of health-related products and services.

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KNOW?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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