

## Trends in Health and Wellness - China - January 2013

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“Incidence of cancer and a variety of chronic diseases, such as cardiovascular and cerebrovascular disease, are on the rise amongst urban Chinese residents. Meanwhile, prevalence of sub-health, generally regarded as a root cause of chronic diseases, is, according to government statistics, on the up with 60% of Chinese people suffering from physical or mental sub-health.”  
- Nelly Mao, Senior Research Analyst

### This report looks at the following areas:

- What do Chinese urban residents think of their own health? What is their awareness and attitude towards healthy lifestyles?
- How do people manage stress?
- How do people maintain a positive attitude and stay healthy mentally?
- How healthy are people's eating habits?
- How can brands more effectively capture market opportunities and develop marketing strategies that target people's health needs?

The report is split into four sections and an Appendix. The Overview includes an overview of the health of the Chinese people, consumer segments and trends. The four sections (stress, positive attitude, balanced diet, disease prevention and health services) look at four major health issues affecting Chinese people, and include a discussion of the market opportunities that lie in catering to the health needs of these four areas.

Mintel's in-depth research shows that work-related stress and lifestyle stress are two of the major causal factors of a variety of sub-health conditions. In response, urban residents have been adopting ways to prevent and alleviate stress. For example, 76% of people believe that building a positive mentality (eg optimism, confidence, motivation) is an important part of a healthy lifestyle. Maintaining a positive attitude towards staying healthy mentally has become a popular topic of discussion. Poor diet is closely associated with sub-health and chronic disease, and getting a balanced diet is also seen as an important means to deal with sub-health and prevent a variety of chronic diseases.

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