

## Trends in Health and Wellness - China - May 2015

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*"This is a perfect time for health-related products and services, as Chinese consumers gradually realise the importance and necessity of keeping healthy because of their sub-health conditions. Brands and companies could consider leveraging consumers' desires towards 'all natural ingredients' to better seize market opportunities."*

– Yujing Li, Senior Research Analyst

### This report looks at the following areas:

- How many and what types of sub-health conditions do consumers have?
- Which are the most important factors that contribute to a healthy lifestyle?
- What are the most important factors for a healthy food product?
- Which information channels are most helpful for consumers to get advice on healthy living?
- Do consumers have interests towards health-related apps and wearable devices?
- What are consumers' attitudes towards health and wellness?

With the quick pace of life and increasing disposal income, the proportion of people who claim to have sub-health problems is rising as well. The stress from work and daily life is still the main cause why people have sub-health conditions. In the meantime, Mintel research also indicates that many people are suffering from multiple sub-health issues, indicating this will become a more serious problem in the future.

On the other hand, it could also be seen as opportunities for health-related industries such as food and beverage market since consumers have strong willingness to purchase products or services in order to improve their health status.

This report goes into details about understanding Chinese consumers' attitudes towards health and wellbeing. It covers aspects including sub-health conditions, healthy eating, exercising, information channel for healthcare, etc. Consumers' attitudes towards health-related apps and wearable technologies are also included in this report.

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