

## Managing Your Health - US - January 2017

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"The US continues to experience significant growth among the older population, along with an increasing life expectancy, growing the demand for products and services to assist health-engaged consumers. In order to help consumers overcome barriers to living a healthy lifestyle, it will be essential to tap into their emotional motivators."

**- Marissa Gilbert, Senior Health and Wellness Analyst**

This report looks at the following areas:

- Older women have trouble controlling weight despite greater focus on nutrition
- A lack of motivation is difficult for brands to overcome
- Parents need assistance to lead a healthy life and set a good example

This report will explore consumer attitudes and behaviors toward managing personal health as well as usage of professional healthcare services to manage certain ailments. Companies and brands in healthcare will be able to better understand and market to consumers.

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