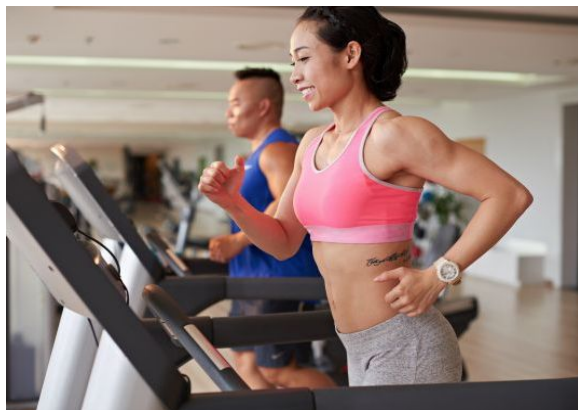


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“Consumers feel healthier than two years ago, while a good number of them are more interested in holistic and non-medical health management approaches. As the importance of emotional healthcare is increasingly acknowledged, more people tend to eat healthy food and do sports not just for health but to induce happy feelings.”

- Alina Ma, Senior Research Analyst

This report looks at the following areas:

- From solving physical problems to providing emotional care
- It is time for auto-reading my body
- Still need to keep it on the hush-hush?
- Being healthy can also be fun

This Report looks into changes of consumers' perceived health status between 2015 and 2017, different ways adopted to do health diagnostics, information channels used for sexual health, favourite sports and fitness activities, motivations to do exercise and attention paid to various information on food labels. Some of these topics are relatively niche and thus may have been overlooked in the past, and one of the key purposes of this Report is to fill the void and help brands to understand people's view on health beyond healthy eating.

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