

Healthy Lifestyles - Canada - June 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Canadians have a realistic mindset when it comes to managing wellness as most don't claim to be living 'very healthy' lifestyles, indicating an awareness that more can be done to be healthier. This isn't to say that consumers are apathetic – they're not."

- Carol Wong-Li, Associate Director - Lifestyles & Leisure

This report looks at the following areas:

- **Most Canadians don't feel in control of their wellbeing**
- **Self-motivation may develop from logistical challenges, resulting in self-blame**
- **Community matters: friends/family aren't credible, but are motivating**

The majority of Canadians are not satisfied with their current wellbeing and worse, few feel in control of it. Time and responsibilities are top barriers to leading a healthy lifestyle, meaning that busy schedules are cutting into their ability to care for themselves, driving a need for solutions addressing health that are available for consumers when and where they are available. Despite the need for shortcuts, however, adoption of health tech remains low. Naturally, lifestage plays a big role in shaping how wellness is thought of and the challenges faced. Regardless of age, health management is not about making drastic changes for most consumers, so nudges and smaller steps will win the game. This Report explores consumer perceptions of their overall lifestyle, health concerns experienced, areas of wellness prioritized and the challenges preventing them from achieving their ideal level of wellness.

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DID YOU 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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Abbreviations

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