

Health Management Trends - US - January 2020

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"The start of a New Year and new decade has people inspired and setting numerous goals to improve their health and wellbeing. While setting goals is the first step, it's also the easiest. It's keeping the motivation throughout the entire year, and even decade, that most people need help with."

-Marissa Gilbert, Associate Director - Health & Wellness

This report looks at the following areas:

- Too many goals challenge success
- Efforts are small and difficult to measure
- Older adults are less open to brand intervention

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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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