

Hispanics: Approach to Health & Wellness - US - January 2021

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This report looks at the following areas:

- The impact of COVID-19 on Hispanics' approach toward health and wellness
- The stark differences among Hispanics' attitudes toward health and wellness and what it means for brands
- How to help Hispanics reach their health and wellness goals
- What health and wellness mean to Hispanics and the implications for brands



"COVID-19 disrupted Hispanics' approach toward health and wellness as preventing exposure to the virus became the top priority. Pandemic aside, Hispanics are satisfied with their current health and feel capable of making the right decisions about it."

- **Juan Ruiz, Director of
Hispanic Insights**

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