

Approach to Health Management - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on personal health management
- Purchase channel preferences among key demographics
- Women's stronger need for mental health support
- The need to re-focus health management routines on consumer priorities

The COVID-19 pandemic elevated consumer awareness of many aspects of their personal health, spurring spending on health-related services and products. Health management is universal, and while many adults place significant pressure on medical professionals to guide their health and wellbeing, younger generations are taking it upon themselves and leveraging digital tools to gain the information they need to protect their health and wellbeing.



“Personal health is more important than ever before for consumers, but how they approach managing their health is evolving as consumers encounter new health concerns and goals.”

- **Jennifer White Boehm,**
Director, US Reports

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Table of Contents

OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context
- Economic and other assumptions

EXECUTIVE SUMMARY

- Top takeaways
- Pandemic limits spread of common illness, amplifies mental health issues
- Leverage social to reach younger audiences
- Reach shoppers with interactive experiences
- Market overview

Figure 1: Best- and worst-case forecast value sales of healthcare products and services, at current prices, 2016-26

- Impact of COVID-19 on approach to managing health
Figure 2: Short-, medium- and long-term impact of COVID-19 on approach to health management, November 2021
- Opportunities and challenges
- Build trust to modernize the category
- Retailers need to evolve to become wellness destinations
- Room to grow for mental health resources
Figure 3: Select health issues, by gender and age, 2021
- Utilize technology to increase reach with consumers

THE MARKET – KEY TAKEAWAYS

- Healthcare market will rebound
- Aging population puts pressure on market
- Increasing access to internet will provide boon to telehealth

MARKET SIZE AND FORECAST

- Historic and projected sales performance
Figure 4: Best- and worst-case forecast value sales of healthcare products and services, at current prices, 2021-26

MARKET FACTORS

- Aging population drives demand for chronic illness solutions
Figure 5: Population aged 18 or older, by age, 2016-26
- Closing the digital divide supports the future of telehealth

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COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Mass merchandisers add to wellness offerings...**
- **... yet drug stores are evolving, too**
- **Expect tech-enabled solutions and services to play a role in future of health management**

COMPETITIVE STRATEGIES

- **Mass merchandisers beef up wellness offerings**
Figure 6: Walmart DTC wellness partnership Instagram post, 2021
- **Pandemic brings new opportunities for digital health solutions**

MARKET OPPORTUNITIES

- **Drug stores need to improve in-store experience**
- **Common illness remedies lean into self-care positioning**
Figure 7: Vicks Immunity Zzzzs product, 2020
Figure 8: Care/of Instagram, 2021
- **Leverage social media to reach younger demographics**
Figure 9: TikTok wellness hub, 2021

THE CONSUMER – KEY TAKEAWAYS

- **Drug stores need to evolve to minimize channel leakage**
- **Mental health issues become more prominent**
- **Treatment solutions vary based on health issue**
- **Greater awareness of self creates barriers to seeking solutions**
- **Consumer reviews influential for parents, young adults**
- **Consumers turn to what they know when sick**

PURCHASE CHANNELS

- **Outside drug store channel leakage**
Figure 10: Purchase channels, 2021
- **Channel preference varies by age and gender**
Figure 11: Select purchase channels, by gender and age, 2021
- **Mass retailers win rural residents**
Figure 12: Select purchase channels, by area, 2021

HEALTH ISSUES

- **Consumers experience wide range of health issues that need solutions**
Figure 13: Health issues, 2021
- **Younger women have strong need for mental wellbeing support**

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Executive Summary

Full Report PDF

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Powerpoint Presentation

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Figure 14: Select health issues, by gender and age, 2021

- **Make mental health support accessible for all to end the cycle**

Figure 15: Select health issues, by household income, 2021

- **Parents need support**

Figure 16: Health issues, by parental status, 2021

SOURCES FOR TREATMENT

- **Health issue dictates resources used, but professional opinions top the list**

Figure 17: Sources of treatment when sick, 2021

- **Healthy adults turn to professionals too**

Figure 18: Treatment sources when healthy, 2021

- **Boost health support on social to reach a younger audience**

Figure 19: Sources for treatment – any condition, by age, race and Hispanic origin, parental status, 2021

- **Most consumers find what they are looking for**

Figure 20: Search success rate, by health issues, 2021

BARRIERS TO SEEKING TREATMENT

- **Being “in tune” with body deters information seeking**

Figure 21: Barriers to seeking treatment, 2021

HEALTH SOLUTION CRITERIA

- **Cost and convenience as important as recommendations**

Figure 22: Health solution criteria, by ailment type, 2021

- **Accessibility and trust are key**

Figure 23: TURF Analysis – Health solution criteria, 2021

- **Methodology**

- **Peer reviews have stronger influence on younger adults, parents**

Figure 24: Importance of customer reviews, by age, parental status, 2021

HEALTHCARE PROVIDER INTEREST

- **Adults gravitate toward what’s familiar**

Figure 25: Healthcare provider interest, by ailment, 2021

- **Young adults live in a digital health world**

Figure 26: Digital healthcare provider interest, by any ailment (net), by age, race and Hispanic origin, 2021

- **Parents open to a range of health providers**

Figure 27: Select healthcare provider interest, by any condition (net), by parental status, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Forecast**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**

APPENDIX – THE MARKET

Figure 28: Total US retail sales and forecast of health, OTC and vision, at current prices, 2016–26

Figure 29: Total US retail sales and forecast of health, OTC and vision, at inflation-adjusted prices, 2016–26

What's included

Executive Summary

Full Report PDF

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