

Healthy Lifestyles - US - 2022

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This report looks at the following areas:

- Americans' perception of health and health goals
- How consumers define a healthy lifestyle and perceptions of healthy behaviors
- Barriers to living and maintaining a healthy lifestyle
- General attitudes and behaviors around healthy lifestyles

Modern consumers are taking a holistic approach to their health. Taking care of physical health remains the top priority, however mental health continues to advance toward the top of many consumers lists. This reaffirms that mental wellbeing will continue to be a focal point of health conversations in the coming years.

While consumer interest in health and wellness has steadily increased over the years, the pandemic brought it to the forefront of consumers' minds, providing a space for Americans to reflect on their specific health needs, and they are more motivated than before to lead a healthier lifestyle. As consumers continue to work toward improving their health, brands will have opportunities to step in and guide consumers, empowering them to take control of their wellness journey.



“Consumers are embracing holistic health, prioritizing actions that address both their mental and physical health needs. Healthy lifestyle behaviors traditionally reserved for physical benefits are now being used to boost mental health, underscoring the recognition that health is interconnected.”

– Ashley de Hechavarria,
Health and Wellness Analyst

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