

Health Management Trends - Canada - 2022

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This report looks at the following areas:

- What factors make consumers feel more or less in control of their health.
- How have consumer health priorities changed since the start of 2021.
- What motivates consumers to prioritize their health.
- How has COVID-19 impacted consumer health management attitudes and habits.
- What kind of health management habits do consumers typically engage in.

Any discussion of Canadian health management cannot be divorced from discussion of the impact of the pandemic on people's health. Even two years into the pandemic, consumers are significantly more worried about exposure to the virus or more heavily prioritize avoiding exposure to viruses and illnesses than other health priorities. Not only has the pandemic changed how people interact with one another and engage in public life, the effects of the lockdowns have been twofold in their effects on health management habits.

Lockdowns significantly impacted the fitness routines of millions of Canadians. Gyms, fitness classes, yoga classes and most – if not all – organized sports were shut down at the beginning of the year until vaccinations became more widespread. Consumers were forced to develop new fitness habits, leading to the rise of home workout brands like Peloton, which offered at-home alternatives to gyms and fitness classes. For many Canadians, however, the loss of recreational sports and typical fitness areas simply meant they were not getting the exercise they had before, leading to weight gain, stress and rising mental health issues. Moving forward, brands like Peloton will need to ensure their continued relevance in the face of consumers returning to their traditional workout habits.

As a result, mental health is another area that was hit particularly hard during the COVID-19 lockdowns, as consumers were confined to their houses, unable to engage in the same types of social interaction they had before. Service industry restaurant workers were put under financial duress – especially in late



“The health management landscape in Canada is shifting. The pandemic has caused Canadians to look inward and really re-examine their approach to personal health management, and many have emerged from the lockdowns with a more encompassing view of personal wellbeing.”

– Michael Lloyd, Senior Tech and Media Analyst

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2021 after CERB (Canadian Emergency Response Benefit) had ended. Working parents – who typically rely on schooling to double as childcare throughout the day – were suddenly saddled with the responsibilities of juggling work and educating their children via at-home learning. All of these negative impacts culminated in what can only be described as a mental health crisis. Brands like BetterHelp fared excellently, providing consumers with remote therapy, accessible from the comfort of their own homes. Moving forward, the conversation around mental health has changed, stigmas have been addressed and removed and this aspect of health management is likely to become a staple of overall wellbeing.

Moving forward, brands will need to acknowledge that consumers have a growing understanding of their overall wellbeing as well as a desire to know more about how to better manage their health.



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