

Men's Health - UK - 2022

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This report looks at the following areas:

- Market factors impacting men's health.
- State of men's physical and mental health.
- Factors causing men to experience stress and anxiety.
- Health areas of focus for men.
- Men's approach to their health.
- Males' openness to talk about health issues with a doctor.
- Interest in health aids.

Reported mental health is poorer among younger men than older groups, while younger men also identify a greater number of lifestyle factors that cause them to experience stress and anxiety. 19% of males aged 18-34 say four or more surveyed factors cause them stress and anxiety, compared to just 1% of over-65s.

High inflation is having a serious and direct impact on consumers' budgets and will have a knock-on effect on Brits' health. The cost-of-living crisis will cause increased financial difficulty for millions of men, with serious implications for physical and mental health. Research for this Report confirms that males who are struggling financially are significantly more likely to report poor physical and mental health than those in more secure financial positions.

The income squeeze also means consumers will have to reconsider their priorities and make tough purchasing decisions. This will likely mean they stop buying health-optimising solutions, deeming them as a desirable, but unnecessary, luxury. Price will also be at the forefront of consumers' minds, meaning many consumers will have to opt for the cheaper, and typically healthier, options.

Opportunity does lie, however, in products and services that can improve male mental health, for example campaigns that de-stigmatise mental health and



"Rapidly rising inflation and the effect it is having on household finances will have unavoidable implications for men's health. Financial concerns will be exacerbated, putting many under increased stress, while the focus on price will mean some consumers have to opt for cheaper, and typically less healthy, choices."

– **Francesca Smith,**
Research Analyst, October 2022

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provide tailored support for male-specific concerns, such as managing finances and relationship support, integrated with general wellbeing support.

What's included

- Executive Summary
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