

# Managing Emotional Wellbeing - China - 2022

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## This report looks at the following areas:

- Emotional wellbeing challenges under COVID-19
- Marketing strategies to watch
- Product and service innovations to watch
- Identifying consumers' interested topics related to managing emotional wellbeing
- Consumer behaviours and attitudes related to sleeping issues and solutions
- Products/services opportunities in the sleep improvement market

Chinese consumers show a high potential in the sleep improvement market. About half of the surveyed consumers have experienced at least one sleep disorder symptom, and 30% of the surveyed consumers have experienced more than one sleep disorder symptom. This suggests that sleep improvement is a key opportunity area.

34% of consumers who live in a multi-generation family claim that stress due to COVID-19 related events primarily keeps them from falling or staying asleep in the last 12 months, which is a higher proportion than the average 27% of consumers. It suggests that brands may pay attention to communication messages to respond to consumers who bear extra stress and obligations.

Food and drinks with fortified sleep aiding ingredients are controversial markets as they have relatively high negative feedback and a high interest level at the same time. The key opportunity is overcoming the barriers to information transparency and quantifying the efficacy of the products.

The demand for products/services to manage emotional wellbeing is on consumers' radar, especially during the continuously experiencing stress and tiredness under COVID influence, as the Omicron variant waves have brought regional outbreaks from time to time. Brands can create customized communication messages linked to their daily scenes to respond to their emotional needs.



"Improving sleep is a key opportunity in the managing emotional wellbeing market, as about half of the surveyed consumers have experienced sleep disorder symptoms. Brands may address the lack of transparency and the subjective attitudes towards products/services to win positive feedback."

**- Yan Hou, Senior Research Analyst**

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