

Managing Stress and Mental Wellbeing - US - 2023

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This report looks at the following areas:

- American's current mental health status and attention to mental health
- Mental health conditions experienced
- Mental health symptoms and behaviors
- Drivers of poor mental health
- General attitudes and behaviors towards mental health management

Americans have become more attentive to their mental health needs following heightened periods of stress and uncertainty during the pandemic. Over the last two years, consumers' mental health status has improved as they have become more aware of their own mental health challenges and have adopted healthier habits to improve their overall wellbeing.

Nonetheless, over one in four adults are still struggling to some extent with their mental health, meaning more work will be required to de-stigmatize the topic and for them to feel more comfortable openly discussing their mental health challenges. Growing concerns around financial health/inflation, daily responsibilities, global conflict, and uncertainty about the future are stressing consumers out and leading to widespread feelings of burn-out and mental exhaustion.

As consumers continue to face budgetary constraints and ongoing pressures, brands will need to present personalized mental health solutions that align with the consumer's specific needs and lifestyle behaviors to resonate. Health and wellness focused brands will need to use judgement free, self-sufficient, or private outlets to encourage consumers to speak more freely about their emotional health and can help motivate consumers by encouraging them to adopt small, manageable changes that yield positive, long-term impacts on their mental health.



"After facing heightened periods of stress during the pandemic, Americans are paying greater attention to their mental health and making conscientious efforts to boost their emotional wellbeing and cognitive performance. These efforts are paying off for many, with consumers overall reporting better mental health than before the pandemic."

– Ashley de Hechavarria,
Health and Wellness Analyst

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