

# Multicultural America: Approach to Health and Wellness – US – 2023

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## This report looks at the following areas:

- Americans' self-perception of health
- Factors and conditions contributing to overall health
- Healthy habits currently practiced
- Barriers to living and maintaining a healthy lifestyle
- General attitudes and behaviors around mental health

The US population is growing more diverse in its racial and ethnic makeup. It is important to consider how the experiences of multicultural consumers impact their health and, subsequently, the health of the nation. Most notably, variances such as lack of access or access to culturally sensitive care stems from centuries of racism, which has led to inequities in housing, wealth, employment and education and place the affected populations at a much higher risk of poor overall health.

Beyond issues of access, data from this Report has uncovered that differences between multicultural groups in behaviors and attitudes toward personal health are mostly nuanced. In fact, the most notable differences occur within demographics like age, gender and income. For example, mothers are less likely to engage in healthy habits than their male counterparts and mental health conditions such as stress, anxiety, mental exhaustion, burnout and depression are all reported at significantly higher rates among Gen Zs.

This goes to show that, while brands must work to improve access to culturally sensitive care, addressing the health and wellness needs of consumers in general will also resonate well with multicultural consumers. For instance, as consumers are taking a holistic approach to their health, providing solutions that multitask by addressing both physical and mental aspects of health will appeal.



“Although the racial and ethnic makeup of the US is growing more diverse, more needs to be done in terms of equitable access and care in the healthcare industry as factors such as the COVID-19 pandemic and unprecedented levels of inflation have disproportionately impacted multicultural populations.”

– **Klaudia Kondakciu, Senior Consumers and Cultures Analyst**

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