



# Healthy Lifestyles - Canada - 2023

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## This report looks at the following areas:

- How healthy consumers perceive themselves to be
- Reasons for more and less control over health
- Mental health concerns and attitudes toward mental health care
- Health priorities and healthy habits performed
- Exercise and attitudes toward working out
- Self-care vs health care

An apple a day may have once kept the doctor away, but this is no longer quite the case. Between eating fruits and/or vegetables (98%) to getting enough sleep (90%) to exercise (84%) to attending therapy/counselling (28%), consumers are performing a range of healthy habits as diverse as the nation's demography itself. But, taking care of health is not all positivity and healthy habits. Unfortunately, some 60% of consumers have experienced a mental health concern in the past year. And, though stress (42%) and anxiety (37%) top the list, not everyone is suffering equally. While younger consumers are significantly more likely to suffer from mental health concerns, it is in fact younger women that are disproportionately suffering. Between mental health concerns and increased factors that contribute to stress (ie household responsibilities, lack of sleep, etc), it is clear that younger women are lacking the time and energy to care for themselves as much as they'd like.

Despite these differences, consumers are willing to spend money on healthy habits. Canadians are willing to put their health first, even during turbulent economic times; and 'health' means both mental and physical. Though spending patterns may change in response to inflation, ultimately spending on one's health is a permissible indulgence that many Canadians feel justified making.



"While a new car or gaming console may be off the table during tight financial times, can you really put a price on your health? The tools to lead a healthy lifestyle are a permissible indulgence and an investment in one's future for many Canadians."

- **Candace Baldassarre,**  
Research Analyst

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