

## Trends in Health and Wellness - China - May 2014

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"Cases of 'illness of affluence', such as obesity, diabetes, high blood pressure, are on the rise amongst urban Chinese residents owing to the advancement and fast pace of modern life. Meanwhile, mass industrialisation has made a bitter pill for the environment."

– Laurel Gu, Senior Research Analyst

### This report looks at the following areas:

- What types of product/service innovations can give people relief from stress and sleep better?
- How can health and wellbeing brands work together to market healthy lifestyles to consumers?
- How can environmentally friendly products appeal to Chinese consumers?
- How can health and wellbeing companies adopt a targeted approach to reach different consumer segments?

Cases of 'illness of affluence', such as obesity, diabetes, high blood pressure, are on the rise amongst urban Chinese residents owing to the advancement and fast pace of modern life. Meanwhile, mass industrialisation has made a bitter pill for the environment. The worsening air quality has led to an increase in cases of respiratory diseases in big cities like Beijing and Tianjin where the air pollution issue is most severe, while at the same time the root causes of numerous food safety issues have been found to be contaminated water diverted into the paddies.

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