

Healthy Lifestyles - US - October 2015

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"Americans face many health concerns, the most pressing of which include obesity, heart disease, diabetes, cancer, and the cost of quality health care. Though consumers are increasingly aware of health issues, many struggle to make significant lifestyle changes."

- Lauren Bonetto, Lifestyles & Leisure Analyst

This report looks at the following areas:

- Consumers think they are healthy, national and international data suggest otherwise
- Consumers say they exercise, eat healthy but struggle to maintain healthy weight
- For women, health may be key to overall satisfaction with life
- Proliferation of online health information has its perks and pitfalls

This report details how consumers perceive their own health (and whether or not these perceptions are in line with reality), what motivates consumers to pursue a healthy lifestyle, the pursuit of health, and more. It also includes an examination of wearable health-tracking devices, concern around sedentary lifestyles, and the body acceptance movement.

Readers of this report may also be interested in the following Mintel titles: *Managing Your Health – US, January 2015* ; *Heart Health – US, May 2015* ; *Healthy Dining Trends – US, July 2015* ; *Marketing Health to Women – US, August 2015* ; *Marketing Health to Men – US, September 2015* ; *Vitamins, Minerals, and Supplements – US, September 2015* ; *Diet Trends – US, October 2015* ; and *Health & Fitness Clubs – US, November 2015* .

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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