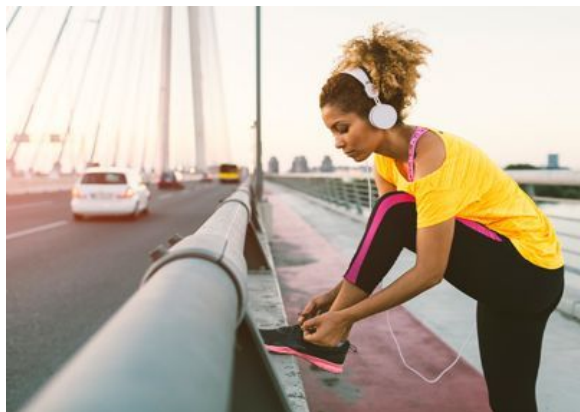


Marketing Health to Millennials - US - May 2018

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While not health obsessed, Millennials are doing things to improve their wellness. 52% of Millennials are currently focused on four or more of the activities that were surveyed, underscoring their multitasking approach to health. Millennials have a broader definition of what it means to be healthy and well. They view their health holistically, trying to maintain balance in terms of small, everyday choices, not just the big ones.

This report looks at the following areas:

- An absence of health issues minimizes the need for remedies
- Wellness is not representing the diversity of the Millennial generation

The Millennial generation is aged 24-41 in 2018, with many in the midst of major life milestones. As this generation balances a busy lifestyle they focus on the small steps they can take to manage their wellbeing. For Millennials, health and wellness is essentially a means to looking better and feeling good. In order to appeal to a Millennial target, health care brands will need to feature digital tools and a holistic approach to care to join Millennials on their emerging health care journey. Millennials have positive perceptions of their wellness, are gaining confidence in their ability to manage it, and yet aren't defined by it.

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