



Growth
from
Knowledge

GfK Report

Health and Wellbeing

Germany, Austria, Switzerland

GfK Consumer Life
January 2022



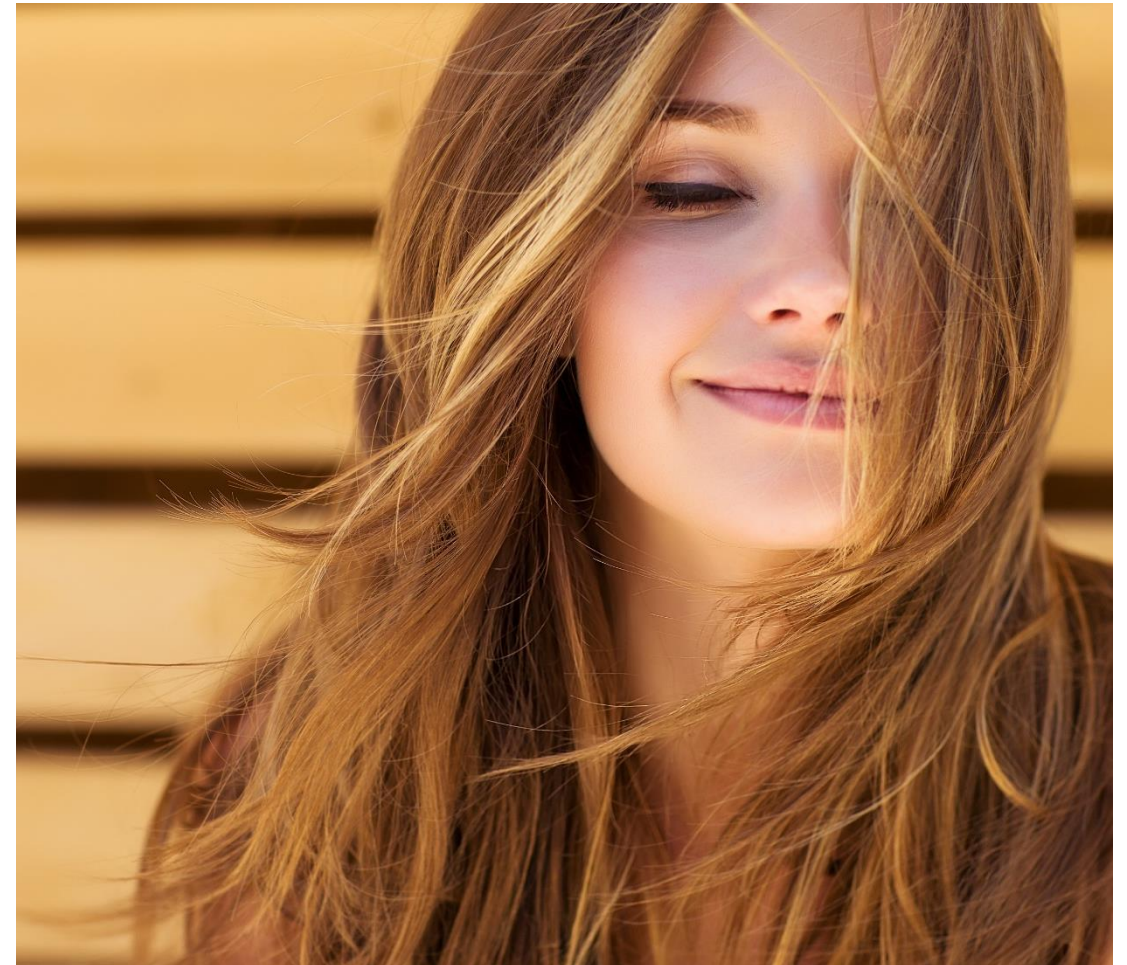
Health and Wellbeing – a perpetual societal topic



COVID-19 has made health & wellness top of mind for many, but consumers' increasing focus on, and growing drive to take control of, their wellbeing well predates the outbreak.

People focus on their health for various reasons: either they feel compelled to do so because they suffer from one or more health challenges, or they focus on their health because they choose a healthy or mindful lifestyle.

Whatever the original driver may be, they all have one thing in common: the need for doing something good for oneself.



Health & Wellbeing – what is it about?



Health & Wellbeing – what is it about?

Get a holistic picture of the **health & wellbeing trend in general** and gain an understanding why this topic is more important today than ever before based on our longstanding GfK Consumer Life study. Learn about **health challenges and motives** why consumers are concerned about their health and what it means for the market.

What do you get?

The report explores opportunities for products and services as people face near- and longterm health issues and pursue different health approaches: staying physically fit & healthy, mental health & balance & staying safe. It will help to lay the foundation for a successful brand and effective communication strategy.

Nutrition &
Supplements

Stress, Relaxation
& Sleep

Exercise &
Weight Control

Medical Screening &
Health Tracking

Find detailed descriptions of the Health & Wellbeing trend in the DACH region



2 Consumers drive a more holistic approach towards health

- While most healthcare systems remain primarily focused on treatment and illness detection, consumers have started to take a more holistic and proactive approach towards health. For more than half of consumers their daily routine and 46% see prevention and treatment as well-being. Relatively few focus on 'neither' approach.
- This trend is not only reserved for younger generations, empowered by a time of increasing health and comparable interest in placing prevention and treatment.
- Good news for marketers: All consumers strongly agree that products and services that help it's even more among Italian

GfK Consumer Life Europe 2020, H1 & H2 Europe; GfK Consumer Life Global. What you need to know about health & wellbeing



% of European consumers saying that, for their wellbeing, their lifestyle focuses more on prevention vs. treatment

3 Living a healthy lifestyle: Sports and Products

- A healthy lifestyle is one method to prevent certain diseases. Thus, we see an overall increase in fitness and sporting activities throughout the past 5 years: in 2020, 38% stated to regularly play sports to keep fit and 60% try to exercise at least once a week.
- Widespread lockdowns aren't staying fit: during the pandemic DACH region went for more sports. The population did more sports. Home fitness has soared in the DACH region and UK plan to invest in equipment that they would use.
- This ongoing fitness trend in technological fitness equipment data reveals an increase of 2 watches & fitness trackers. The fact that consumers are approaching can be seen from the sleep tracking feature increase.

GfK Consumer Life Europe 2020, H1 & H2 Europe; GfK Retail Panel; GfK Consumer Life Global. What you need to know about health & wellbeing

Worldwide interest in nootropics (GfK)



GfK Consumer Life Europe 2020, H1 & H2 Europe; https://www.gf.com/consumer-life/global/what-you-need-to-know-about-health-wellbeing



% of European consumers saying to do this activities weekly or more often

4 Mental health: The growing demand to sharpen up

- Mental health is not just about slowing down but often sharpening up. Not being mentally alert has emerged as the top aging concern for consumers age 60+ at a time people in the age bracket EU 20 million by 2030.
- The advances of the 4th Industrial Revolution cognitive skills over physical nootropics - drugs and supplements



% of European consumers citing the following as things they worry the most about, either now or as they age (from 1 to 5)

6 Future: High-tech well-being



Smart home fitness

COVID-19 proves to be a catalyst for smart home fitness equipment, which already saw momentum in recent years.

After sales soared by 77% last year, Peloton, for instance, saw total app downloads increase five times more in March than in February 2020, while its iOS user numbers doubled. In April, the company set a record for most people streaming a live class.

Telehealth

COVID-19 has catapulted remote doctor visits to the mainstream across nations. Almost one third of European Consumers are interested in Smart home health monitors that collect and directly transfers health data (blood pressure, blood sugar) to healthcare providers.

New remote diagnostic tools are also emerging, making telehealth more feasible.

MediWard is a gadget that allows your doctor to examine you remotely, enabling telemedicine during COVID-19. It includes an antimicrobial storage case.

Wearable health

Wearables are quickly moving beyond fitness tracking to monitor health conditions and even detect illness.

Accuracy will be key: 38% of Americans say that they are skeptical about the accuracy of trackers and other wearable products that track health and fitness



Glucose, built by Hong Kong-based Add Care, is a smartwatch that purports to measure blood sugar levels in your body.

Apple and Johnson & Johnson announced in February a partnership to conduct the largest randomized controlled trial on cardiovascular disease ever to determine whether Apple Watch can detect atrial fibrillation among seniors.

The Pentagon is working with a prominent technology company to use body-worn sensors to identify Americans infected with the COVID-19 even before symptoms start to appear.

GfK Consumer Life Europe 2020, TD 29
GfK Consumer Life Global. What you need to know about health & wellbeing

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Health & Wellbeing

- The report covers mainly data from the DACH region, but also global trends.
- Data source: mainly GfK Consumer Life 2021 and supplementary information from secondary sources
- 20 pages (English)
- Investment: CHF 3'850.-

Your Consumer Life Experts

Contact us – we look forward to hearing from you



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