

Insights From Our Health & Wellness Online Community



To better understand the latest consumer attitudes toward health and wellness, we asked our proprietary **U.S. Health and Wellness Community** about their health and wellness goals, what resources they plan to use, and what areas they are focusing on.

Themes

- 1. Health and Wellness Goals
- 2. Wearable Tech
- 3. Gut Health
- 4. Sleep Health
- 5. Holistic Wellness Services
- 6. Weight Management

Methodology

<p>Methodology</p> <p>Online survey among respondents 18 years of age or older (U.S. sample: n=1,310)</p> <p>Respondents were randomly recruited using the Health & Wellness Community</p>	<p>When</p> <p>February 26 – March 4, 2024</p>	<p>Questions</p> <p>Have questions about the data in this report?</p> <p>Please contact Alicia Ierardi, Executive Vice-President, U.S. at aierardi@leger360.com</p>
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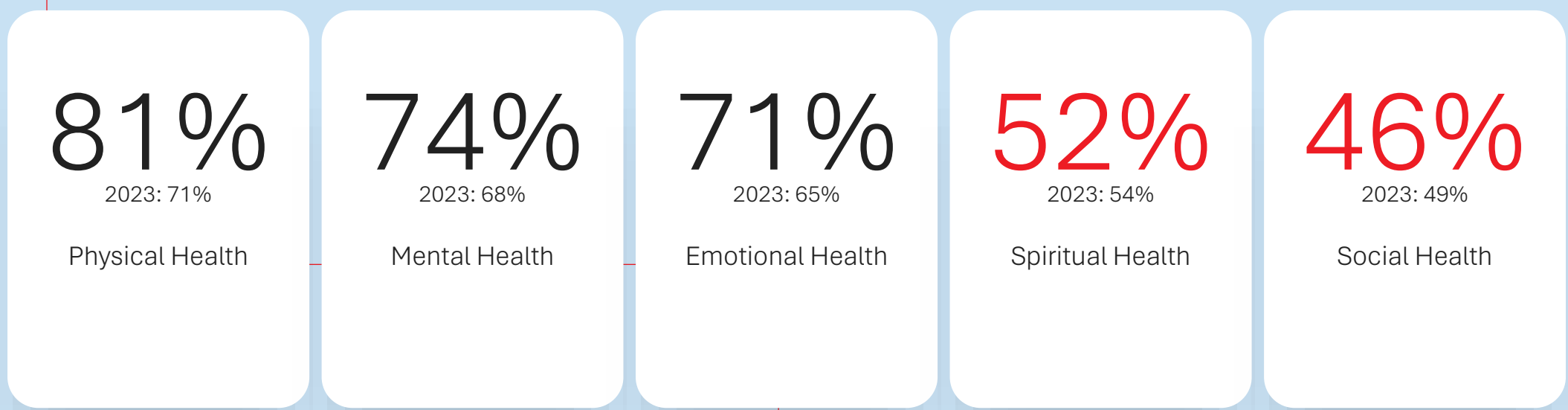
Health and Wellness Goals for 2024

Health and wellness continues to be vital in 2024 as individuals recognize the **strong link** between their physical health and other aspects of their lives, including mental and emotional well-being.

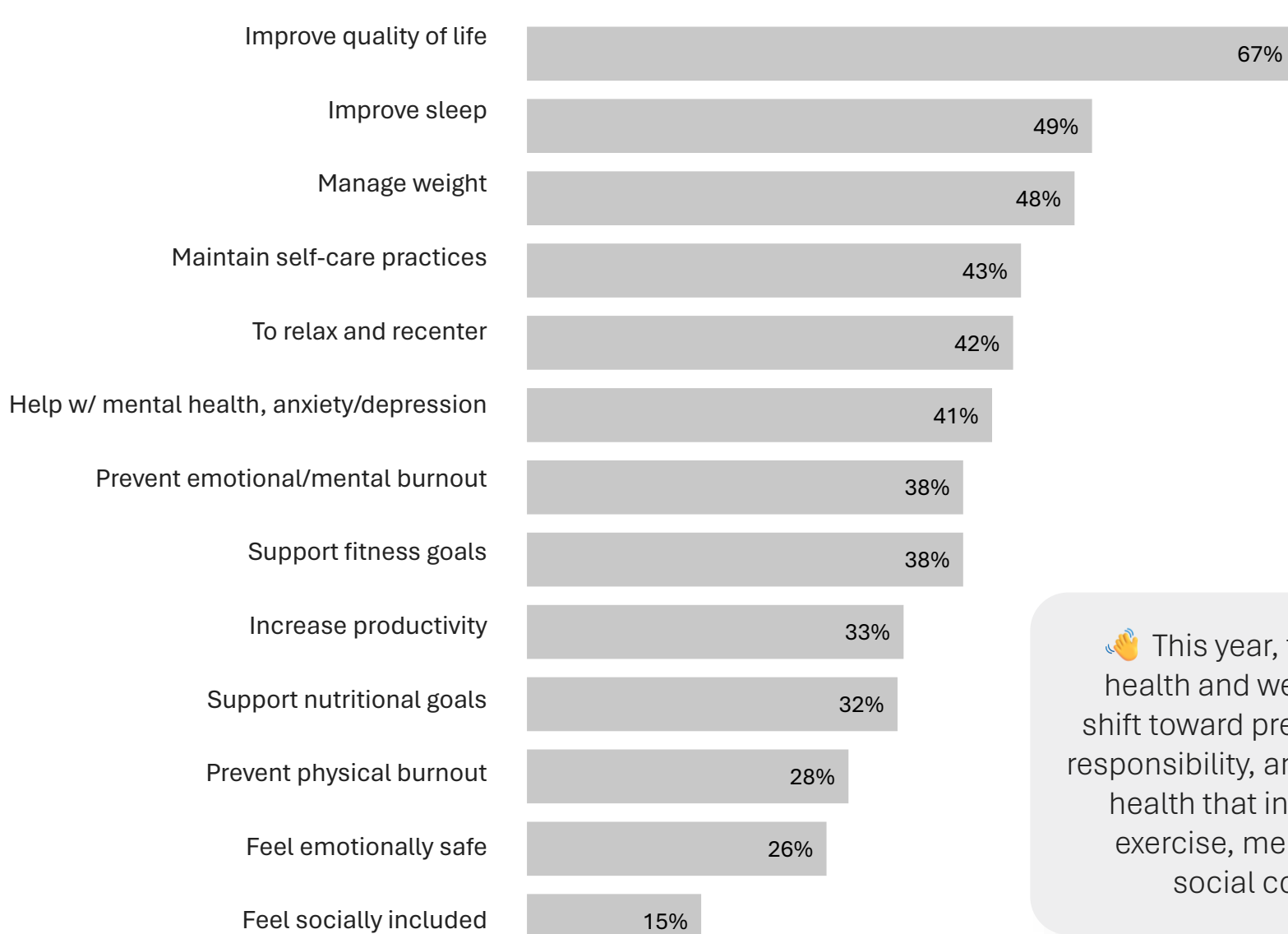
Health Areas to Maintain

% extremely/very focused on maintaining

Base: Total respondents (n=1,310)



Reasons to Maintain Health



Base: Total respondents (n=1,310)

This year, the emphasis on health and wellness reflects a shift toward prevention, personal responsibility, and a holistic view of health that incorporates diet, exercise, mental health, and social connections.

Planned Resources Used to Maintain Goals

Base: Total respondents (n=1,310)



Vitamins & Supplements

Vitamins	75%
Minerals	45%
Prebiotics and Probiotics	38%
Proteins	26%
Botanicals or Herbs and Botanical compounds	23%
Fatty acids	18%
Amino acids	9%

Although prebiotics, fermented products, functional foods, and supplements are increasingly accessible, their cost can be a substantial barrier.



Holistic services

Massage Therapy	17%
Aromatherapy	12%
Sound Therapy (including Sound Baths)	7%
Acupuncture	5%
Crystal Healing	5%
Reflexology	5%
Reiki or Energy Healing	4%
Naturopathy	3%



Fitness & Equipment

Regular (non-smart) home fitness equipment	49%
Online fitness class	18%
In-person fitness class	17%
Smart home fitness equipment	14%

Technology



Wearables	
Smart watch/bracelet	37%
Smart eyewear & headwear	5%
Smart ring	4%
Apps	
Fitness tracking apps	34%
Music apps	20%
Meditation apps	14%
Sleep apps	13%
Nutrition/Diet tracking apps	12%
Therapy apps	4%
Other Tech	
Computer/Laptop/Tablet	34%
Headphones	31%
Smart water bottle	4%
Home Wellness Devices	
Air purifier	25%
Smart home device	20%
Humidifier	18%
Aromatherapy/Essential oil diffuser	17%
Smart cooking appliances	7%



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Wearable Tech

Wearable device usage evolved significantly, expanding from basic health and fitness tracking to an extensive array of health monitoring and support tools. Initially, devices like pedometers simply tracked steps, but advancements have enabled the monitoring of various physical activities.

Wearable devices serve **multiple lifestyle functions**.

Reasons Plan to Use Wearable Devices in 2024

Track exercise **75%**

Track heart rate **61%**

Track calories burned **46%**

Track sleep quality **42%**

Receive smartphone notifications **33%**

Track weight **27%**

Monitor stress levels **21%**

Track nutrition **21%**

Stream music/audiobooks **19%**

Track hydration **15%**

Track mindfulness **13%**

Monitor a specific health condition **13%**

Track menstrual cycle **11%**

Track meditation **11%**

Play games **11%**

Make contactless payments when shopping **9%**

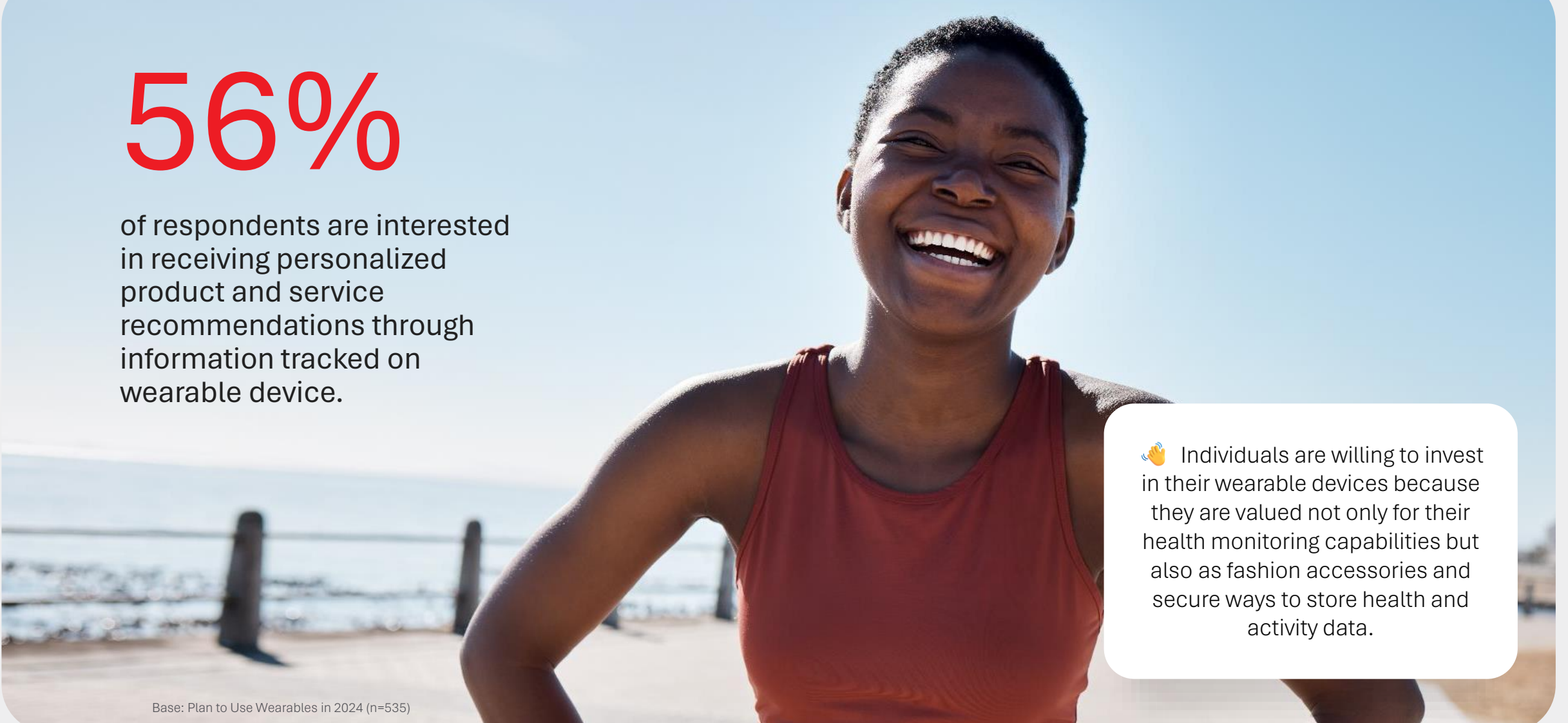
Base: Plan to use wearables in 2024 (n=535)

56%

of respondents are interested in receiving personalized product and service recommendations through information tracked on wearable device.

Individuals are willing to invest in their wearable devices because they are valued not only for their health monitoring capabilities but also as fashion accessories and secure ways to store health and activity data.

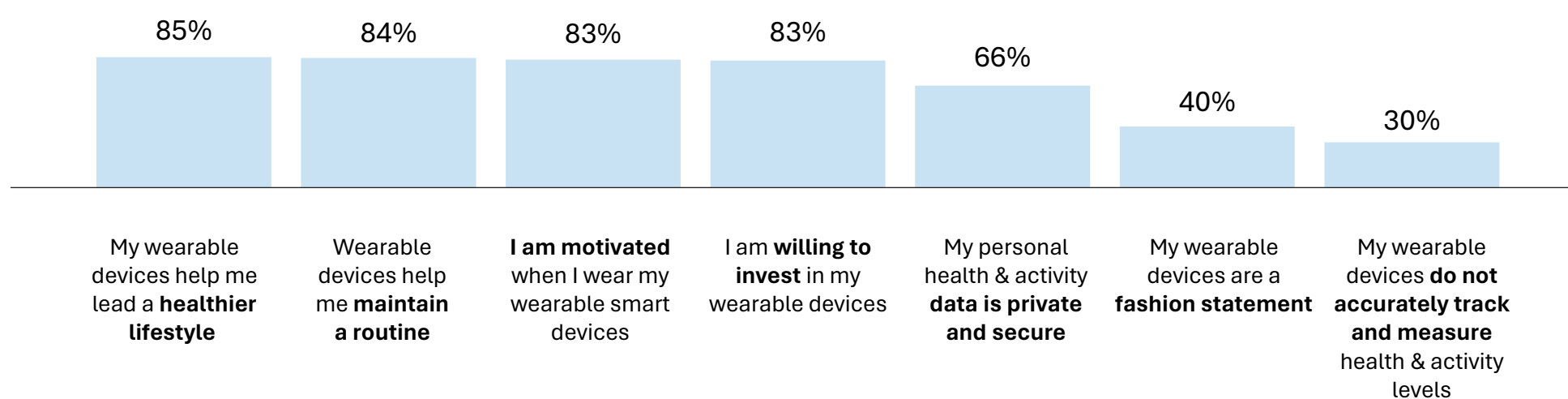
Base: Plan to Use Wearables in 2024 (n=535)



Wearable Devices Motivate a Healthy Lifestyle and Offer a Worthwhile Investment

Please indicate how strongly you agree or disagree with each of the following statements regarding your wearable devices (i.e., smart watch/bracelet, headwear/eyewear, rings)?

Total agree and strongly agree

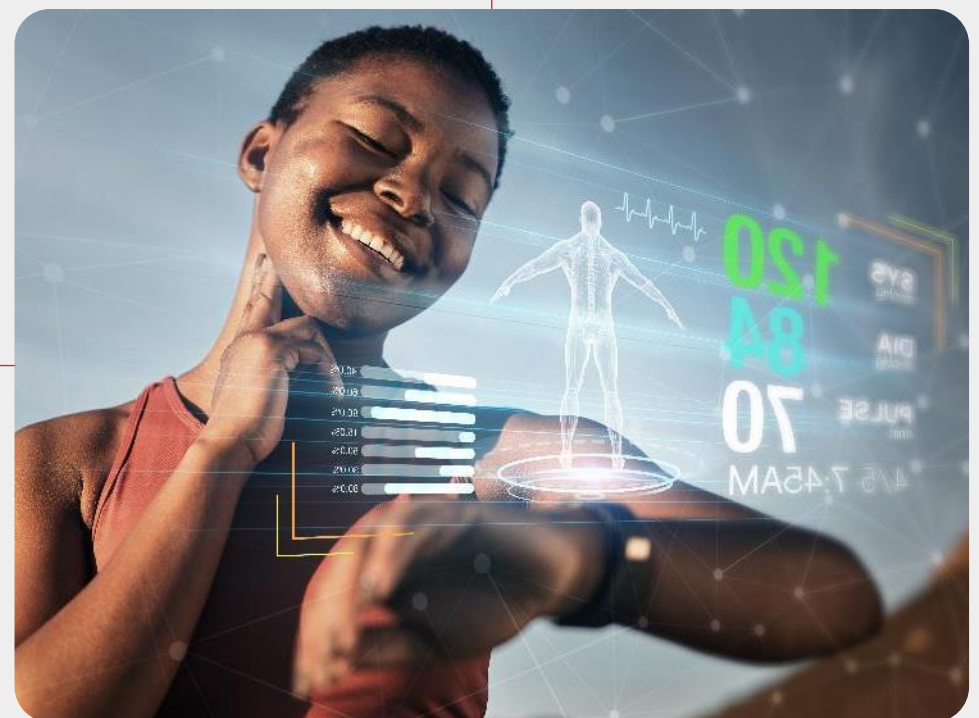


Base: Plan to use wearables in 2024 (n=535)



Approximately **one-third** of people believe their data is **not private and secure**, and **30%** think their wearable devices **do not accurately track and measure** health and activity levels.

Base: Plan to use wearables in 2024 (n=535)



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Gut Health

More individuals are focusing on their gut health as awareness of the gut microbiome's role in overall wellness increases.

Improving gut health is a priority — but there are **knowledge gaps**.

36%

of respondents experienced gut health issues in the past year.



Base: Total respondents (n=1,310)

62%

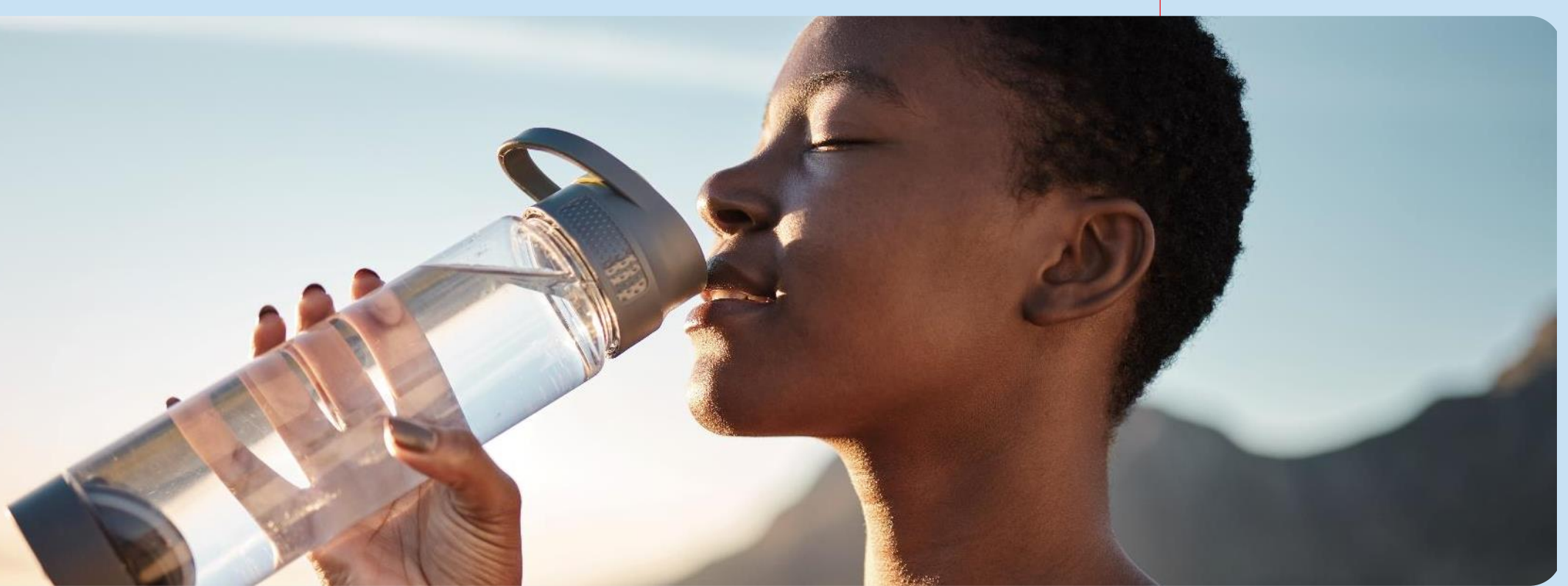
say improving their gut health in 2024 is **important**.

42%

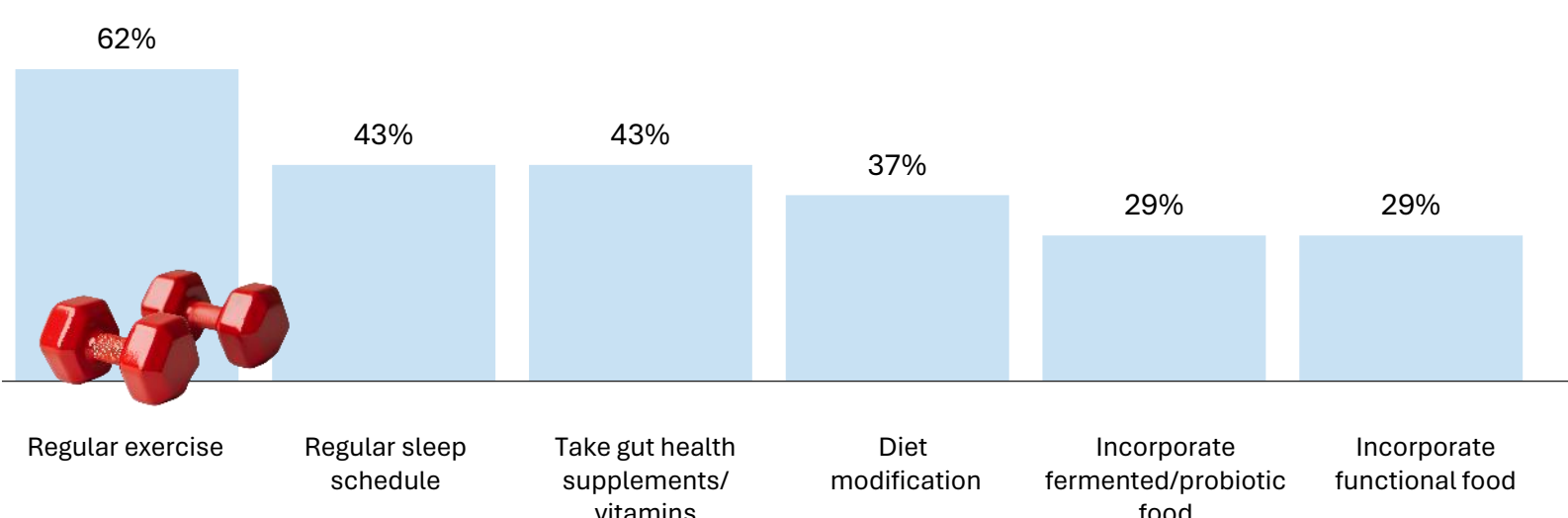
feel **knowledgeable** about their gut health.

This represents a **strong opportunity** to educate individuals on how a diverse and balanced gut can positively affect physical health, mental clarity, and emotional well-being.

Base: Total respondents (n=1,310)

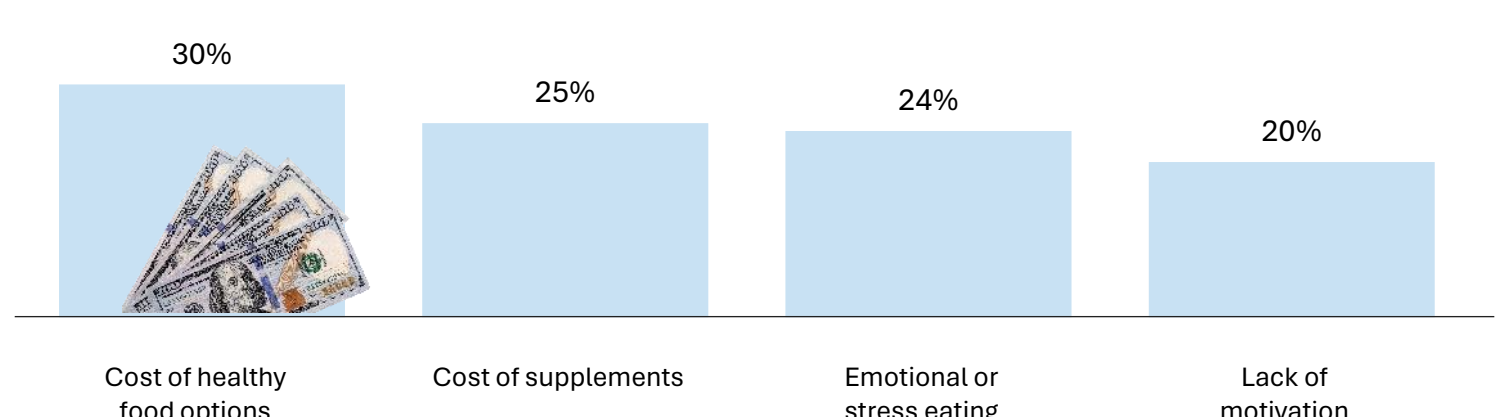


Top Strategies to Meet Goals



Base: Important to improve gut health in 2024 (n=816)
Chart showing data ≥20%

Top Challenges to Meet Goals



Base: Important to improve gut health in 2024 (n=816)
Chart showing data ≥20%

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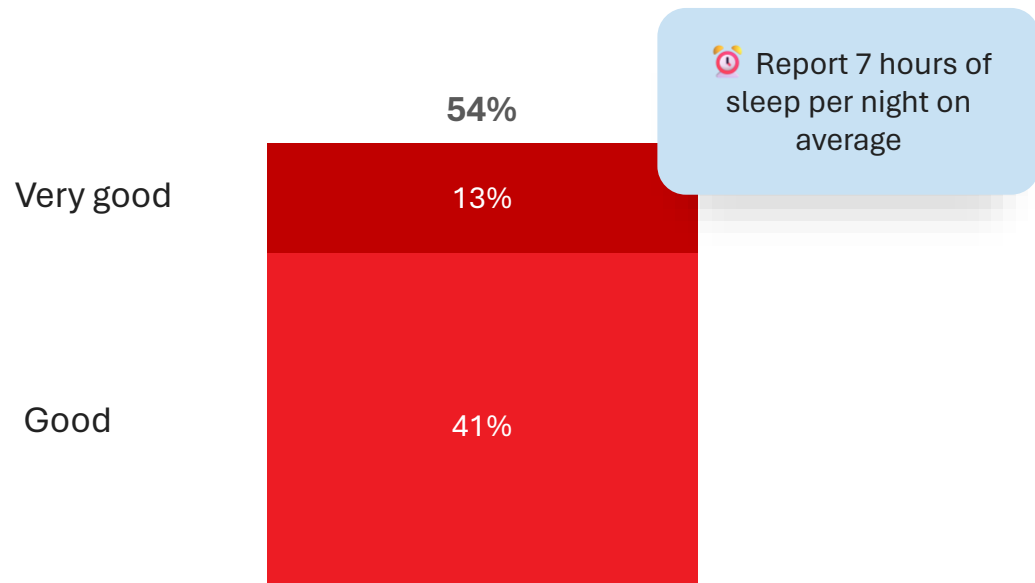


Sleep Health

In 2024, people show a keen interest in enhancing the quality of their sleep, yet there is a gap in their knowledge about creating healthy sleeping habits. With merely half of individuals rating their current sleep health as good or very good, those looking to improve their sleep health are focused on developing regular routines for exercise, sleep, and screen time management.

Sleep health is a priority, though there are **knowledge gaps**.

Sleep Quality



🕒 Report 7 hours of sleep per night on average

Sleep health is vital as it plays a critical role across all aspects of wellness. Quality sleep can contribute to a stronger physical, emotional, mental and social health, while lack of sleep, on the other hand, could have various negative outcomes. Therefore, it is widely understood that prioritizing sleep is key for overall wellbeing and functioning.

Sleep Health Importance and Knowledge

73%

say improving their sleep health in 2024 is **important**.

57%

feel **knowledgeable** about healthy sleeping habits.



Top Strategies to Improve Sleep



Base: Important to improve gut health in 2024 (n=961)
*Chart showing data >20%

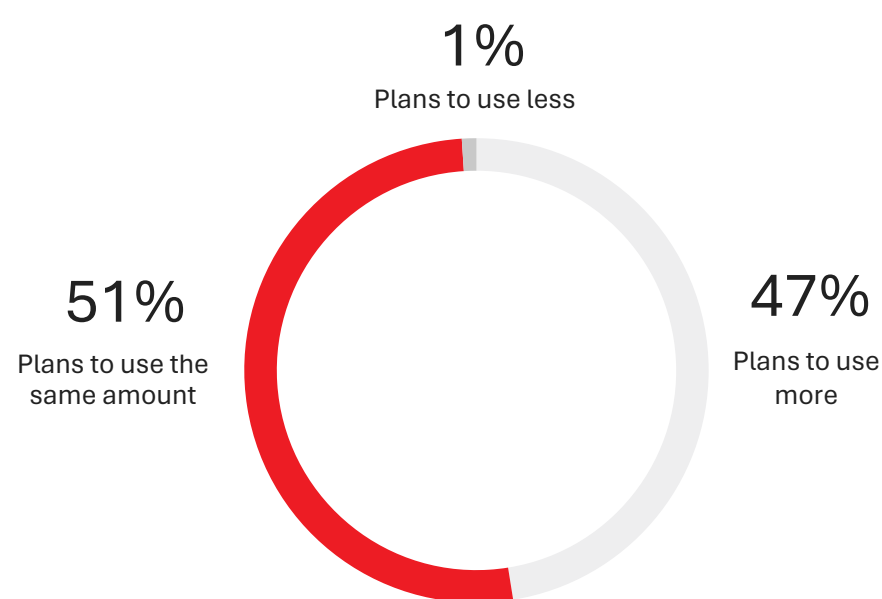
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Holistic Wellness Services

The rise of holistic wellness services such as aromatherapy, sound therapy, massage therapy, and acupuncture is part of a growing trend in the wellness industry, reflecting a shift towards more integrative and personalized health approaches.

Increasing Use of Holistic Services in 2024



Base: Plan to use holistic services in 2024 (n=447)



58%

Reduce stress or anxiety

56%

Improve physical health & well-being

50%

Improve mental or emotional well-being

49%

Improve sleep quality

35%

General interest in natural or alternative treatments

26%

Enhance spiritual connection

19%

Recommendation from a friend or family member

25%

A specific health condition or issue

16%

Dissatisfaction with conventional medicine

Base: Plan to use holistic services in 2024 (n=447)

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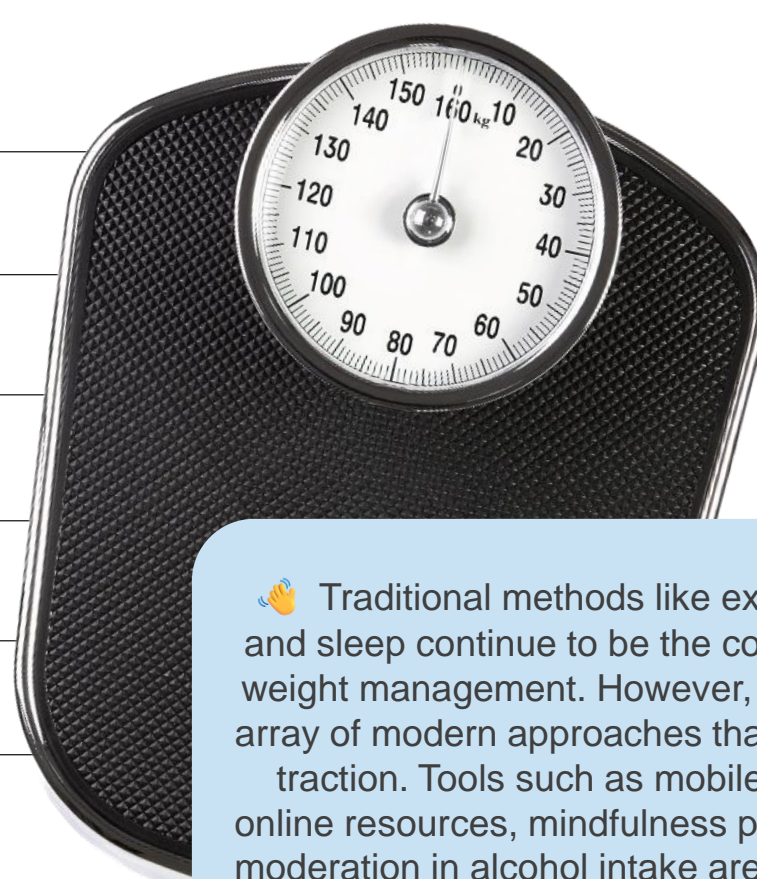
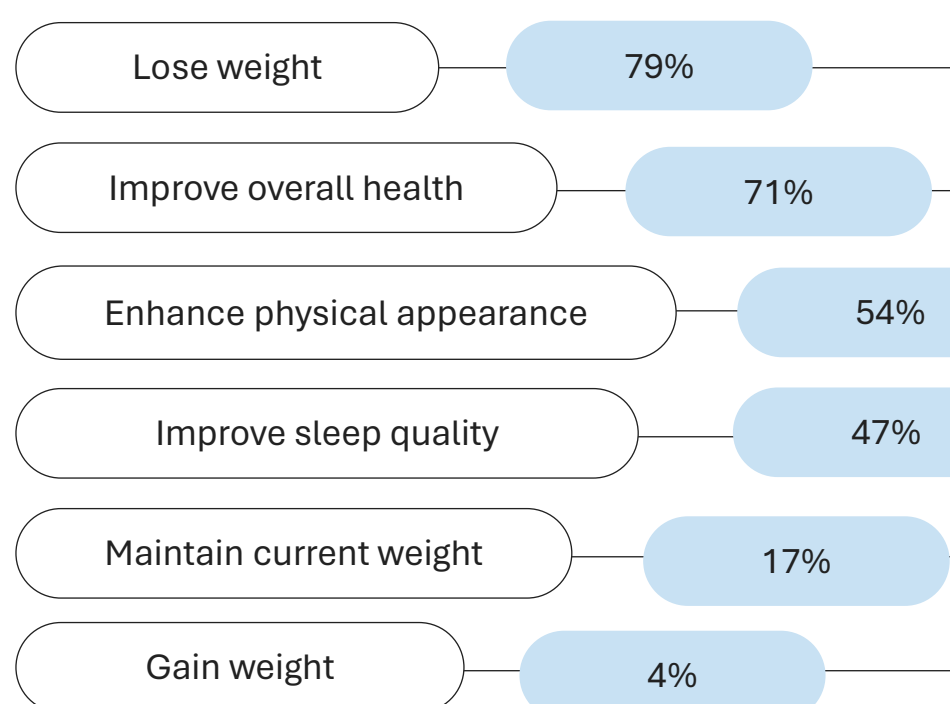
Weight management

Traditional methods like exercise, diet, and sleep continue to be the cornerstone of weight management. However, there are an array of modern approaches that are gaining traction. People are increasingly using mobile apps, online resources, mindfulness practices, and moderate alcohol intake to manage their weight.



Individuals are driven to meet their goals of **losing weight** & **improving their health**.

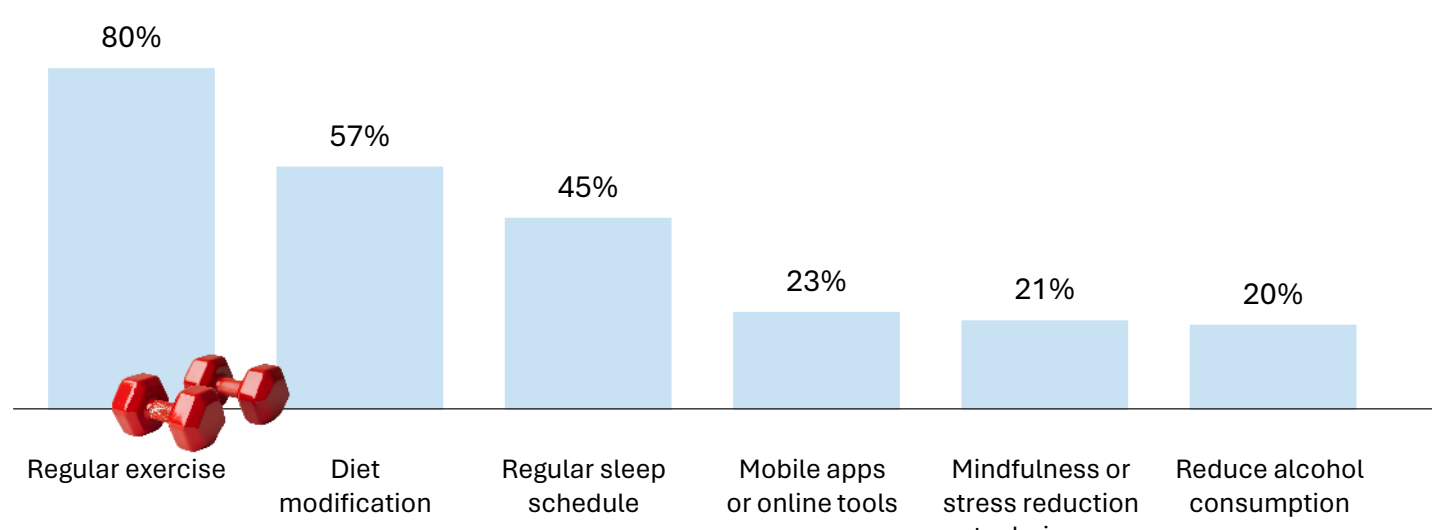
Primary Goals



Traditional methods like exercise, diet, and sleep continue to be the cornerstone of weight management. However, there are an array of modern approaches that are gaining traction. Tools such as mobile apps and online resources, mindfulness practices, and moderation in alcohol intake are increasingly being incorporated into individuals' strategies for achieving their weight management goals.

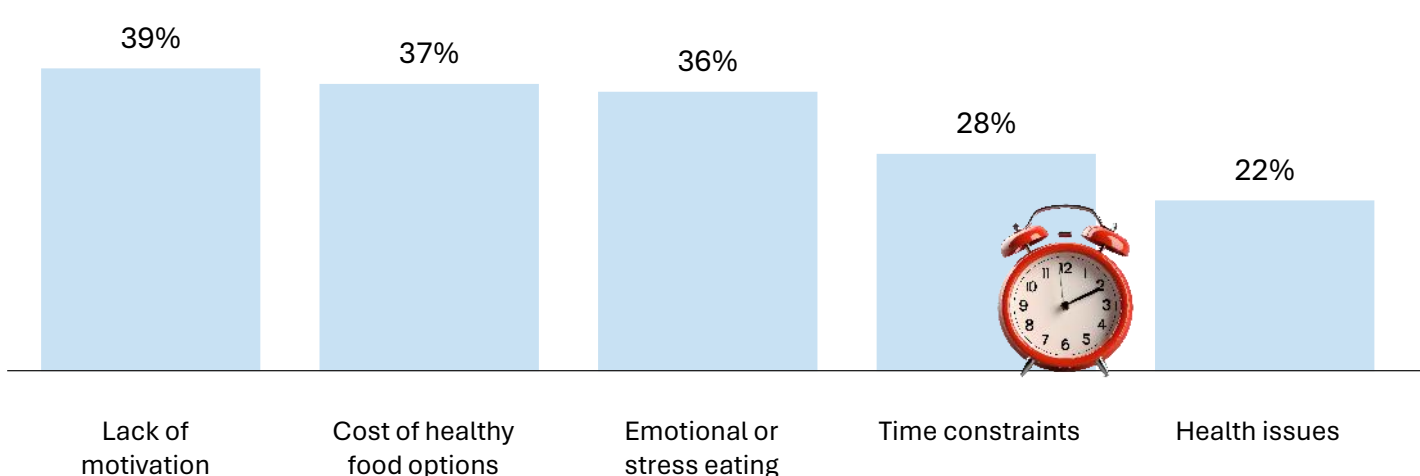
Base: Consider it important to manage weight (n=625)

Top Strategies to Meet Goals



Base: Consider it important to manage weight (n=625)
Chart showing data >20%

Top Challenges to Meet Goals



Base: Consider it important to manage weight (n=625)
Chart showing data >20%

Contact us

For more information on this study and to learn more about our health and wellness online community, please contact our team.



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