

DID YOU KNOW?

Despite financial pressures, citizens prioritize health and are categorized into five consumer types



ESSENTIALS
SYNDICATED

March 2024

Ipsos is debuting a new way to understand consumers in terms of their health attitudes and behaviors

MEET THE HEALTH GROUPS



"I live my life without worrying much about my health"



"I care about health but mostly end up compromising it in favor of having a good time"



"I'm not the most active, but I improve my health by minimizing the things that are bad for me"



"I want to lead a healthy life, but it's difficult to achieve this perfectly with my busy lifestyle"



"I have ambitious health goals that I mostly achieve; I advocate for a healthy, active lifestyle for everyone"

Health
Denialist

9%

Happy
Hearts

16%

Risk
Minimizers

31%

Busy
Balancers

27%

Fitness
Enthusiasts

17%

LESS ACTIVE



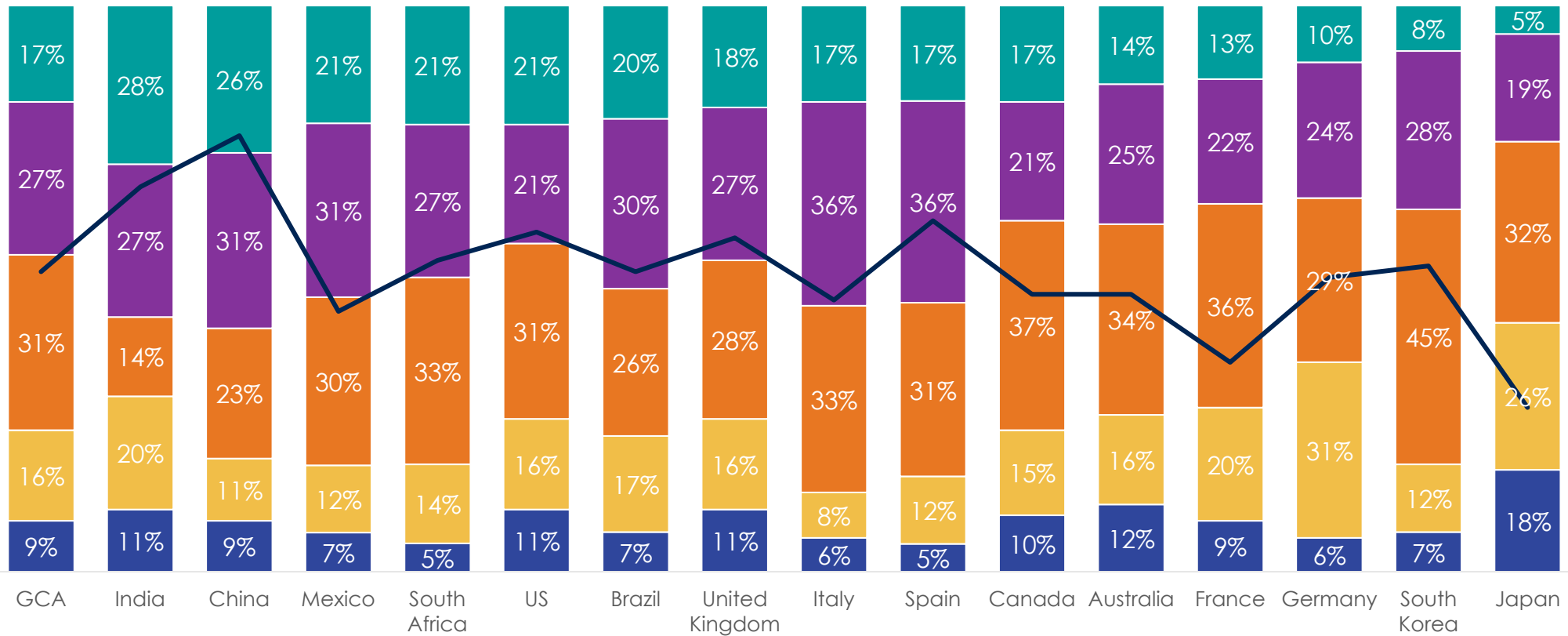
MORE ACTIVE

India and China have the most Fitness Enthusiasts; Japan has the fewest Fitness Enthusiasts and the most Health Denialists

HEALTH SEGMENTS BY COUNTRY

HEALTH DENIALISTS HAPPY HEART RISK MINIMIZERS BUSY BALANCERS FITNESS ENTHUSIASTS

— "I feel good, both physically and mentally" Top-2-Box Agreement

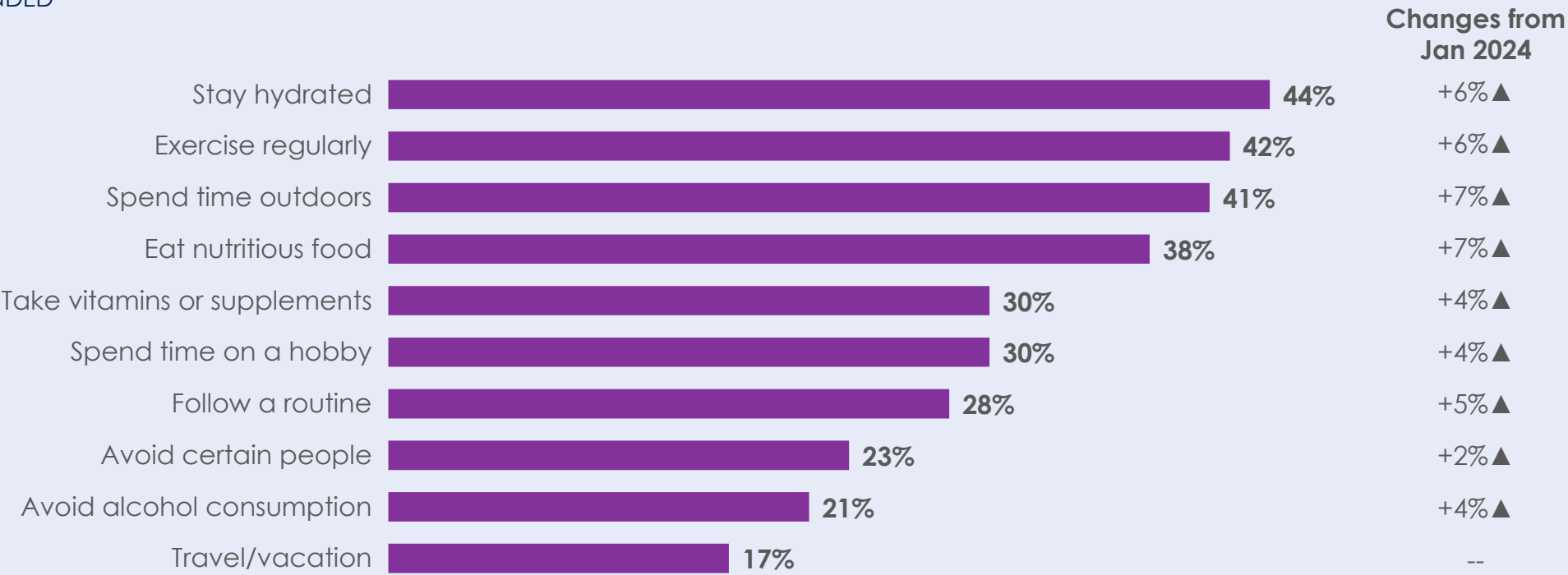


GCA = Global Country Average (the average result for all the countries where the survey was conducted)

Consumers prioritize health amidst continued financial pressures

TOP 10 MEASURES TAKEN IN THE PAST 4 WEEKS TO STAY HEALTHY

TRENDED



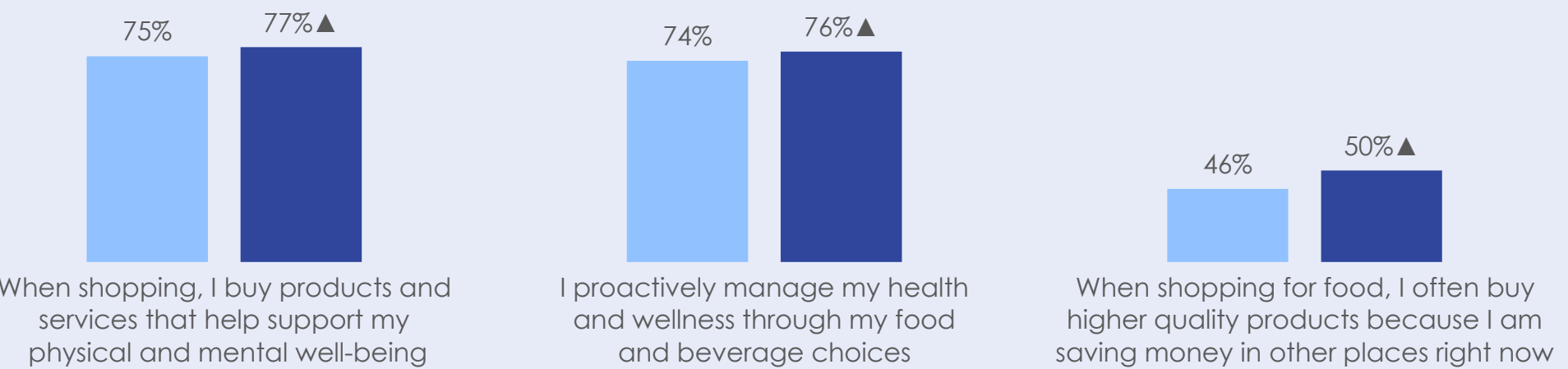
▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)

Consumers are increasingly leaning towards high-quality food to manage their health and well-being

SHOPPING ATTITUDES

TOP-2 BOX AGREEMENT

APRIL 2023 MARCH 2024

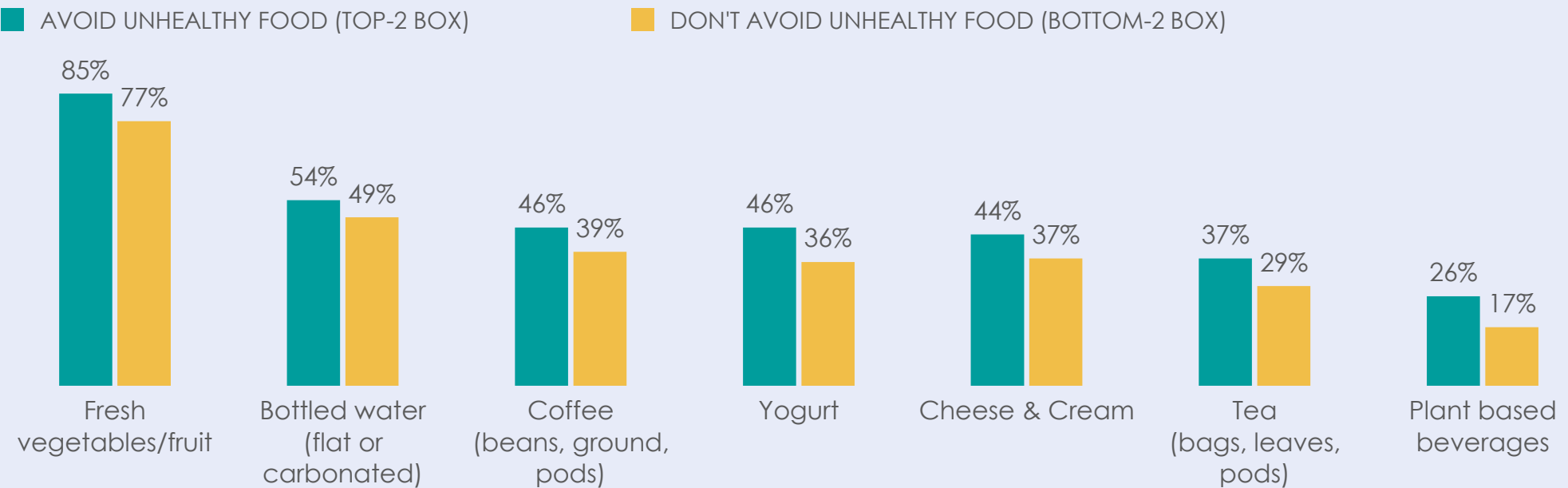


▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)

Certain food items are favored by those aiming to steer clear of unhealthy options

FOODS CLASSIFIED AS “ESSENTIAL”

BY “I TRY TO AVOID UNHEALTHY FOODS SO THAT I CAN LIVE LONGER”



Ipsos Essentials monitors how people across the globe navigate the new rules of engagement and the resulting impact on our state of mind, state of wallet, and future intentions. Each month Ipsos surveys consumers in 15 countries, including: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, South Africa, South Korea, Spain, the UK and the US.

For more insights, country detail, or subscription information, contact essentials@ipsos.com

