

# Highlights from Market Essentials

Only half of citizens report feeling ‘good’;  
mental vitality is the primary health concern

Insights based on Global Country Average across 15 countries where Market Essentials survey is conducted.

July 2025

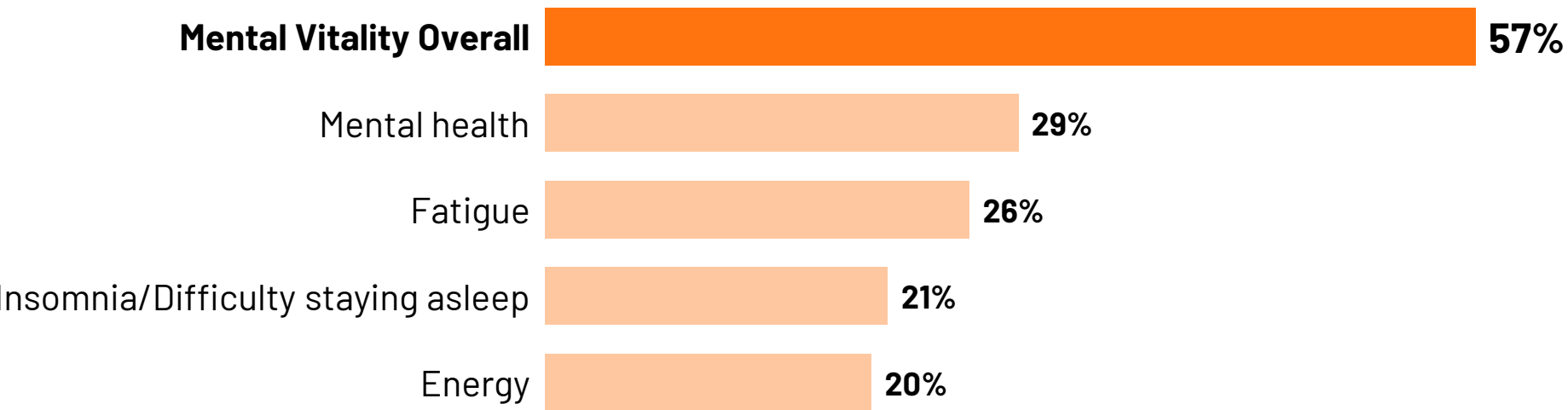
## Only half of citizens agree they feel good both physically and mentally; a similar proportion feel stressed

Statements on Health and Wellness | Top-2 Box Agreement



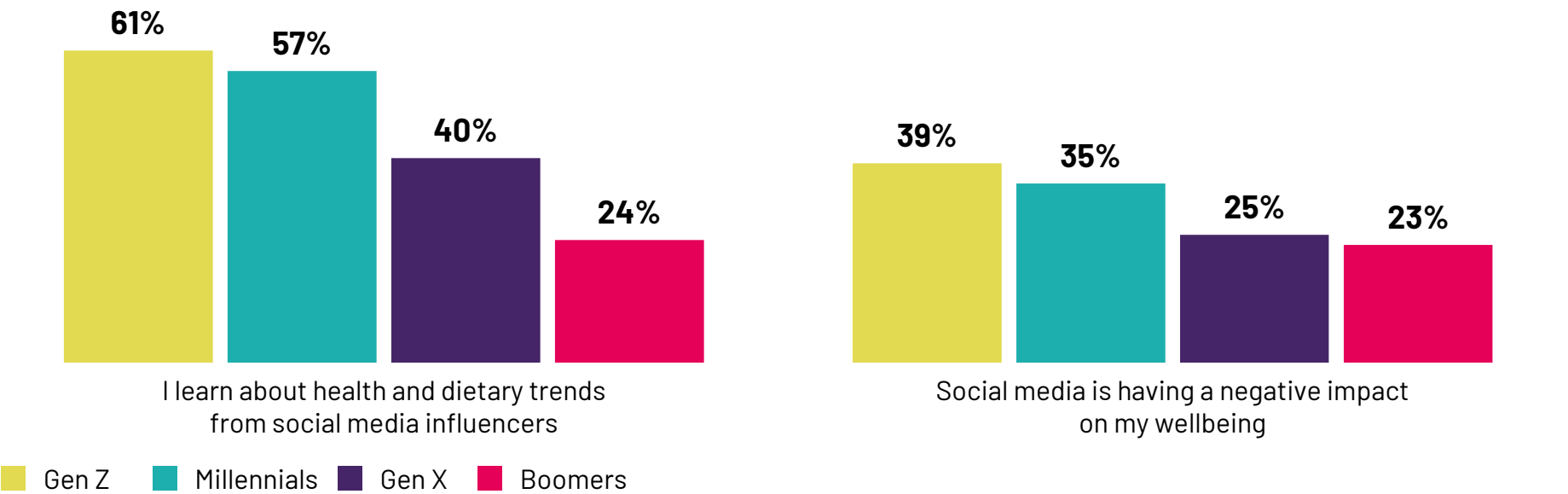
## More than half of people cite health concerns related to Mental Vitality

Health Concerns



## Younger generations learn about health trends on social media, but these platforms are also having a negative impact on their well-being

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For more insights, country detail, or subscription information, contact [essentials@ipsos.com](mailto:essentials@ipsos.com)

Ipsos Market 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.

