

General context in

Health

sector

Demand for healthcare services is rising due to ageing societies and the ability to offer a wider range of treatments thanks to medical advances.

This places significant additional financial burdens on governments and individuals alike.

Meanwhile, ongoing health inequalities and future health risks – such as those posed by climate change and new technologies – threaten to slow progress towards a healthier future for all.



customer lab

Chapter #1

I own my health

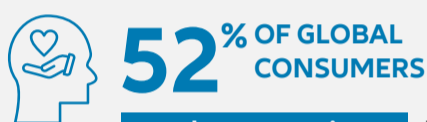
People feel **more responsible for their own health** as they live longer, deal with health problems, and experience worldwide reduced government support due to global changes in macroeconomic, socioeconomic, and sociodemographic factors, especially after COVID.

This opens opportunities for brands, which can step in and help by becoming trustworthy health partners, guiding people to be healthier and focus on preventing health issues.

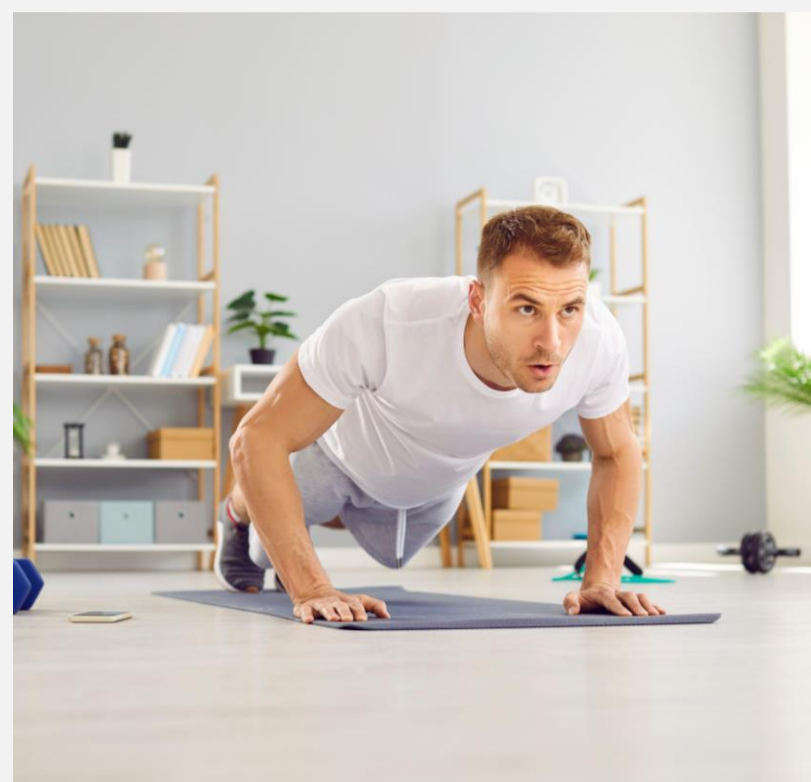
HOW CONSUMERS REACT TO THIS TREND?



Think about solutions to anticipate problems of health or autonomy for their old age or that of their relatives



pay close attention to their psychological or mental state



are actively adapting their homes to create a space that contributes to their physical & mental wellbeing.

As an example, **76,3%** of global consumers are interested to use an air purifier at home.

Chapter #2

Smart-tracking

Usage of **health tracking and self-monitoring tools is on the rise**, even among older consumers.

This behavior promises to create a more knowledgeable and empowered health consumer and will drive a broader shift towards remote and **personalized healthcare**.

Meanwhile, consumers will want assurances that their health data is being stored securely and used responsibly.



HOW CONSUMERS REACT TO THIS TREND?



Use or would like to use in the near future connected health objects that collect data aiming on better health management. The figure is even higher in younger generations (**70%**).



have used teleconsultation. The service has mostly been used by young generations (more than **33%** have used it) vs **20%** of seniors.



consider to be at personal risk of cyber-crime in the next five years. However, **53%** say they would share personal details in exchange for something beneficial.

Chapter #3

Expand beyond traditional pharma

Healthcare providers have begun prescribing wellness activities alongside traditional medicines and care.

Social, green, food and even "techceutical" prescriptions are expected to grow in number and popularity.

HOW CONSUMERS REACT TO THIS TREND?



take mental wellness seriously and are at ease discussing about their mental health.



plan to travel during their international stay. After covid, consumers seek emotional and physical wellbeing boosts from the trips they take.



are interested in services that analyze DNA to give tailored health advice and **71%** consumers say they would be interested in microbiome analysis that recommends the best food and drinks for them.

