



Start Leading a Healthier Lifestyle

Healthy Lifestyle Trends Report

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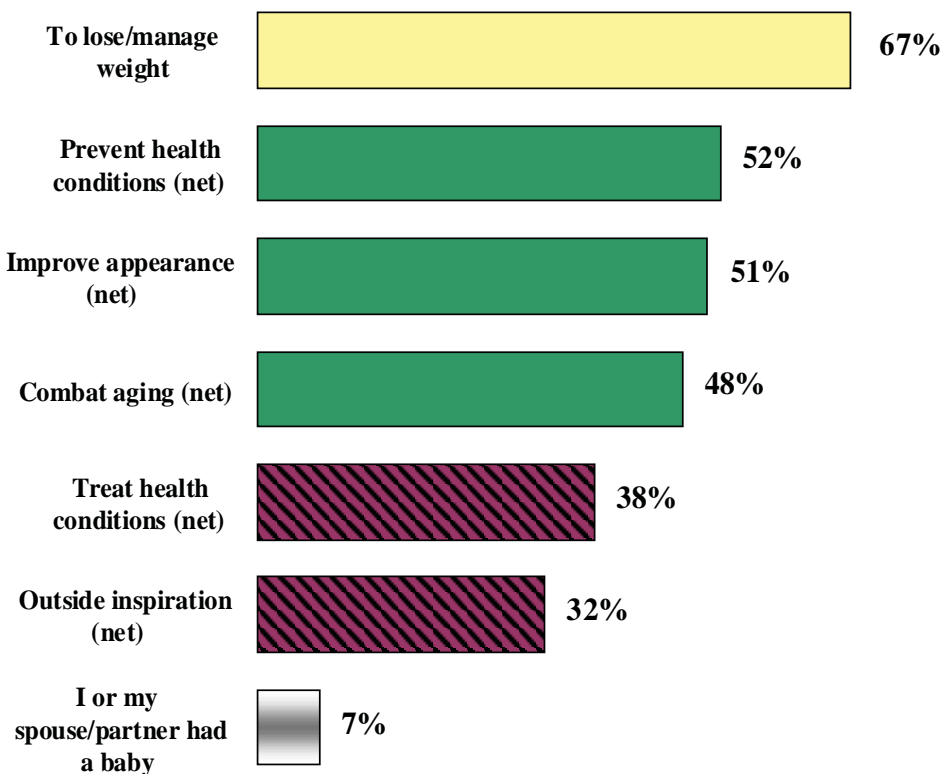
Motivations to Start Leading a Healthier Lifestyle

Consumer motivations can be divided into four distinct tiers. **The number one, stand-alone motivator** to healthier living is the desire to **lose and/or manage weight** mentioned by two thirds of the GP-PGS. Interestingly, weight management also is related to the second tier of reasons, which are more health and appearance-related. **Approximately half of the population** is motivated by preventing certain health conditions, improving their outward appearances and the effects of aging — the majority of which can be positively affected by weight loss.

The reasons that make up the third tier are less prevalent among consumers and are not related to weight loss or any second-tier motivations. Fewer consumers are motivated by treating minor/major health conditions or inspired by information in the media and the actions of family/friends.

The final tier reveals that only a small percentage (7%) of consumers changed to a healthier lifestyle due to the birth of a baby.

It is interesting to note that consumers tend to be motivated to live healthier for many different reasons. For example, 56% of those who changed their lifestyle initially to manage their weight also are trying to prevent health conditions, and 63% aim to improve their appearance.



Motivations to Start Leading a Healthier Lifestyle by Segment

WELL BEINGS tend to be the most active consumer group because they are motivated to live healthier for multiple reasons and therefore can be reached by many different marketing messages. In fact, **WELL BEINGS'** motivations are often significantly stronger than other consumer segments'. Besides the common goal of weight loss, they are motivated most by reducing the effects of aging and preventing disease.

MAGIC BULLETS tend to be motivated by most of the same issues as **WELL BEINGS**, but to a slightly lesser extent. However, they are motivated most by prevention and anti-aging.

FOOD ACTIVES' motivations tend to be heavily weight and appearance related. However, half are motivated to live healthier to prevent health conditions.

Like **FOOD ACTIVES**, **FENCE SITTERS** and **EAT, DRINK & BE MERRYS** are motivated by weight and appearance. However, they are the least motivated segments overall. Their lack of motivation seems to portray their mindset of being invincible. They think they can live forever without striving to live a healthier lifestyle.



	NMI Segments %				
	WELL BEINGS (B)	FOOD ACTIVES (C)	MAGIC BULLETS (D)	FENCE SITTERS (E)	EAT, DRINK & BE MERRYS (F)
To lose/manage weight	65	73 ^{BDE}	65	66	67
Prevent health conditions (net)	60 ^{CEF}	50 ^{EF}	59 ^{CEF}	43	41
To prevent other diseases	43 ^{CDEF}	28 ^{EF}	33 ^{EF}	21	21
To prevent diabetes	36 ^{CDEF}	28 ^F	28 ^F	22	21
To prevent cancer	36 ^{CDEF}	23 ^{EF}	26 ^{EF}	12	15
I don't want to get a condition my parents/family member has	26 ^F	22 ^F	28 ^{CF}	22 ^F	15
Improve appearance (net)	55 ^E	52 ^E	51 ^E	44	49
To reduce the effects of aging on my outward appearance	38 ^{CDEF}	24 ^{EF}	30 ^{EF}	17	16
I didn't like the way that I looked	37	41	35	37	41
Combat aging (net)	57 ^{CEF}	46 ^F	52 ^{EF}	42	35
To reduce the effects of aging within my body	45 ^{CDEF}	30 ^{EF}	35 ^{EF}	23	18
Just turned a certain age and thought I should be healthier	37 ^F	31	34 ^F	32	26
Treat health conditions (net)	39 ^F	39 ^F	45 ^{EF}	34	30
Personal health condition (minor)	25 ^F	24 ^F	27 ^{EF}	20	16
Personal health condition (major)	18	19	24 ^{BEF}	17	16
Outside Inspiration (net)	43 ^{CEF}	21	38 ^{CEF}	26	24
I learned about toxins in some food	31 ^{CDEF}	8	20 ^{CEF}	12 ^F	7
Everyone seemed to be trying to be healthier, so I wanted to also	9	8	10	10	10
A friend/family member became ill	10 ^{CF}	6	11 ^{CF}	9	5
I read an article/saw a TV program that inspired me	12 ^{CEF}	6	10 ^E	5	6
I or my spouse/partner had a baby	7	7	5	10 ^D	7

Note: Shading indicates the highest percentages for each category.

Key Reasons for Continuing to Lead a Healthy Lifestyle

While weight management was a major motivation for consumers to *begin* living a healthier lifestyle, it is not necessarily the reason they *continue* living this way. In fact, weight loss falls toward the bottom of the list and is only a continuous motivator for WELL BEINGS who are 33% more likely to indicate weight loss as a current motivation. **The main reason consumers maintain a healthy lifestyle long term** is to have good overall health.

WELL BEINGS are highly motivated to continue their healthy lifestyle for all of the reasons listed; however, they **are especially motivated** by getting proper nutrition, improving mental alertness and building muscle, when compared to the GP-PGS.

FOOD ACTIVES, MAGIC BULLETS and FENCE SITTERS tend to mirror the GP-PGS. However, FOOD ACTIVES are significantly more likely to be motivated by doctor recommendations. FENCE SITTERS are half as likely as WELL BEINGS to be motivated to live healthier for their heart, to get proper nutrition, or to have good health overall. EAT, DRINK & BE MERRYS index low on all reasons, especially in terms of nutrition, solidifying their non-commitment to healthy living.



	GP- PGS %	Index NMI Segments versus GP-PGS	
		WELL BEINGS	EAT, DRINK & BE MERRYS
To have good overall health	46%	152	45
To live a long life	38%	151	51
To not get sick	38%	149	55
For the health of my heart	38%	157	48
To feel good about myself	37%	148	50
My health is important to my family	34%	159	44
To get proper nutrition in my diet	32%	183	23
To provide energy	32%	157	42
To prevent specific health problems	32%	155	45
To improve mental alertness	29%	162	43
To lose weight	28%	133	54
To manage stress	26%	151	44
To improve appearance	25%	146	48
To treat existing health problems	24%	150	49
Doctor recommended	15%	152	41
To build muscle	13%	160	44
To improve athletic performance	9%	138	46

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