

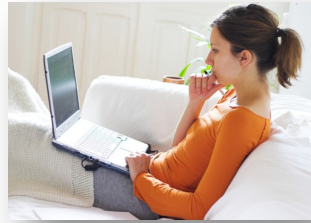
# **Attitudes and Behaviours on Health & Wellness**

**Pearl Strategy and Innovation Design  
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# Health & Wellness Ecosystem – Key Takeaways

## 1 Increasingly consumers are empowering themselves to make better decisions to be healthier.

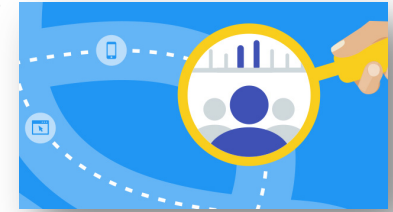
- There is growing mistrust of the establishment (gov't, companies)
- Interest in personalized health solutions to meet specific biological or lifestyle needs (Campbell's Habit, Pure Genetic Lifestyle)



*Offer consumers solutions that will empower them to take care of their own health.*

## 4 Every stage of the customer journey is in disruption.

- The sheer amount of consumer choice is causing fragmentation in 3 areas:
  - sources of awareness
  - retail channels
  - brand options
- Social media has given consumers a voice to share and influence other consumers



*Understand your brands strengths and weaknesses along the customer journey to identify marketing plan priorities.*

## 2 The health definition is constantly changing. Today's definition is more holistic.

- Health is defined as mind, body, and soul
- There is a shift towards prevention versus problem/solution
- Hot health topics are weight management, gut, and mental health



*Understand their human needs (social, physical, identity, communication, emotional) to identify the role of your brand.*

## 5 The bar is raising on convenience and value.

- Consumers are still looking for convenient meals but now they must be fresh and healthy
- Consumers want food to work harder for them with multiple benefits



*Investigate ways to reinvent convenience for your brand. Understand and prioritize the benefits/features that are really driving value.*

## 3 Consumers prefer to go to non-traditional sources of information as it allows them to fulfill more of their health & wellness needs beyond just functional.

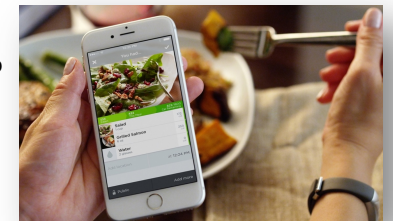
- Many consumers follow stars on social media (i.e. Gwyneth Paltrow) rather than traditional media or professionals
- Influence of traditional media and health professionals is declining



*Understand consumers needs across their health journey and align your message and media respectively.*

## 6 Technology is an enabler to Health & Wellness.

- Consumers are looking for simple solutions to stay on track
- Apps like "My Fitness Pal" are starting to gain traction but still require a lot of work to ensure accuracy
- Technology is playing a important role in health care in educating patients and doctors on health outcomes



*Investigate ways to integrate your brand with technology solutions that can make being healthy easier.*

# Millennial Health & Wellness – Key Takeaways

## 1 Definition of H&W

- Millennials have a holistic view of H&W that extends beyond immediate physical benefits to include future physical benefits, mental benefits and emotional benefits



*When developing a health & wellness strategy, consider their full range of desired functional and emotional health benefits*

## 2 H&W Goals & Barriers



- The top H&W goals for Millennials are: eating healthier, exercising more, and losing weight. With eating healthier as their top goal, half indicated nutrition was an area they were interested in learning more about.
- Not surprisingly, time and motivation are Millennials' two biggest barriers to H&W.

*Leverage nutrition as a topic to start a conversation and build a relationship with Millennials. Offer solutions that are time efficient and provide encouragement to stay on track.*

## 3 Sources of H&W Information

- Millennials like to take things into their own hands by doing their own H&W research. While social media is a useful source of information, their trust in social media is mixed.
- The use of online platforms offer solutions to help them meet their health and wellness goals.



*Have a strong online presence and enable Millennials to share and access user reviews while shopping in your stores. Integrate your key health & wellness products and private label into online apps and platforms.*

## 4 H&W Shopping Habits

- The most frequent health & wellness shopping trips are convenience trips and dedicated shopping day trips.
- Millennials want to shop at a retailer that offers good prices, convenience and high quality.



*Look for ways to improve their shopping convenience and communicate quality as a point of difference.*

## 5 H&W Food Retailers

- Grocery stores are the Millennials' primary destination for health & wellness food products due to their convenient locations.
- Farmer's Markets are an attractive destination with their local and organic products, and affordable prices



*Highlight organic and local products to reinforce health & wellness quality credentials.*

## 6 H&W Personal Care Retailers



- Warehouse club and drug retailers are the Millennials' primary destinations for health & wellness personal care products, followed by mass merchandiser and online retailers
- Online retailers attract Millennials with their convenience, lower prices, and wider selection.

*Position your store as a one-stop shop by building awareness of H&W personal care products. Counter the advantages of online by promoting product and service quality to reframe their decision from price to value.*

## 7 H&W Product Attributes & Packaging

- Millennials have major concerns about food and personal care products that contain chemicals/preservatives/additives.
- Millennials want environmentally and healthy packaging that communicates product benefits in an easy to understand and believable way.



*Demonstrate your commitment to health & wellness through the absence of negative ingredients, animal welfare and the environmentally friendly options. Hold packaging to the same health & wellness standards.*

## 8 H&W Food & Personal Care Choices

- Organic and free range foods are preferred by a majority of Millennials, however cost can be a major barrier. Free from and fresh local foods are popular alternative options.
- For their personal care choices, Millennials prefer natural and animal friendly products.



*Highlight your assortment of organic, free range, local and free from foods and assortment of natural and animal friendly personal care products.*

# Boomer Health & Wellness – Key Takeaways

## 1 Definition of H&W

- Boomers have a holistic view of health and wellness that includes both physical and emotional benefits.
- They want to be physically capable, live a long and healthy life, and feel happy and positive.



*When developing a health & wellness strategy, consider their full range of desired functional and emotional health benefits*

## 2 H&W Goals & Barriers

- The top health & wellness goals for Boomers are: being more active, losing weight, and eating healthier. To help them achieve their goals, one third indicated yoga and one third indicated nutrition were areas they were interested in learning more about.
- Time and temptation are Boomers' two biggest barriers to health & wellness.



*Leverage nutrition and mindful activities such as yoga as topics to strengthen your relationship with Boomers. Offer solutions that are time efficient and enable them to resist temptation.*

## 3 Sources of H&W Information

- Boomers trust medical professionals, friends and family for health & wellness information.
- Boomers praise high tech devices such as Fitbits for having a positive impact on their health and wellness, while Facebook is their most used social media platform
- One quarter use the internet for H&W research, but a majority are sceptical



*Have a strong presence among the influencer, friends and family network of Boomers. Integrate your key health & wellness products and private label into online apps and platforms.*

## 4 H&W Shopping Habits

- The most frequent health & wellness shopping trips are dedicated shopping day trips and browsing.
- Boomers want to shop at a retailer that offers good prices, convenience, high quality products and has a good reputation.
- Online retailers are not important for H&W shopping to a majority of Boomers



*Look for ways to build reputation and communicate quality as a point of difference.*

## 5 H&W Food Retailers

- Grocery stores are the Boomer's primary destination for health & wellness food products due to their convenient locations.
- Farmer's Markets and Health Food Stores are also popular choices for fresh, local and natural products, however they aren't convenient.



*Highlight organic and local products to reinforce health & wellness quality credentials.*

## 6 H&W Personal Care Retailers

- For Boomers, Shoppers Drug Mart is the go-to retailer for personal care products. They like the convenient locations, sales and loyalty program offered by SDM.



*Position your store as a one-stop shop by building awareness of health & wellness personal care assortment.*

## 7 H&W Packaging

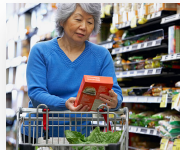
- Boomers want packaging that is simple, trustworthy, and environmentally friendly.
- They are cynical of confusing claims and seek clarity and guidance when it comes to understanding them.



*When evaluating H&W assortment, include packaging features. Help consumers navigate packaging information and claims.*

## 8 H&W Food & Personal Care Choices

- Boomers want their health & wellness food choices to be low in fat, sodium, sugar while being fresh, local or organic.
- Overall, Boomers are seeking personal care items from trusted brands that are efficacious and good value. There is some interest in purchasing more natural products that are less abrasive to their skin.



*Increase visibility of fresh, local, organic and "lower than" options for fat, sodium, sugar and calories. Highlight your assortment of more natural and gentle versions of popular brands.*



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