

## 2023 Wellness Consumers: Engaged, Motivated, and Seeking Solutions

The wellness category is having an exciting—and extended—moment, captivating consumers who are motivated to look and feel good. And the investment community is taking note, with investors seeing great opportunity in wellness. New research from Stella’s Glimmer consumer panel reflects this passion and uncovers the motivations, hopes and concerns of today’s consumers.

The **women’s health** category is very interesting right now. There have been age old issues that have not been properly addressed by legacy products. Further, the branding hasn’t resonated with consumers. We are seeing a **multitude of rapidly growing brands with remarkably strong retention** finally addressing these needs in a commercial way.

—Michael Garcia  
Managing Director, Intrepid

I am very interested in wellness because consumers are looking for things that will **elevate their lives from the mundane** and **give them a sense that they are investing in themselves** for the long run. I think there is a lot of opportunity as the **category is totally undefined** so brands can take positions and hold them for a very long time.

—Laurent Ohana  
Senior Adviser, Ohana & Co.



### THE TECHNICAL PERSPECTIVE



of consumers feel that technology **motivates them** to stay on track with their goals

### WEARABLE FITNESS = WIDESPREAD ADOPTION



of consumers currently **use or would be interested in using a smartwatch** to monitor their future health—and that number increases to 96% for a wearable fitness device

**70%** say they **have a wearable fitness device** and plan to continue using it



(the greatest amount) have used technology to **better understand** their overall health while 47% have used it to track a specific area of their health

### MENTAL HEALTH HELP, PLEASE

**Gen Z** is the **most interested in using apps** to monitor and support their mental health (41% vs. 16% for all adults)



of adults report some struggle with sleep, a slight increase. **61%** of those adults **cite anxiety** as the reason for sleep issues. Relatedly, **52%** of consumers who want to **improve sleep** are motivated to do so to **improve their mental health**

### WHAT WOMEN WANT (FROM WELLNESS BRANDS)

When asked for the top wellness concerns that they would like help with from brands, women responded:

- 45%** Daily health
- 44%** Weight loss/management
- 43%** Sleep
- 41%** Mental health/emotional wellness
- 40%** Nutrition



### THE DOCTOR KNOWS BEST



of women turn to medical professionals for health and wellness information, follow by:

- **50%** friends and family
- **48%** health focused websites
- **31%** social media
- **27%** brand websites



### TRUST ME

Female consumers **trust medical professionals’ digital content most, at 41%**

That’s more than:

- Content from brands (**21%**)
- Friends on social media (**15%**)
- Wellness influencers (**9%**)
- Media outlets (**8%**)