

Worldwide Independent Network Of Market Research

# Health & lifestyle in today's world









# HEALTH PERCEPTION





# HEALTH SELF-PERCEPTION

% within total population

#### OVERALL HEALTH PERCEPTION



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases



Q1. How do you consider your overall health in general?

# HEALTH SELF-PERCEPTION

% within total population

#### OVERALL HEALTH PERCEPTION



% within total population

#### OVERALL HEALTH PERCEPTION

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5%	6%	0.0	%OT	%6	11%	12%	14%	13%	13%	100/	16%	16%	16%	17%	18%	14%	15%	19%	18%	20%	21%	20%	19%	73%	/0V C	24% 250/	0/C7	26%	26%	25%	28%	28%	28%	29%	29%	29%	28%	27%	29%	30%	31%	31%	36%	41%	37%	41%	50%
95%	03%		20%	%06	89%	88%	86%	86%	85%	040/	84%	83%	82%	82%	82%	82%	82%	81%	81%	80%	20%	20%	29%	%LL	769/	%C/ /07 E	14%	/3%	73%	73%	72%	72%	72%	71%	71%	71%	71%	71%	69%	%69	68%	68%	64%	59%	29%	57%	47%
	; _	<u>5</u>		DNG	MX	N	2	AFRICA			H I	APAC	AR	E	TR	Μ	PK	EC	<u> </u>	ΓB	ES	HL	ZA			Υ Γ			Υ Υ Π	MENA	λd	US	AU	AMERICAS	DE	<u>ш</u>	SE	طر	DK	GB	BR	Ē	ЬЕ	CL	PS	Ť	LL PL

Source: WIN 2019. Base: 29 575 cases



Q1. How do you consider your overall health in general?



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# HEALTH-RELATED HABITS

Summary of health-related habits – TTB vs BTB

% within total population







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Q2. How often would you say that you..? TTB – Top two boxes

BTB – Bottom two boxes

# Smoke

% within total population

## HOW OFTEN DO PEOPLE SMOKE?

A lot/ very often / Moderately/ fairly often

By education level

By employment

Very little/ occasionally/ Never

8



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Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2\_1. How often would you say that you smoke?

## Smoke

% within total population

### HOW OFTEN DO PEOPLE SMOKE?



Very little/ occasionally/ Never

A lot/ very often / Moderately/ fairly often





Q2\_1. How often would you say that you smoke?

# Smoke

% within total population

HOW OFTEN DO PEOPLE SMOKE?

	TTB A lot,	/ very often / Moderately/ fairly of	ten BTB	Very little/ occasionally/ Never	
46% 51% 55% 58% 50% 61%	61% 70% 66% 74% 70%	72% 71% 75% 75% 71% 76% 73% 71%		63% 81% 82% 80% 68% 68% 79% 79% 73% 81% 80% 88% 89%	85% 84%
47% 40% 37% 30% 28%	28% 24% 24% 23% 23% 23% 5%	21% 20% 19% 18% 17% 17% 17% 17% 17%	16% 14% 13% 13%	13% 12% 12% 12% 12% 11% 11% 10% 10% 8% 6%	5% 2%
GR B PC FC FC FC FC FC FC FC FC FC FC FC FC FC	MENA HR JD ZA ZA	EUROPE AR B R S CL E I V	APAC MX PK CA	AFRICA US AMÉRICA AMÉRICA AU R AU R AU R R PY	E C

Source: WIN 2019. Base: 29 575 cases



Q2\_1. How often would you say that you smoke?



# Drink alcohol

% within total population

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### HOW OFTEN DO PEOPLE DRINK ALCOHOL?



Q2\_2. How often would you say that you drink alcohol?



# Drink alcohol

% within total population

#### HOW OFTEN DO PEOPLE DRINK ALCOHOL?





Source: WIN 2019. Base: 29 575 cases

Q2\_2. How often would you say that you drink alcohol?

HOW OFTEN DO PEOPLE DRINK ALCOHOL?



Source: WIN 2019. Base: 29 575 cases



Q2\_2. How often would you say that you drink alcohol?

#### Exercise

% within total population

#### HOW OFTEN DO PEOPLE EXERCISE?





Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases



Q2\_3. How often would you say that you exercise?



#### Exercise

% within total population

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#### HOW OFTEN DO PEOPLE EXERCISE?



HOW OFTEN DO PEOPLE EXERCISE?





Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases



Q2\_3. How often would you say that you exercise?



# Suffer from stress

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% within total population



### HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

HOW OFTEN DO PEOPLE SUFFER FROM STRESS?



A lot/ very often / Moderately/ fairly often



Very little/ occasionally/ Never

27%	18%	75%	2007	0/ 77	70%	23%	29%	31%	26%	30%	%bС	38%	0/00	39%	35%	31%	37%	24%	24%	32%	34%	38%	39%	33%	78%	28%	34%	13%	0/ Ct	%C7	33%	25%	36%	41%	20%	39%	38%	38%	45%	21%	42%	46%		46%	61%	7%	64%	77%	
51%	45%	44%	%VV	0/ 44	44%	44%	42%	41%	37%	36%	35%	35%	0/00 /07 c	34%	34%	33%	33%	33%	33%	32%	32%	32%	31%	31%	30%	%bC	%0CZ	%0C	0/ CZ	%67	%67	28%	28%	28%	28%	27%	27%	26%	26%	26%		73%	2.070	19%	12%	11%	10%	3%	
٩	Hd		, an		צט	TR	CA	SE	NG	AU	, <u>⊔</u>	Ξ Ξ		BK	R	ш	GB	ΗK	AFRICA	AMÉRICA	EUROPE	MENA	Μ	Ē		ה כ	PV_	- a	_ <u>F</u>		MY	AR -	ЪЕ	PS	ZA	ES	APAC	DE	Z	KR	E C E	, אם אם	2 2 - (		DK	N	ΗT		

Source: WIN 2019. Base: 29 575 cases



Q2\_4. How often would you say that you suffer from stress?

18

# Take medicines prescribed by a doctor

% within total population

#### HOW OFTEN DO PEOPLE TAKE MEDICINES PRESCRIBED BY A DOCTOR?



#### **Global Average**

Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases



Q2\_5. How often would you say that you take medicines prescribed by a doctor?



# Take medicines prescribed by a doctor

% within total population

Worldwide Independent Network Of Market Research HOW OFTEN DO PEOPLE TAKE MEDICINES PRESCRIBED BY A DOCTOR?



Q2\_5. How often would you say that you take medicines prescribed by a doctor?

# Take medicines prescribed by a doctor

% within total population

#### HOW OFTEN DO PEOPLE TAKE MEDICINES PRESCRIBED BY A DOCTOR?



Source: WIN 2019. Base: 29 575 cases



Q2\_5. How often would you say that you take medicines prescribed by a doctor?



# Sleep well

% within total population

#### HOW OFTEN DO PEOPLE SLEEP WELL?





Q2\_6. How often would you say that you sleep well?

HOW OFTEN DO PEOPLE SLEEP WELL?



A lot/ very often / Moderately/ fairly often



Very little/ occasionally/ Never

85% 4%	8%	% 6%						2%	<mark>%/</mark>	<mark>%6</mark>	8%	10%	12%	11%	12%	5%	12%	14%	11%	<mark>%6</mark>	%20	10%	0/ CT	14 /0 1 5 2 1	15%	8%	14%	11%	13%	13%	16%	17%	17%	18%	18%	13%	11%	21%	21%	19%	23%	19%	15%	12%	25%	20%
œ	<u>%17</u>	76%	76%	76%	/0./ /0./	/3%	73%	72%	20%	<mark>%69</mark>	<mark>%69</mark>	<b>68%</b>	67%	67%	899	65%	64%	63%	63%	63%	67%	67%	02.0 61%	%303 % TO	60% -	59%	29%	29%	58%	26%	26%	26%	26%	55%	55%	55%	54%	54%	52%	51%	49%	47%	47%	45%	45%	37%
N	TH					ינ	DK	Z	ΡY	Ē	AFRICA	KR	HR	SE	S	AR	APAC	Ш		٩	_ 	בנ			DE	ΡE	ЪГ	ZA	ES	AMÉRICA	US	R	AU	CA	FR	ΜΥ	GR	MENA	GB	BR	TR	MX	ΗK	CL	PS	CN

Source: WIN 2019. Base: 29 575 cases



Q2\_6. How often would you say that you sleep well?



## HOW OFTEN DO PEOPLE GO ON A DIET?



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#### HOW OFTEN DO PEOPLE GO ON A DIET?





HOW OFTEN DO PEOPLE GO ON A DIET?

							Т	ΤB		A	lot,	/ ve	ery o	ofte	en /	Mo	ode	rate	∋ly/	' fai	rly	ofte	en						V	ery	litt	le/	осс	asi	ona	ally,	/ Ne	eve	r					
23%	%				i	l									ì		i	i	i			i		ļ	i	Ì		i			İ	i	i	i			i	i		i	i	i		ľ
2	25%	24%	39%	46%	51%	56%	35%	45%	39%	57%	53%	45%	57%	56%	58%	51%	60%	57%	61%	55%	59%	58%	63%	53%	58%	57%	į	66%	65%	57%	%69	63%	63%	71%	64%	63%	65%	71%	59%	74%	70%	71%	73%	82%
52%	49%	37%	30%	29%	29%	28%	28%	27%	25%	24%	24%	21%	19%	19%	18%	18%	18%	17%	17%	17%	17%	17%	17%	16%	16%	16%	<b>16%</b> 24%	15%	15%	15%	15%	14%	13%	13%	13%	13%	12%	10%	10%	6%	8%	8%	1%	1%
DN	Z	AFRICA	PS	٩Ĺ	Ч	LB	Μ	ΡL	AR	EC	MENA	Ρ	ES	APAC	US	E	Hd	AMÉRICA	CA	GR	ш	GB	HL	ΡE	AU	KR	ZA	BR	ΥX	CN	SE	EUROPE	HR	TR	R	N	CL	DE	Η	FR	DK	ī	S	0

Source: WIN 2019. Base: 29 575 cases



Q2\_7. How often would you say that you go on a diet?



# Concern about the prices of healthy foods

% within total population

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Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2\_8. How often would you say that you concern about the prices of healthy foods?



# Concern about the prices of healthy foods

% within total population

#### HOW OFTEN DO PEOPLE CONCERN ABOUT THE PRICES OF HEALTHY FOODS?

TTB A lot/ very often / Moderately/ fairly often



Very little/ occasionally/ Never

79%	17%	72% 15%	71% 12%		<b>%</b> 16%				17%				20%	12%	26%	15%	20%	23%	23%	73%	26%	0/TC	26%	25%	28%	25%	27%	28%	26%	34%	30%	29%	37%	22%	34%	30%	31%	32%	26%	45%	35%	38%	67%	75%	0/0/
	- 57%				- 65%	- 64%	- 64%	62%	~	- 56%			- 55%	55%	- 54%	53%	52%	52%	- 51%	51%	49%	41/0	46%	46%	45%	45%	45%	44%	44%	43%	41%	40%	40%	40%	38%	38%	37%	36%	34%	33%	31%	- 23%	13%	70/	0/ /
AR	AU	TR	DNG	Ηd	US	FR	AFRICA	CA	Ρ	ES	2	ZA ZA	américa	Μ	ΡK	ΡE	GR	SE	CL	NV	RR	<u> </u>		Ч	EUROPE	HR	Ш	ΡL	APAC	EC	GB	Ε	MENA	CN	PS		MX	DE	ΗK	LB	Ē	KR H	HL		ר כ

Source: WIN 2019. Base: 29 575 cases



Q2\_8. How often would you say that you concern about the prices of healthy foods?



# Control the portions you eat (counting calories)

% within total population

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Q2\_9. How often would you say that you control the portions you eat (counting calories)?

# Control the portions you eat (counting calories)

% within total population

#### HOW OFTEN DO PEOPLE CONTROL THE PORTIONS THEY EAT (COUNTING CALORIES)?

TTB A lot/ very often / Moderately/ fairly often



Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases



Q2\_9. How often would you say that you control the portions you eat (counting calories)?



# Read labels/nutritional information on products

% within total population

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HOW OFTEN DO PEOPLE READ LABELS/NUTRITIONAL INFORMATION ON PRODUCTS?



**GLOBAL AVERAGE** 

# Read labels/nutritional information on products

% within total population

#### HOW OFTEN DO PEOPLE READ LABELS/NUTRITIONAL INFORMATION ON PRODUCTS?

Very little/ occasionally/ Never A lot/very often / Moderately/fairly often TTB BTB 18% 19% 4% 18%21% 17% 22% %6 269 7% 25% 30% 20% 26% 26% 29% 40% 24% 5% 28% 29% <mark>33%</mark> 38% %6 33% 80 30% 30% 34% 4% 359 %6 1% 33% 35% 439 <mark>6%</mark> 3% 42% <mark>5%</mark> 60% 58% 57% 56% 54% 54% 53% 53% 52% 52% 51%50% 50% 48% 48% 47% 47% 46% 46% 46% 46% 46% 45% 45% 45% 44% 41%42% 42% 41%41% 40% 40% 40% 40% 39% 36% 35% 33% 31% 31% 26% 22% 23% %6 MENA HK PS M MX D KR KR AFRICA JP VN DK ES PL PL PE SE EUROPE ZA GR HR LB APAC CS US AU PH AR FR IE GB DE IR EC  $\overline{\mathcal{O}}$ ΗĽ Р AMÉRICA NG CA ш

Source: WIN 2019. Base: 29 575 cases

Independent Network Of Market Research Q2\_10. How often would you say that you read labels/nutritional information on products?



# Concern about healthy living

% within total population

HOW OFTEN DO PEOPLE CONCERN ABOUT HEALTHY LIVING?

A lot/ very often / Moderately/ fairly often

Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases



Q2\_11. How often would you say that you concern about healthy living?

% within total population

#### HOW OFTEN DO PEOPLE CONCERN ABOUT HEALTHY LIVING?

TTB

A lot/ very often / Moderately/ fairly often



Very little/ occasionally/ Never

<u>۵۲</u>	02 // 73% F%		71%	69%	68%	67%	65% 8%	65%	63%				61% 10%	61%	59%	59%	59% 9%	58% 12%	58% 12%	58% 12%	58% 12%				56% 12%	56%	54%	54% 15%	52% 19%	50% 19%	49% 11%	47% 18%		45% 29%	44%	19%	3%	<b>°</b>	37% 19%	37% 38%	36% 23%	31% 40%	28% 27%	21% 50%	
		NN		PΥ	AFRICA	SE	ES	Hd		- C	) _	<u> </u>	AR		FR	AU	MΥ	US	Ш	E	S	Z			DE		EUROPE	Ē	GR	APAC	ZA		PS		- BP		E I	- XIX	CL	TR	HR	DK	KR	ΗL	-

Source: WIN 2019. Base: 29 575 cases

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Q2\_11. How often would you say that you concern about healthy living?



# FOOD CONSUMPTION





% within total population

#### IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?





Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?

% within total population

#### IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?

		lncrease	Stay the same	Decrease		
By age group	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to +
Packaged	22%	<b>20%</b>	14%	<b>11%</b>	8%	5%
food (ready	44%	44%	47%	48%	47%	45%
to eat)	<b>V</b> 30%	<b>X</b> 33%	<b>7</b> 37%	<b>V</b> 38%	42%	<b>V</b> 44%
Low sugar/	22%	<b>1</b> 21%	<b>1</b> 8%	<b>1</b> 8%	17%	14%
low fat	53%	54%	55%	56%	56%	56%
products	20%	21%	23%	23%	24%	25%
	20%	<b>1</b> 8%	12%	10%	7%	4%
Sweets	45%	47%	49%	47%	48%	46%
	33%	33%	<b>V</b> 37%	41%	44%	<b>V</b> 47%
	26%	<b>1</b> 21%	<b>1</b> 4%	9%	6%	4%
Fast food	40%	42%	43%	44%	42%	36%
	32%	34%	41%	45%	48%	53%
Organic	27%	<b>2</b> 6%	24%	20%	22%	17%
food	50%	53%	56%	59%	59%	61%
	15%	13%	12%	12%	<b>V</b> 11%	<b>V</b> 11%
Source: V	VIN 2019. Base: 29	9 575 cases				

Source: WIN 2019. Base: 29 575 cases



Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?

% within total population

#### IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?





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Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?

% within total population

#### IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?



By regions		Low sugar/ low fat products	Sweets	Fast food	Organic food
AMERICAS	8%	18%	▲ 11%	▲ 12%	21%
	51%	30%	▼ 47%	▼ 52%	17%
EUROPE	▲ 8%	17%	▲ 8%	▲ 7%	▲ 22%
	▼ 40%	19%	▼ 38%	▼ 45%	▼ 10%
AFRICA	▲ 22%	▲ 22%	▲ 16%	▲ 25%	▲ 34%
	▼ 39%	▼ 32%	▼ 53%	▼ 41%	▼ 15%
MENA	▲ 15%	18%	▲ 18%	▲ 17%	▲ 26%
	▼ 36%	31%	▼ 35%	▼ 38%	▼ 23%
APAC	22%	▲ 20%	▲ 16%	▲ 20%	▲ 23%
	25%	▼ 19%	▼ 33%	▼ 32%	▼ 10%



Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?



# **PEOPLE'S BEHAVIORS COMPARISSON** - HEALTHY VS UNHEALTHY -





# Behaviors & consumption

% within healthy people



#### Source: WIN 2019. Base: 29 575 cases

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Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?

# Behaviors & consumption

% within unhealthy people

#### BEHAVIORS AND FOOD CONSUMPTION AMONG PEOPLE SELF-PERCEIVED AS UNHEALTHY



#### Source: WIN 2019. Base: 29 575 cases

Q2. How often would you say that you..?

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Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?

# **METHODOLOGY**

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices! Research & Consultancy	519	8 MAIN CITIES
AUSTRALIA	Bastion Latitude	1000	NATIONAL
BRAZIL	Market Analysis	560	NATIONAL
CANADA	Leger 360	500	NATIONAL
CHILE	Activa Research	1000	NATIONAL
CHINA	Wisdom Asia	1000	URBAN
CROATIA	Mediana	501	NATIONAL
DENMARK	DMA Research A/S	500	NATIONAL
ECUADOR	CEDATOS	600	NATIONAL TWO CITIES
FINLAND	Taloustutkimus Oy	1000	NATIONAL EXCEPT ALAND ISLANDS
FRANCE	BVA	1000	NATIONAL
GERMANY	Produkt + Markt	1000	NATIONAL
GREECE	Alternative Research Solutions	500	NATIONAL
HONG KONG	CSG (Consumer Search Group)	537	NATIONAL
INDIA	DataPrompt International	500	NATIONAL
INDONESIA	Deka International	1032	5 MAIN CITIES
IRAN	EMRC	700	URBAN
IRELAND	RED C Research and Marketing Ltd	1011	NATIONAL
ITALY	BVA DOXA	1000	NATIONAL
JAPAN	NRC (Nippon Research Center)	1000	NATIONAL
LEBANON	REACH SAL	500	NATIONAL
MALAYSIA	Compass Insights	502	URBAN PENINSULAR



# **METHODOLOGY**

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
MEXICO	Brand Investigation S.A de C.V (Brain)	500	URBAN
NIGERIA	MARKET TRENDS GROUP	1000	NATIONAL
PALESTINE	PCPO Palestinian Centre for Public Opinion	120	NATIONAL
PAKISTAN	Gallup Pakistan	1000	NATIONAL
PARAGUAY	ICA Consultoría Estratégica	500	NATIONAL
PERU	DATUM Internacional	1000	NATIONAL
PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	1000	NATIONAL
POLAND	MARECO POLSKA	500	NATIONAL
SLOVENIA	Mediana	511	NATIONAL
SOUTH AFRICA	Freshly Ground Insights (FGI)	744	NATIONAL
SOUTH KOREA	Gallup Korea	1500	NATIONAL
SPAIN	Instituto DYM	1017	NATIONAL
SWEDEN	Origo Group	500	NATIONAL
THAILAND	Infosearch co.ltd	600	NATIONAL
TURKEY	Barem	601	NATIONAL
UK	ORB International (Opinion Research Business)	1000	NATIONAL
USA	SSRS	509	NATIONAL
VIETNAM	Indochina Research	501	TWO PROVINCES

Total of 29, 575 interviews worldwide

Field dates: October 2019 to December 2019



