

How America Shops® Insights: Top Obstacles to Health

Stress and **lack of sleep** are top obstacles to a healthy life, and both have risen since 2022.

Women are +18ppts more likely than men to cite stress and +15ppts more likely to cite mental health conditions as some of their top obstacles to a healthy life.

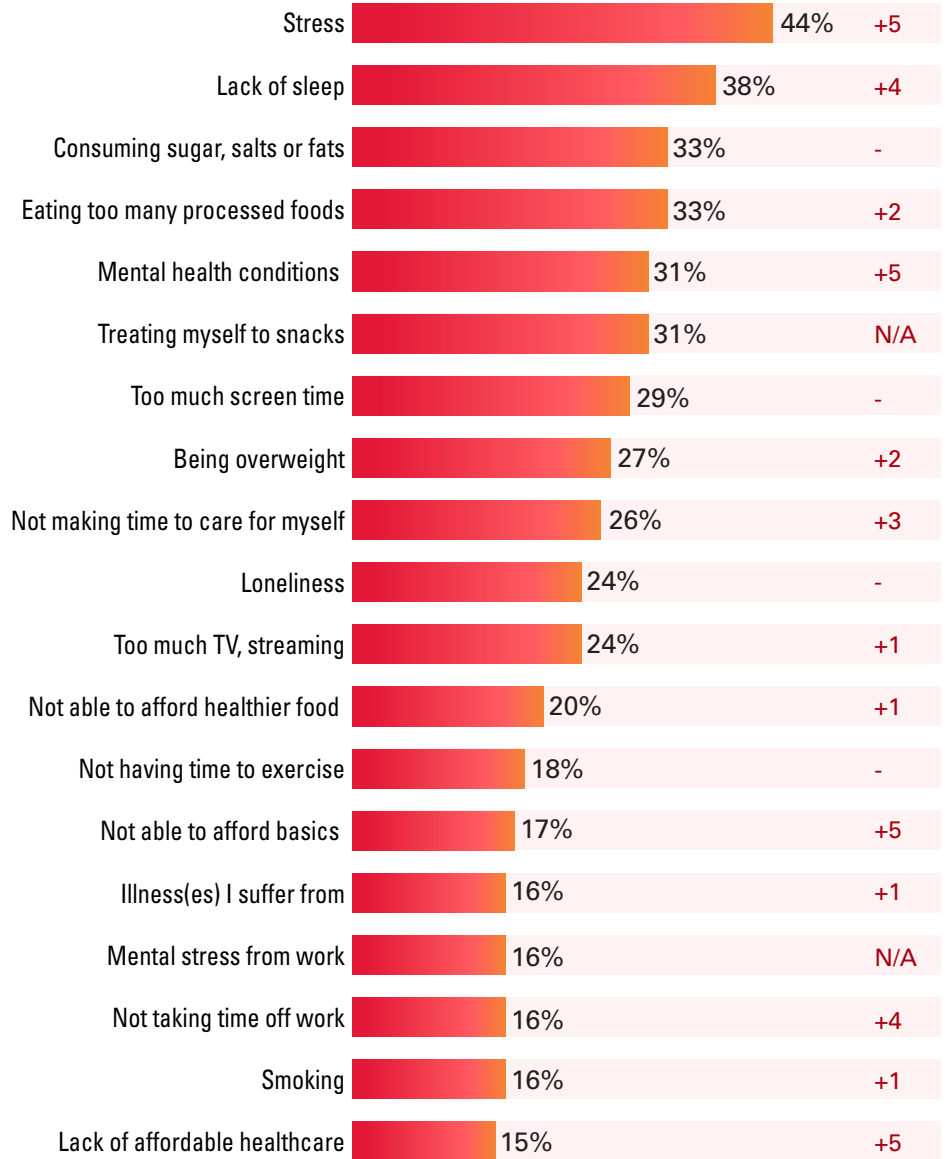
Stress is the number one obstacle for Gen Z (56%), Millennials (49%), and Gen X (41%), but it is not for Boomers (31%). For Boomers the top obstacle to a healthy life is consuming too much sugar, salt, or fat (35%).

Action Step

Take this opportunity to **feature or display products** that help shoppers alleviate stress and promote sleep to help cope with the heightened stress of the holidays. **Drive incremental sales while helping shoppers overcome these obstacles** for a happier and healthier holiday!

Biggest Obstacles to a Healthy Life (Total Shoppers)

Ppts difference vs. 2022



Source: WSL How America Shops® Shoppers' View of the Future of Health, June 2024

Q. Which of the following, if any, do you consider your biggest obstacles to living a healthy life? (Select all that apply.)

Base: Total Shoppers (N = 1507)



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