STRATEGIC RETAIL

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
Stress	44%	+5
Lack of sleep	38%	+4
Consuming sugar, salts or fats	33%	-
Eating too many processed foods	33%	+2
Mental health conditions	31%	+5
Treating myself to snacks	31%	N/A
Too much screen time	29%	-
Being overweight	27%	+2
Not making time to care for myself	26%	+3
Loneliness	24%	-
Too much TV, streaming	24%	+1
Not able to afford healthier food	20%	+1
Not having time to exercise	18%	-
Not able to afford basics	17%	+5
Illness(es) I suffer from	16%	+1
Mental stress from work	16%	N/A
Not taking time off work	16%	+4
Smoking	16%	+1
Lack of affordable healthcare	15%	+5

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)



For more info on WSL's shopper research or retail consulting services, reach out to:

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