

Young Women's Health: Global Attitudes Towards Health, Fitness and Wellbeing Among the Under 30s and Market Impact

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Abstracts

As women aged under 30 years have more time and money to spend on themselves as they delay motherhood and pursue careers, investing in preventative health has become a priority. Drawing on results from Euromonitor International's Global Consumer Trends Survey, this new global report examines young women's attitudes towards health and fitness, and the opportunities this brings in a range of markets, including weight management, dietary supplements, health and wellness, and sports clothing.

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Contents

Executive Summary

General Health

Health Prevention and Wellbeing

Smoking and Drinking

Attitudes Towards Fitness

Eating Habits and Nutrition

Market Trends

Outlook

Summary 1 Young Women's Health: Opportunities For Marketers

Introduction

Demographics

Table 1 Number of Women Aged 15-29 by Country 2009/2014

Later Motherhood

Chart 1 Age of Women at First Childbirth in Selected Markets 2014

Euromonitor International's Global Consumer Trends Survey

General Health

Perception of Personal Health

Chart 2 Young Women: Perception of Personal Health by Age Group 2013

Chart 3 Young Women: Perception of Personal Health by Country 2013

Health Prevention

Chart 4 Young Women: Frequency of Taking Health Supplements/Vitamins by Age Group 2013

Chart 5 Young Women: Frequency of Taking Health Supplements/Vitamins by Country 2013

Summary 2 Vitamins and Dietary Supplements Beneficial to Women

Table 2 Global Sales of Health Supplements 2009/2014

Wellbeing

Chart 6 Young Women: Frequency of Participating in Stress-Lowering Activities by Age Group 2013

Chart 7 Young Women: Frequency of Participating in Stress-Reduction Activities by Country 2013

SpA Trends

Table 3 Revenues from Spas in Key Markets 2009/2014

Smoking

Chart 8 Young Women: Frequency of Smoking Cigarettes by Age Group 2013

Chart 9 Young Women: Frequency of Smoking Cigarettes by Country 2013

Table 4 Female Smoking Prevalence by Country 2009/2014

Alcohol

Chart 10 Young Women: Frequency of Consuming Alcohol at Home by Age Group 2013

Chart 11 Young Women: Frequency of Consuming Alcohol Away From Home by Age Group 2013

Chart 12 Young Women: Frequency of Consuming Alcohol at Home by Country 2013

Chart 13 Young Women: Frequency of Consuming Alcohol Away From Home by Country 2013

Physical Activity

Chart 14 Young Women: Frequency of Taking Part in Physical Exercise by Age Group 2013

Chart 15 Young Women: Frequency of Taking Part in Physical Exercise by Country 2013

Table 5 Young Women: Frequency of Sports Participation by Age Group 2013

Table 6 Young Women: Frequency of Sports Participation by Country 2013

Women's Sportswear

Table 7 Sales of Women's Sports Apparel in Key Markets 2013/2014

Fitness Apps and Wearable Tech

Sports Nutrition

Table 8 Global Sports Nutrition Sales 2009/2014

Eating Habits and Nutrition

Obesity

Chart 16 Female Obesity by Country 2009/2014

Weight Management

Chart 17 Young Women: Weight Management by Age Group 2013

Chart 18 Young Women: Weight Management by Country 2013

the Weight Management Market

Table 9 Global Sales of Weight Management by Type 2009/2014

Special Diets

Chart 19 Young Women: Food Intolerances by Age Group 2013

Chart 20 Young Women: Food Intolerances by Country 2013

Table 10 Global Sales of Food Intolerance Products 2009/2014

Meat Avoidance

Chart 21 Young Women: Dietary Preferences by Age Group 2013

Chart 22 Young Women: Dietary Preferences by Country 2013

Food Attributes

Chart 23 Young Women: Food Factors Sought by Age Group 2013

Chart 24 Young Women: Sought-For Food Attributes on Food Labels by Country 2013

Chart 25 Young Women: Ingredients on Food Labels Sought by Country 2013

Trends in Health and Wellness Products

Table 11 The Global Market for Selected Healthy Food and Drinks 2009/2014

Outlook

Chart 26 Forecast Age of Women at First Childbirth in Selected Markets 2014/2019

Chart 27 Forecast Mean Female BMI in Selected Markets 2014/2019

Table 12 Forecast Global Sales of Weight Management Products 2014/2019

Table 13 Forecast Global Sales of Selected Health Foods and Drinks 2014/2019

Table 14 Forecast Global Sales of Selected Health Foods and Drinks 2014/2019

Appendix

Questions Included the Euromonitor International's Global Consumer Trends Survey of 2013

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