

# 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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