

Young Men's Attitudes Towards Health, Fitness and Wellbeing: Global Survey Strategic Analysis

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Abstracts

While today's under 30s are bombarded with health messages and pressured to conform to the ideal body images portrayed in the media, it is harder than ever for them to adhere to a healthy regime faced as they are with time constraints, sedentary lifestyles and an array of unhealthy foods. This new global report analyses young men's attitudes towards health and wellbeing and the implications for marketers, as part of Euromonitor International's 2011 Annual Study of consumers across eight countries...

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