



APAC Health Priority Survey

Presented by Dr Luigi Gratton, Vice President, Nutrition Training

Herbalife 

Overview

As the world gradually recovers from the COVID-19 pandemic, consumers are increasingly aware of the importance of prioritizing their physical and mental well-being. Although the Covid-19 threat is now less severe, we should not let our guard down. One of the lessons we've learned from the pandemic is the need to prioritize what matters in life, with health being the most crucial aspect to focus on.

The purpose of **Herbalife's Asia Pacific Health Priority Survey 2023** is to understand the priorities and choices people make in relation to health and wellness, and the obstacles preventing them from achieving their health goals.

The survey was conducted across 11 markets, including Australia, Hong Kong, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam, with 5,500 consumers – approximately 500 respondents per market, aged from 18 to 77 (equal split between males and females).



Areas of Investigation

Health priority – changes in APAC consumers' health priorities due to the pandemic

Health aspirations – health goals that APAC consumers aspire to achieve in 2023, and the obstacles to the goals

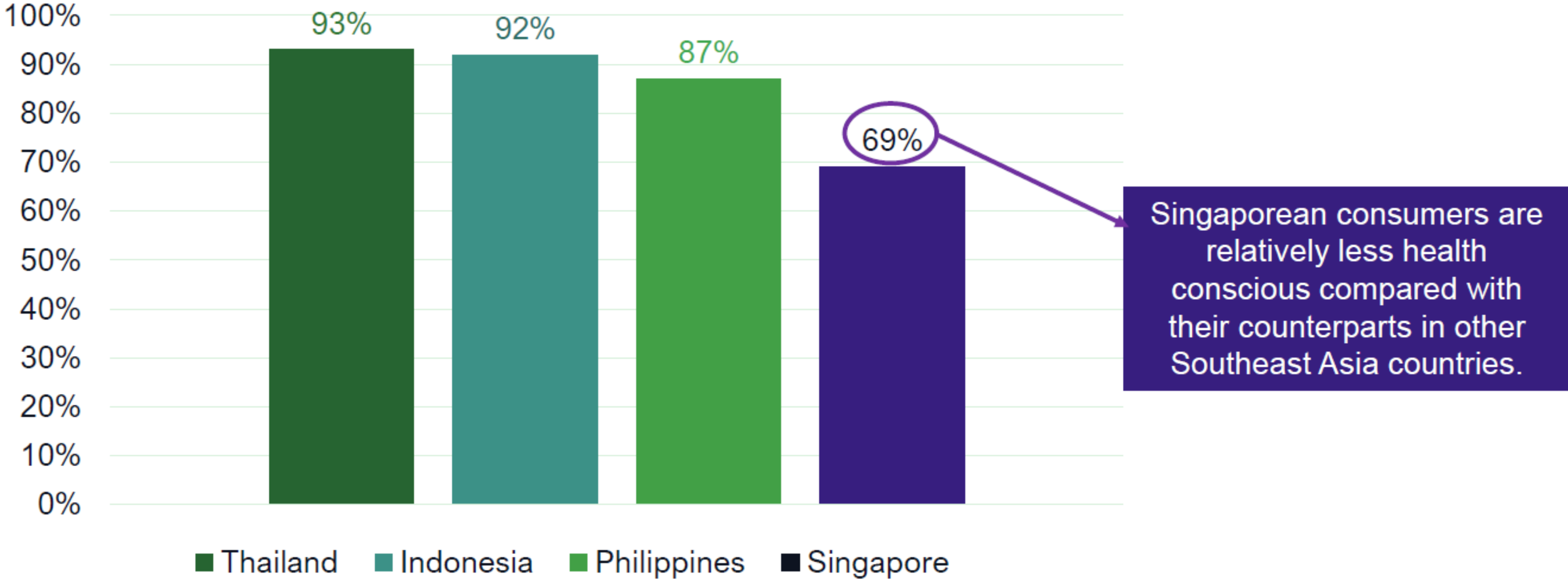
Value of support groups – the importance and benefits of support groups for health and wellbeing

Spending habits – willingness of APAC consumers to increase their spending on health and wellness

Survey Key Findings

Health Consciousness

A vast majority (77%) of APAC consumers are **more health conscious** as a result of the pandemic. This sentiment is most evident in Thailand, Indonesia, and the Philippines.



Shift in Health Priorities

Almost **70%** of APAC consumers have shifted their health priorities post pandemic, with a greater focus on:

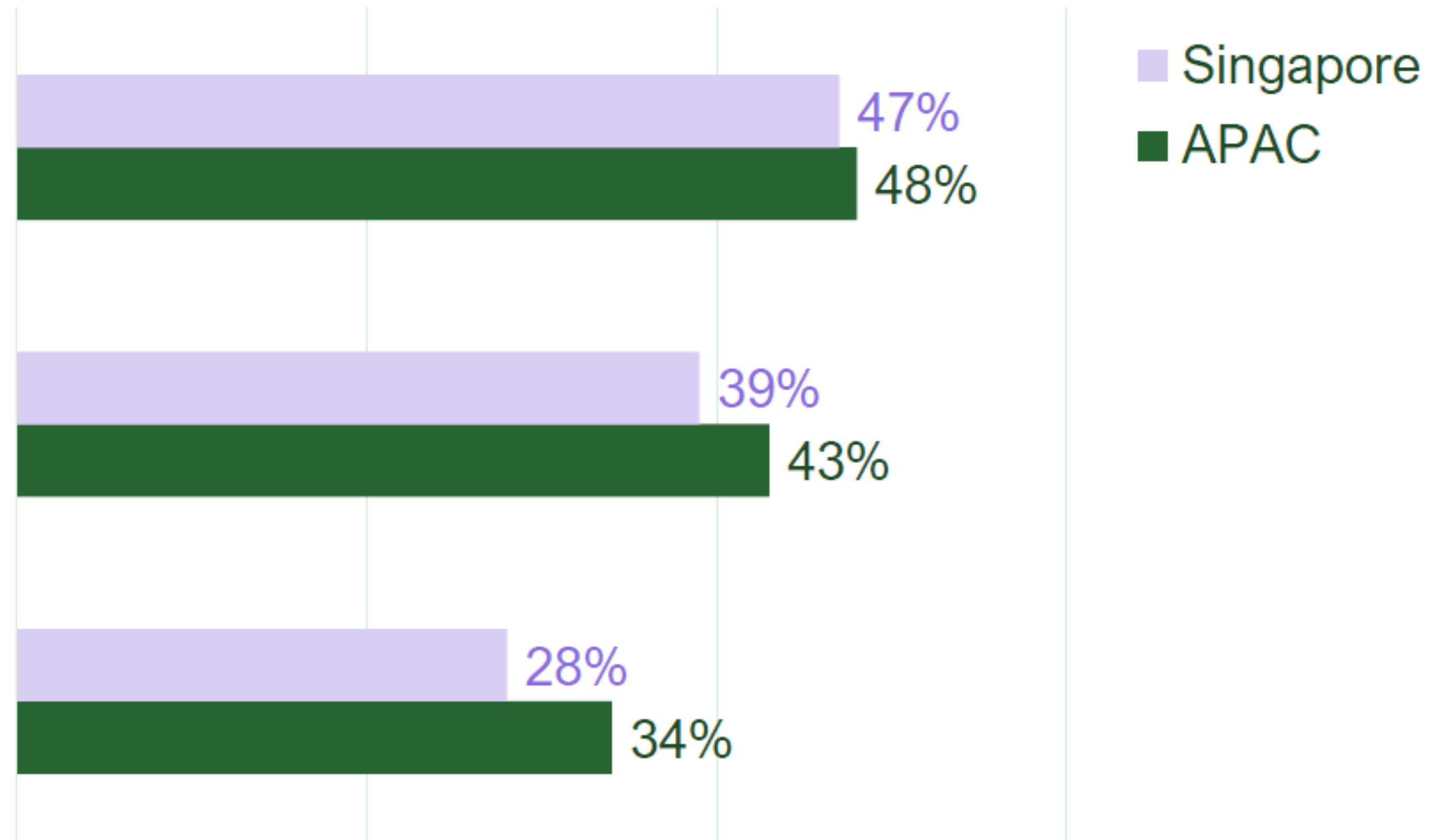


Living a healthy, active lifestyle

Achieving a holistic approach to health

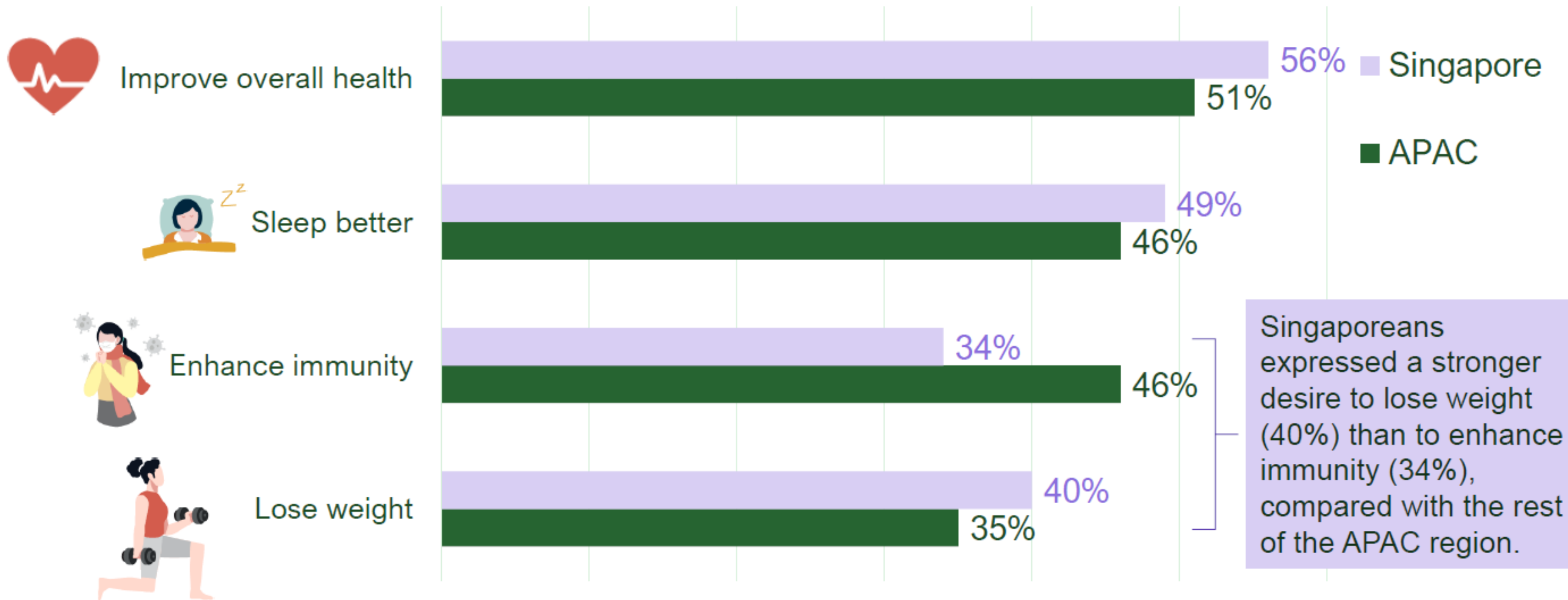


Getting adequate sleep



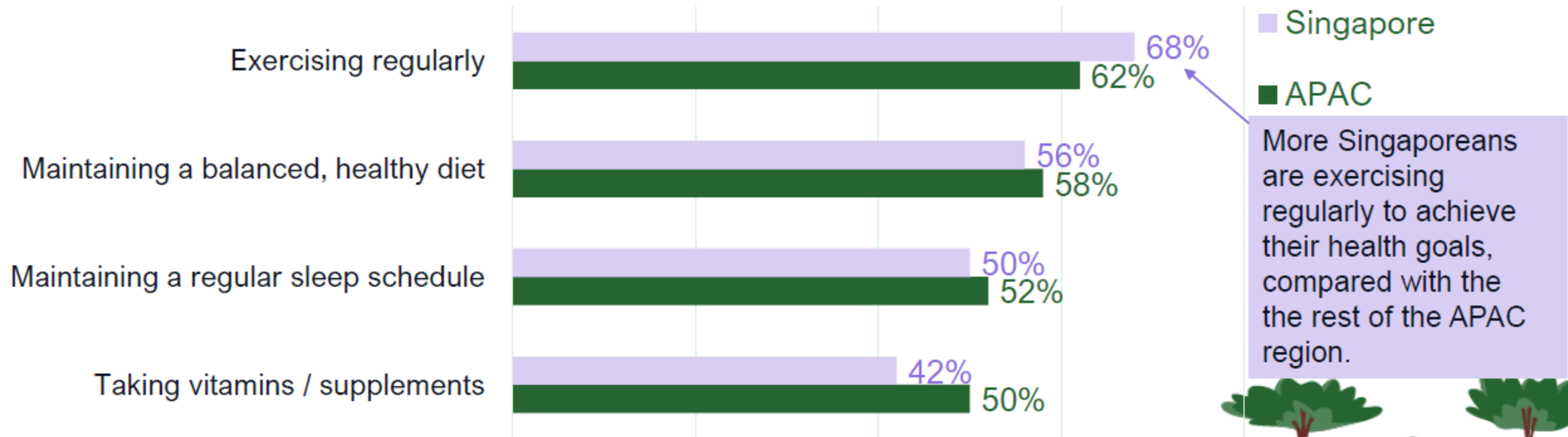
Health Goals in 2023

Top health goal of APAC consumers (including Singaporeans) is to improve overall health, followed by better sleep.



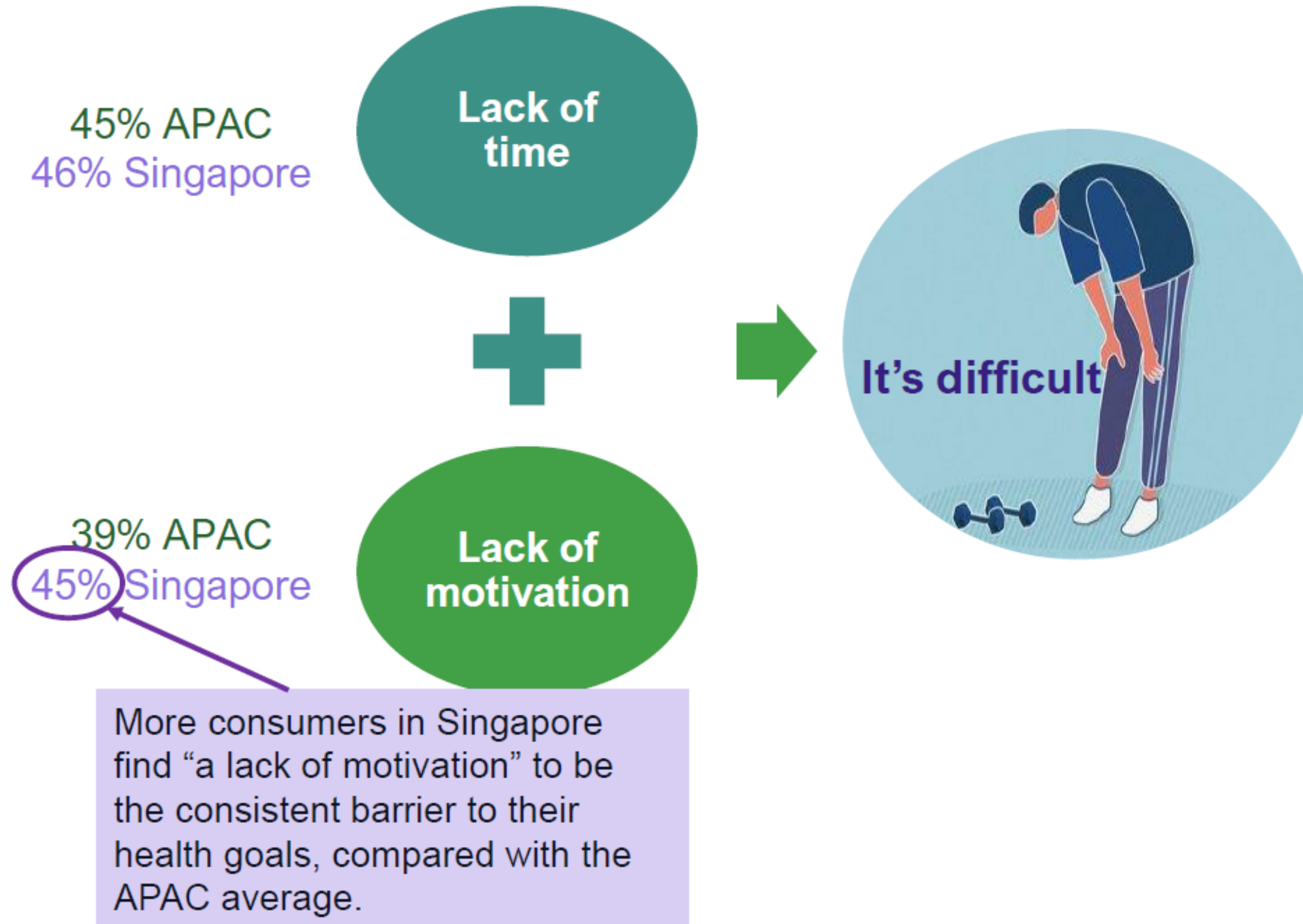
Steps Taken to Achieve Health Goals

Most of respondents are already taking steps to work on their health goals, which primarily includes: “**exercising regularly**” and “**maintaining a balanced, healthy diet**”. Additionally, half of them are **taking vitamins or supplements** to support their health goals.



Barriers to Health Goals

A lack of time and a lack motivation have been the top challenges preventing APAC consumers from working towards their health goals.



Importance of Support Group

An overwhelming majority (84%) of APAC consumers recognize the **importance of having a support group** in helping them achieve health and wellness goals.

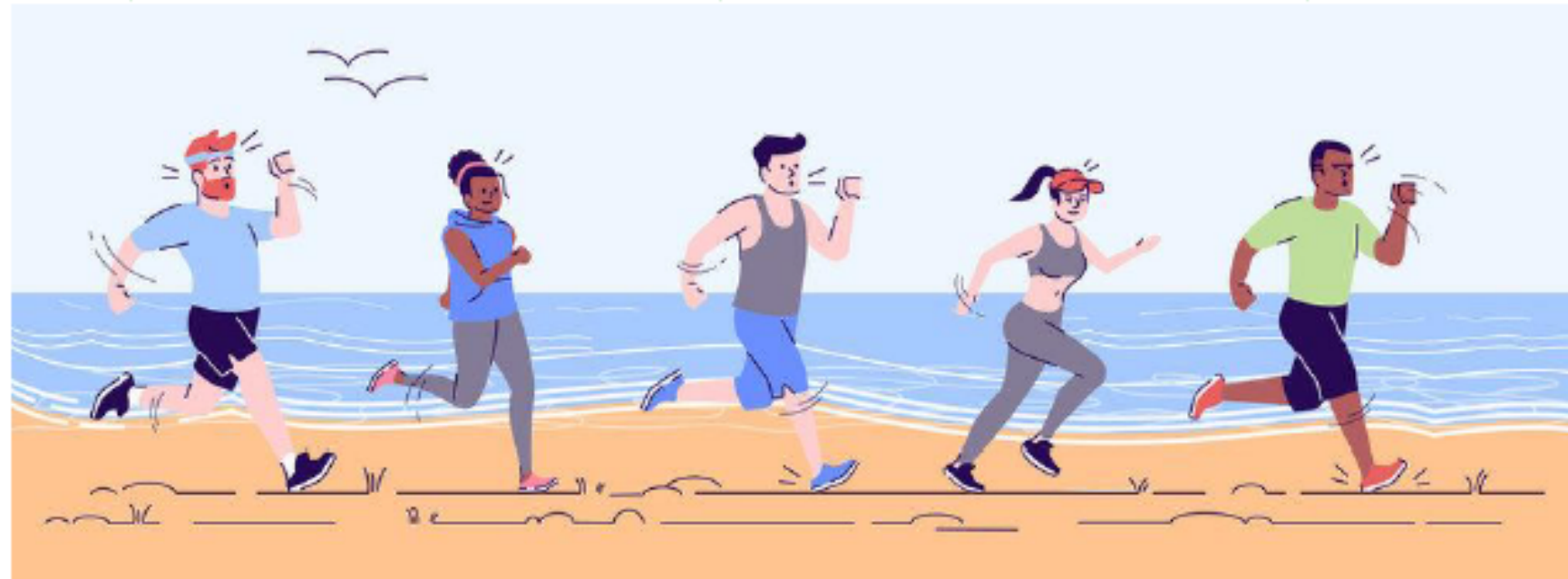
The perceived benefits of a support group:

Share valuable experience and knowledge 57%

Provide guidance and encouragement 54%

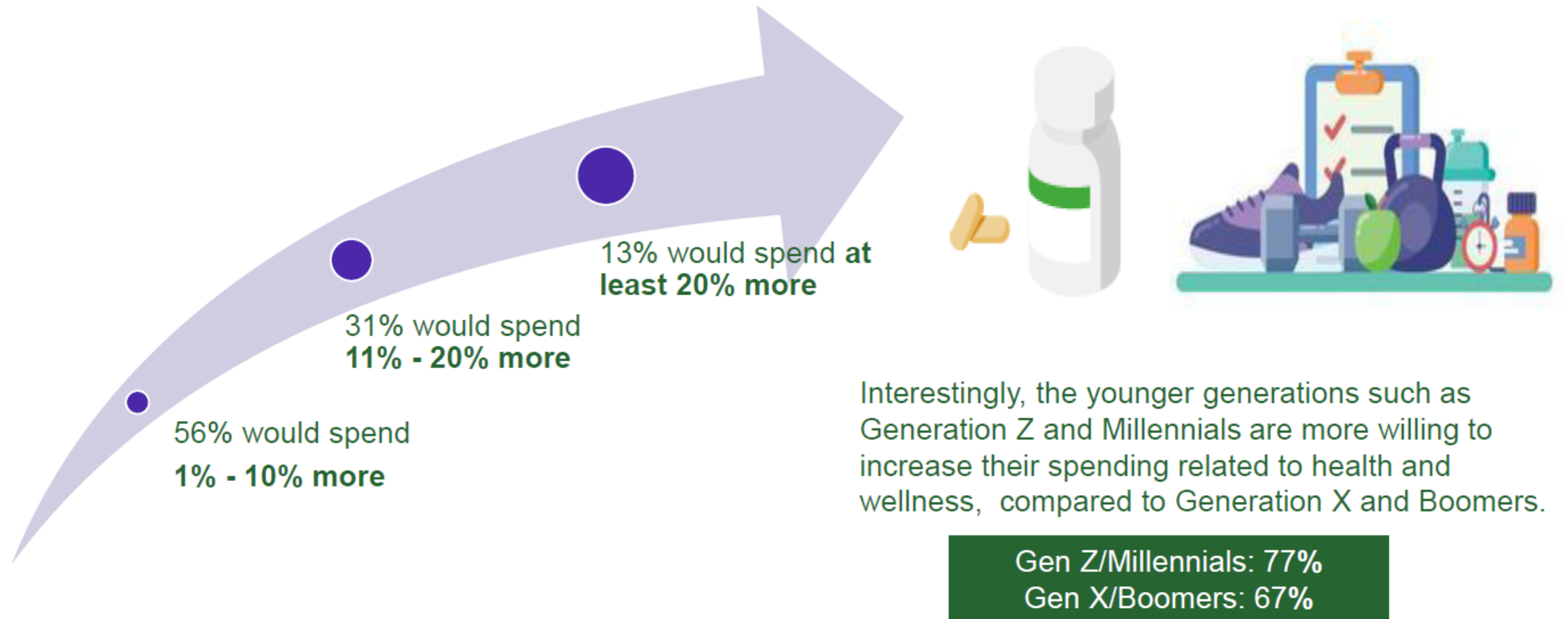
Reach out for health-related advice 49%

Accountability 43%



Willingness to Spend on Health & Wellness

With consumers in the APAC region becoming more health conscious, it is not surprising that many of them (**72%**) are willing to increase their spending related to health and wellness.



How to Use Increased Spending on Health & Wellness

Recognizing the importance of investing in health to maintain long-term health, APAC consumers shared how they would use their increased expenditure.

Consumers across the region (including Singapore) appreciate the key role that healthy food/ nutrition play in maintaining long-term health and vitality.

