



SPA AND WELLNESS

สรุปสาระสำคัญของรายงาน Consumer Life Health and Wellness จากประเทศฝรั่งเศส เยอรมนี รัสเซีย และสหราชอาณาจักร

Lifestyle topics interested

63% Travel 63% Movie 16% Wellness 41% Fashion

Health Concerns

Minimize Stress

France



Personal Values



37%

Enjoy Life



27%

Health and Fitness



26%

Environment



26%

Being youthful



11%

Looking good

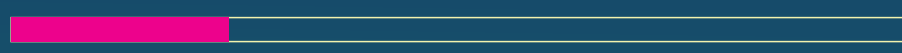
Treatment



Prescription medication/Treatment 58%



Over-the-counter medication/Treatment 43%



Vitamins or supplements 30%



Physical movement 25%



Non traditional remedies/therapies 23%



Changes to your diet or special diets 20%



Physical therapies 10%

Type of vacation preferred



Active vacation 49%



Relax and take it easy 46%

Travel attitudes

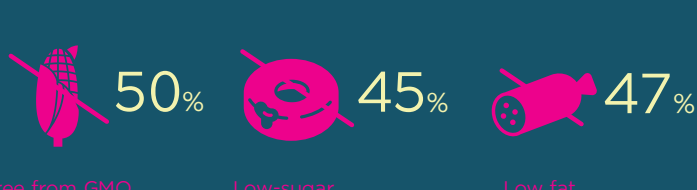
73% see new place and do different thing 70% places and eat to be extremely clean 70% experience local culture and food

Attitudes toward appearance and grooming



Comfortable with the appearance at own age

Attitudes toward food and beverage



Free from GMO ingredients

Low-sugar

Low fat

Lifestyle topics interested

68% Travel 52% Movie 16% Wellness 44% Fashion

Health Concerns

Healthy Weight

Germany



Personal Values



36%

Enjoy Life



24%

Health and Fitness



23%

Environment



11%

Being youthful



8%

Looking good

Treatment



Prescription medication/Treatment 60%



Over-the-counter medication/Treatment 59%



Physical movement 47%



Vitamins or supplements 36%



Non traditional remedies/therapies 28%



Changes to your diet or special diets 26%



Physical therapies 25%

Type of vacation preferred



Active vacation 36%



Relax and take it easy 56%

Travel attitudes

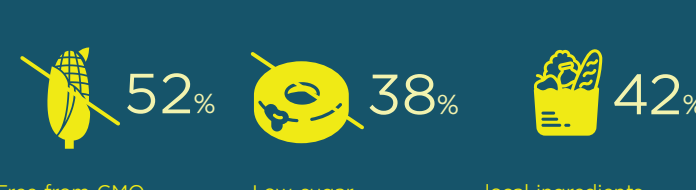
71% see new place and do different thing 72% places and eat to be extremely clean 63% experience local culture and food

Attitudes toward appearance and grooming



Comfortable with the appearance at own age

Attitudes toward food and beverage



Free from GMO ingredients

Low-sugar

Local ingredients

Lifestyle topics interested

64% Travel 69% Movie 12% Wellness 48% Fashion

Health Concerns

Balance of Work and Leisure

Russia



Personal Values



47%

Enjoy Life



65%

Health and Fitness



31%

Environment



43%

Being youthful



32%

Looking good

Treatment



Over-the-counter medication/Treatment 71%



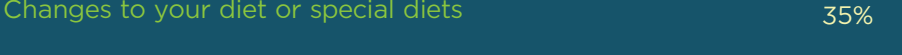
Vitamins or supplements 59%



Physical movement 49%



Changes to your diet or special diets 35%



Prescription medication/Treatment 34%



Non traditional remedies/therapies 30%



Physical therapies 23%

Type of vacation preferred



Active vacation 46%



Relax and take it easy 48%

Travel attitudes

79% see new place and do different thing 81% places and eat to be extremely clean 72% experience local culture and food

Attitudes toward appearance and grooming



confident with the ability to select the right personal care and products

Attitudes toward food and beverage



Free from GMO ingredients

Organic ingredients

Local ingredients

Lifestyle topics interested

60% Travel 60% Movie 12% Wellness 36% Fashion

Health Concerns

Healthy Weight

United Kingdom



Personal Values



32%

Enjoy Life



20%

Health and Fitness



20%

Environment



15%

Being youthful



10%

Looking good

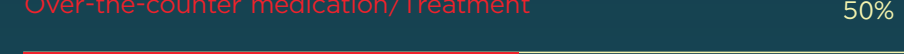
Treatment



Prescription medication/Treatment 54%



Over-the-counter medication/Treatment 50%



Vitamins or supplements 40%



Physical movement 25%



Changes to your diet or special diets 20%



Non traditional remedies/therapies 13%



Physical therapies 12%

Type of vacation preferred



Active vacation 44%



Relax and take it easy 50%

Travel attitudes

69% see new place and do different thing 65% places and eat to be extremely clean 66% experience local culture and food

Attitudes toward appearance and grooming



Comfortable with the appearance at own age

Attitudes toward food and beverage



Free from GMO ingredients

Low-sugar

Low fat