



WIN

Worldwide
Independent Network
Of Market Research



Health

Worldviews Survey 2025





GENERAL HEALTH PERCEPTION

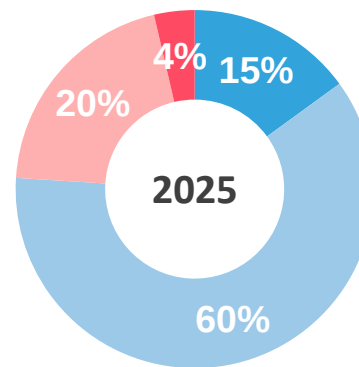
Health self-perception - Overall

% within total population

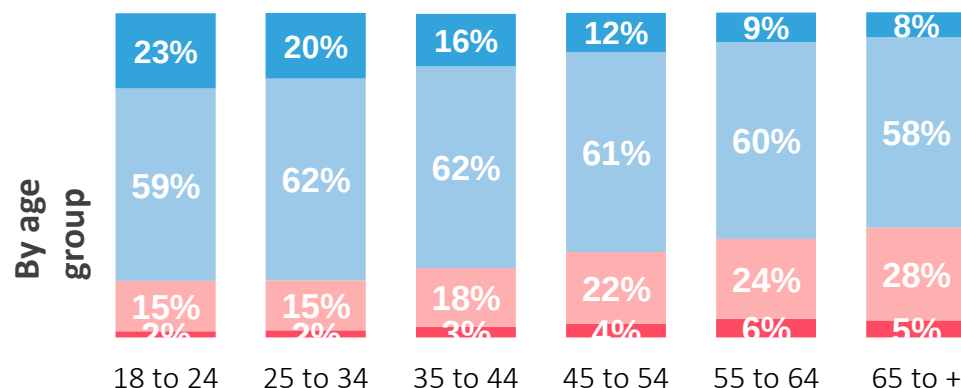
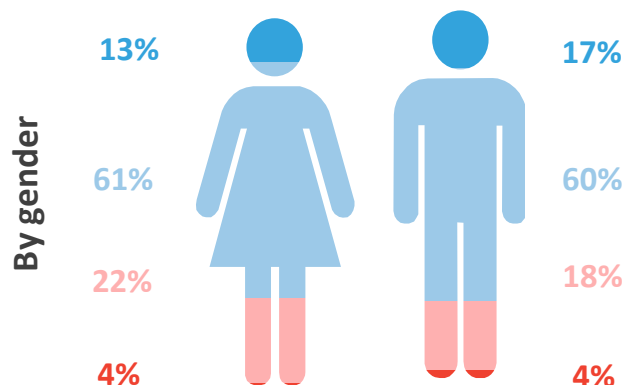


Global Average

2018	2019	2020	2021	2022/ 2023	2024	2025
16%	19%	20%	18%	18%	17%	15%
60%	58%	59%	59%	58%	57%	60%
19%	19%	17%	18%	19%	21%	20%
4%	4%	3%	4%	4%	4%	4%



Dk/Nr:
1%



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

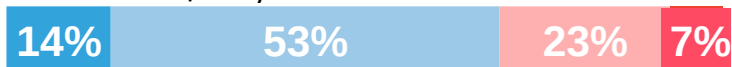
Health self-perception - Overall

% within total population



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



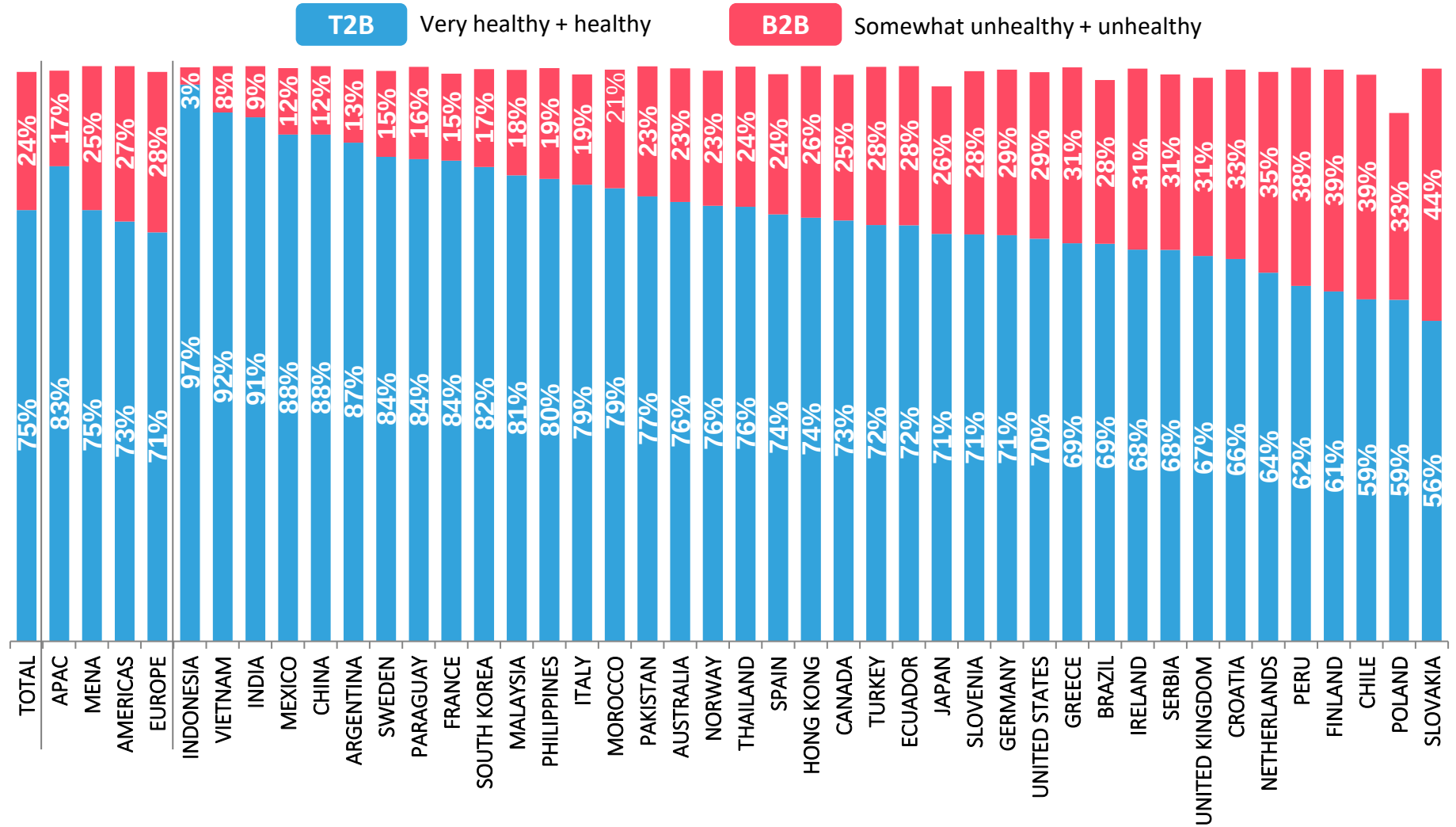
Retired/Disabled



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Health self-perception - Overall

% within total population



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q1. How do you consider your overall health in general?

Health self-perception - Overall

% within total population

TTB	2021	2022/ 2023	2024	2025
GLOBAL AVERAGE	77%	76%	74%	75%
Indonesia	No data	No data	96%	97%
Vietnam	93%	93%	93%	92%
India	89%	92%	89%	91%
Mexico	87%	88%	93%	88%
China	No data	No data	No data	88%
Argentina	80%	77%	72%	87%
Sweden	No data	No data	83%	84%
Paraguay	84%	85%	89%	84%
France	81%	79%	84%	84%
South Korea	No data	No data	80%	82%
Malaysia	88%	77%	86%	81%
Philippines	89%	84%	78%	80%
Italy	83%	84%	82%	79%
Morocco	No data	No data	No data	79%
Pakistan	91%	85%	84%	77%
Australia	No data	No data	No data	76%
Norway	No data	No data	No data	76%
Thailand	No data	No data	No data	76%
Spain	75%	76%	75%	74%
Hong Kong	60%	60%	64%	74%

TTB	2021	2022/ 2023	2024	2025
Canada	78%	77%	75%	73%
Turkey	76%	80%	76%	72%
Ecuador	72%	68%	73%	72%
Japan	70%	68%	68%	71%
Slovenia	77%	64%	68%	71%
Germany	71%	68%	72%	71%
United States	75%	77%	75%	70%
Greece	84%	77%	75%	69%
Brazil	76%	78%	74%	69%
Ireland	73%	72%	67%	68%
Serbia	76%	71%	68%	68%
United Kindom	No data	No data	70%	67%
Croatia	68%	67%	68%	66%
Netherlands	No data	64%	71%	64%
Peru	72%	70%	63%	62%
Finland	62%	59%	58%	61%
Chile	57%	63%	56%	59%
Poland	55%	47%	54%	59%
Slovakia	No data	No data	No data	56%

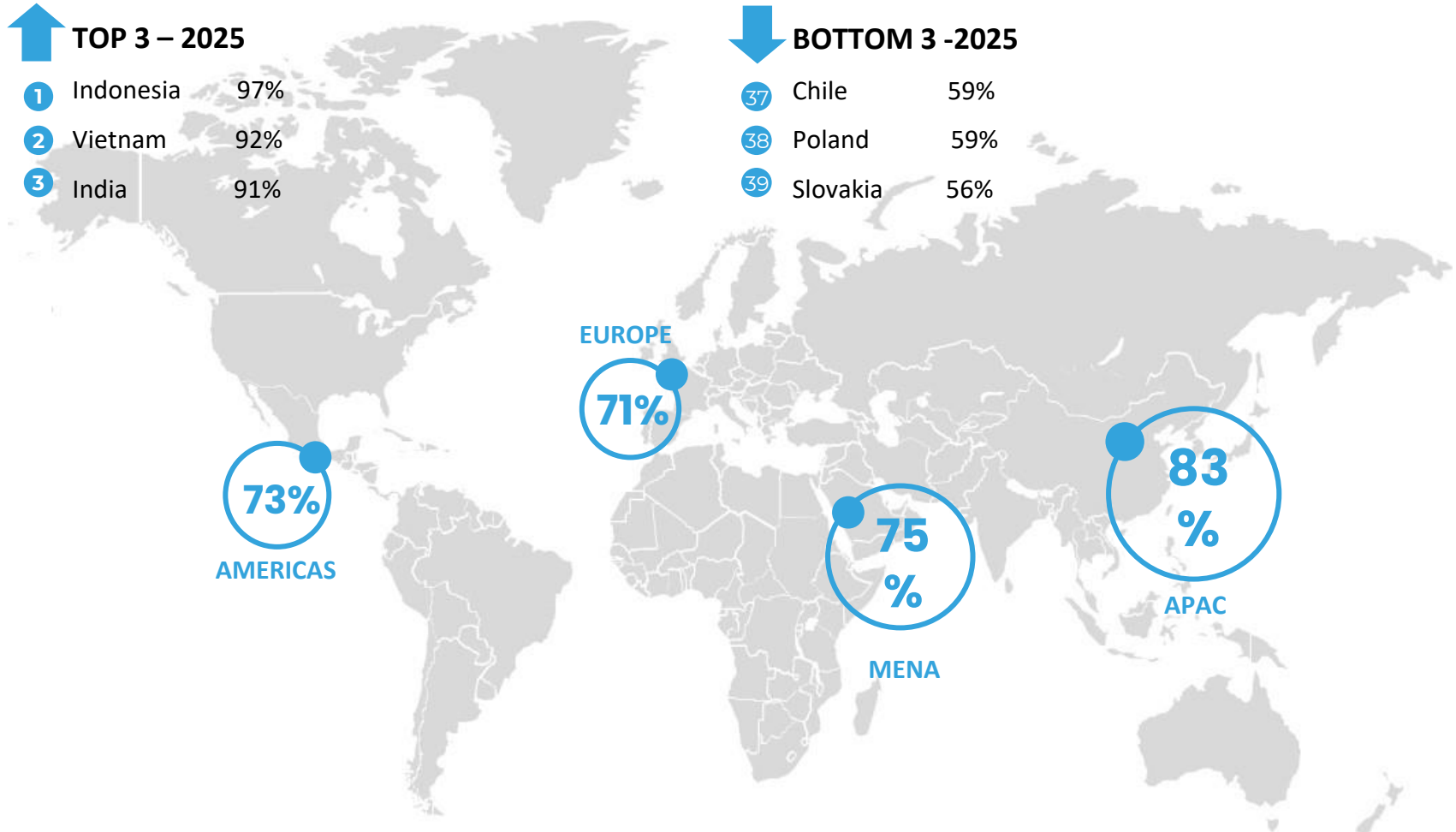
Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Health self-perception - Overall

% within total population

TTB

Very Healthy / Healthy



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS



Summary of health-related habits

% within total population

HOW OFTEN DO PEOPLE ...?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- *Smoke* -



Smoke

% within total population

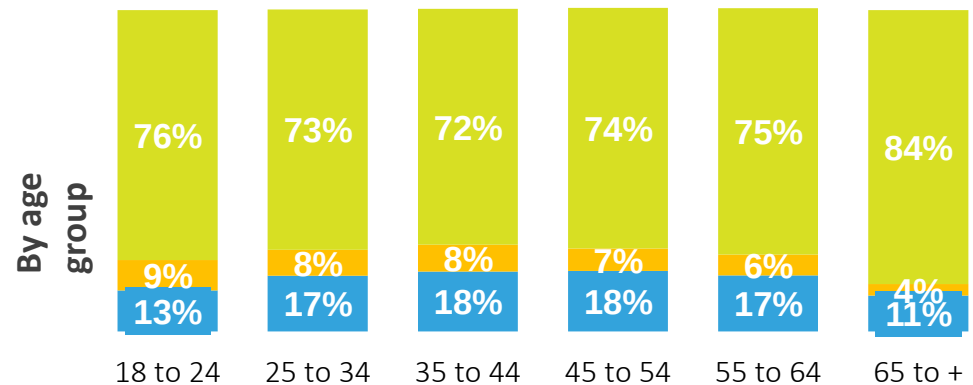
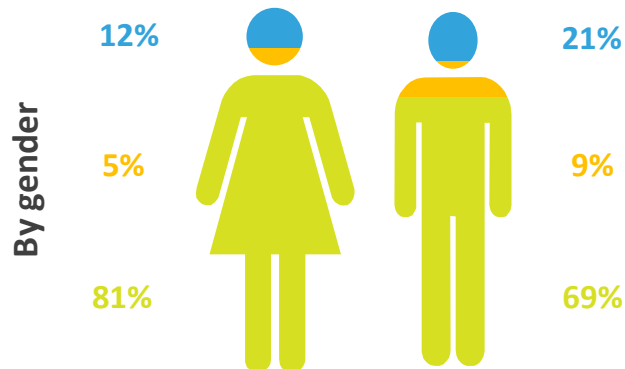
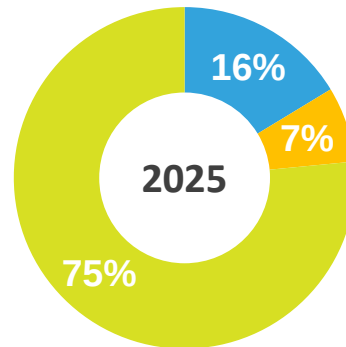
HOW OFTEN DO PEOPLE SMOKE?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Smoke

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Smoke

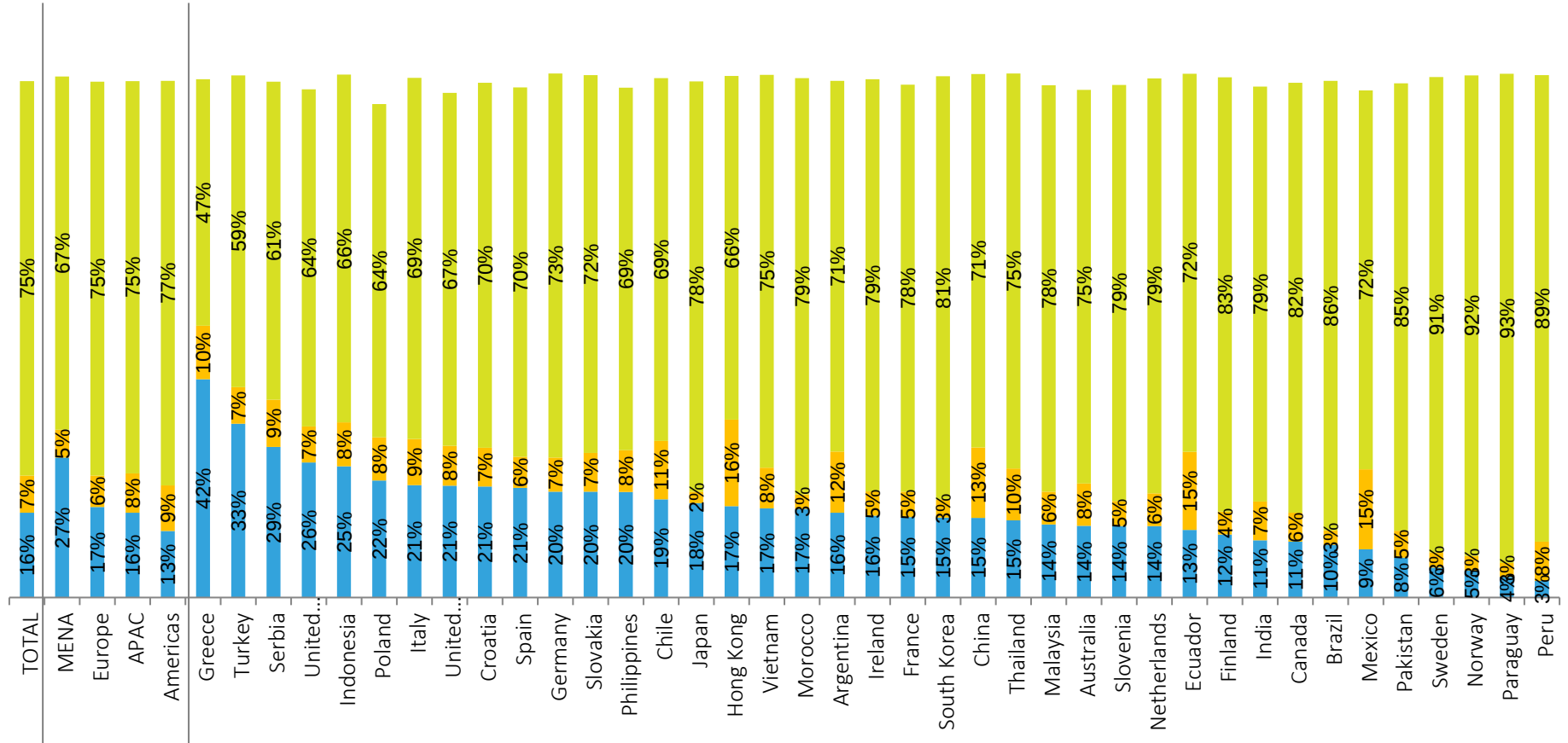
% within total population

HOW OFTEN DO PEOPLE SMOKE?

A lot/ very often / Moderately/ fairly often

A little/ Sometimes

Very little/ occasionally/ Never



Source: WIN 2025. Base: 33946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- Drink alcohol -



Drink Alcohol

% within total population

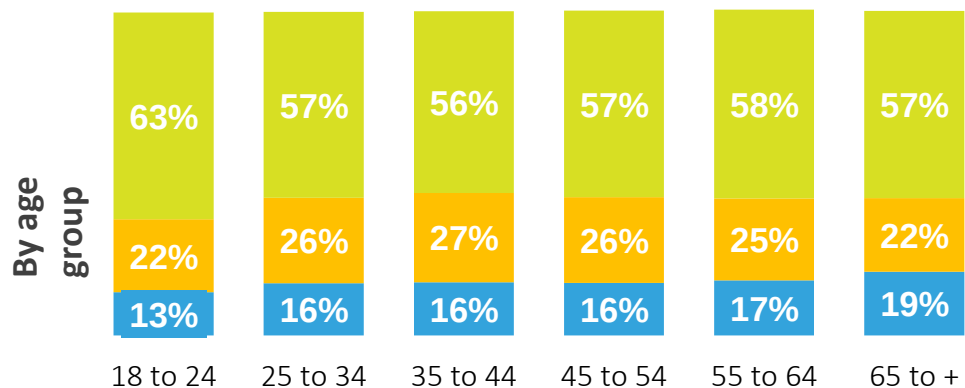
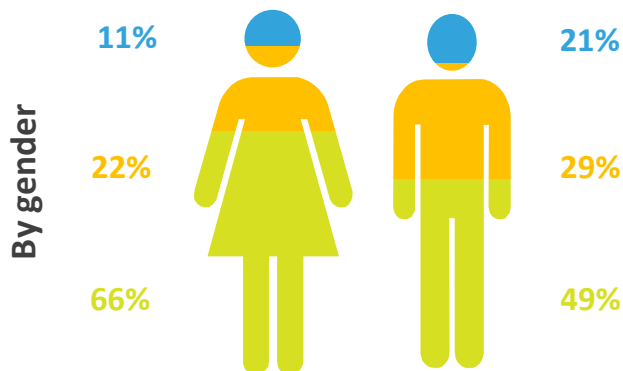
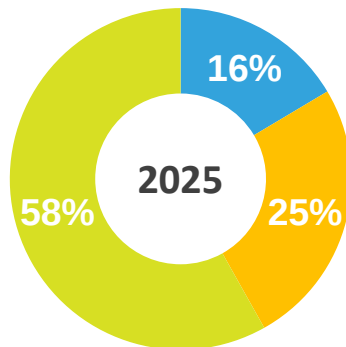
HOW OFTEN DO PEOPLE DRINK ALCOHOL?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 33946 cases. The percentages of Dk / Nr have not been plotted.

Drink Alcohol

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 33946 cases. The percentages of Dk / Nr have not been plotted.

Drink Alcohol

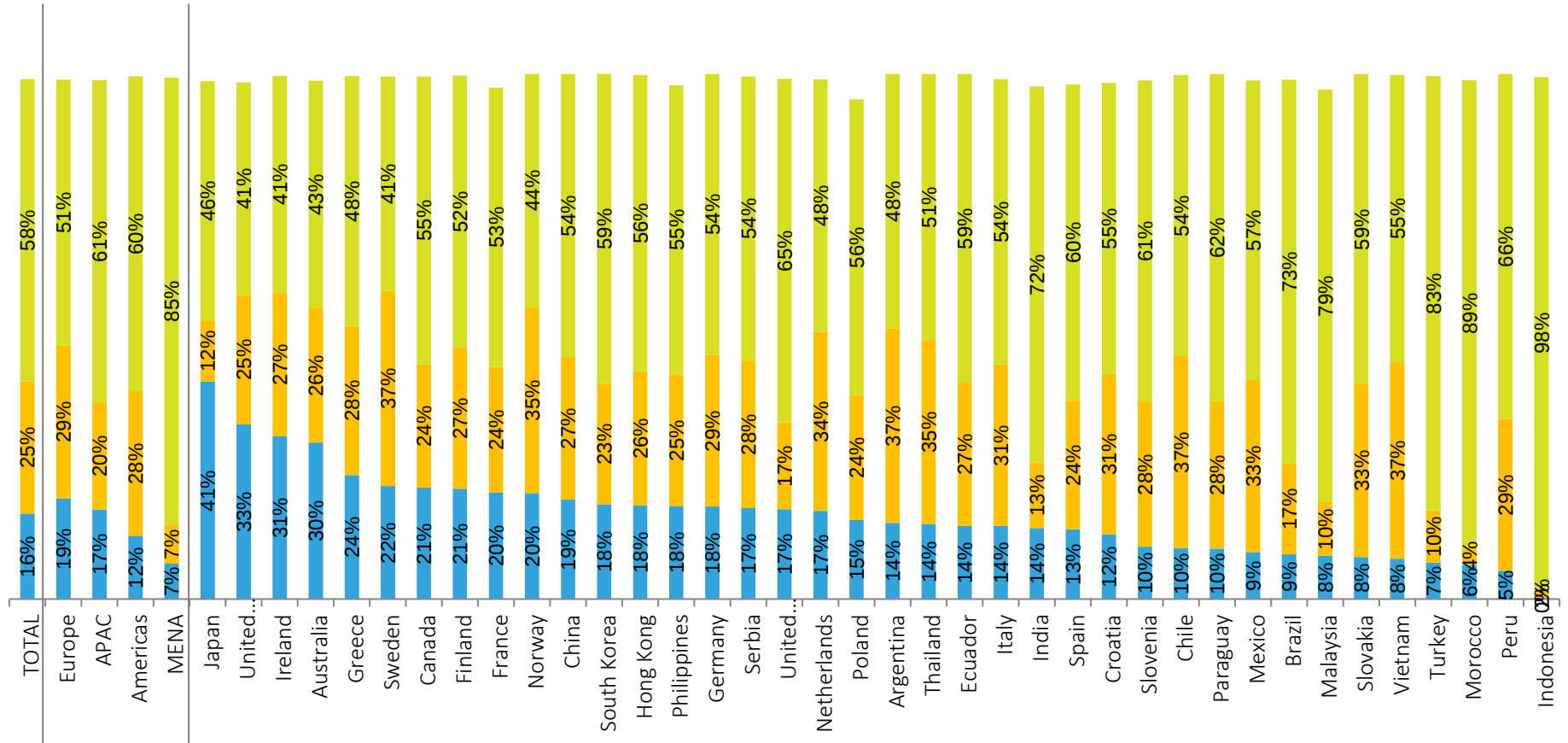
% within total population

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■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 33946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- *Exercise* -



Exercise

% within total population

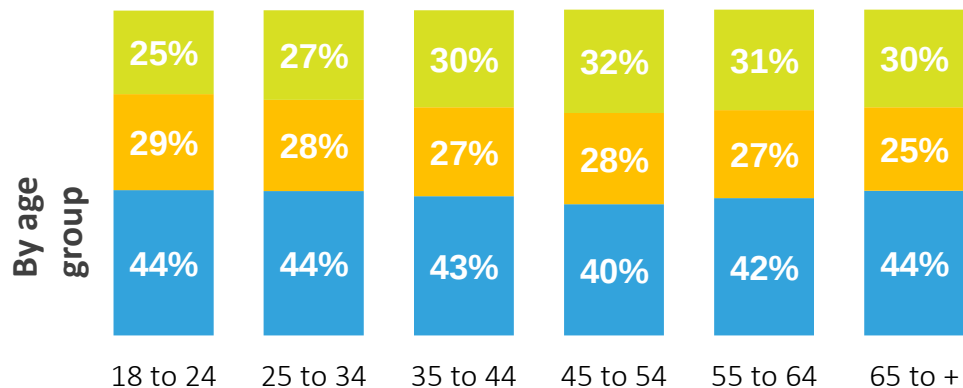
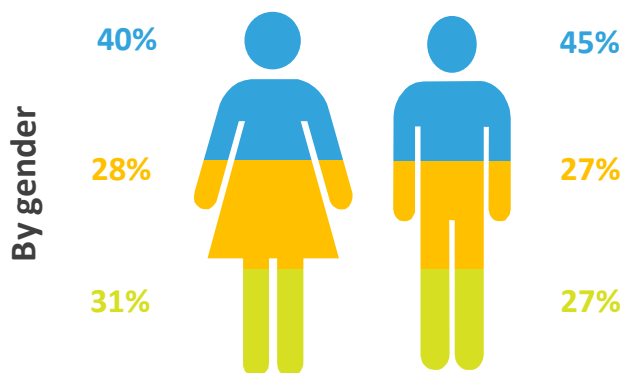
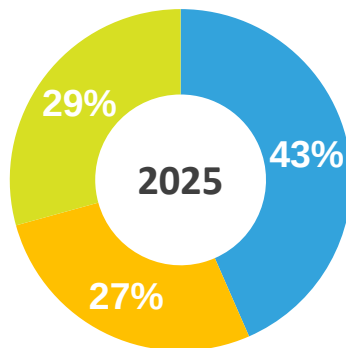
HOW OFTEN DO PEOPLE EXERCISE?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Exercise

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Exercise

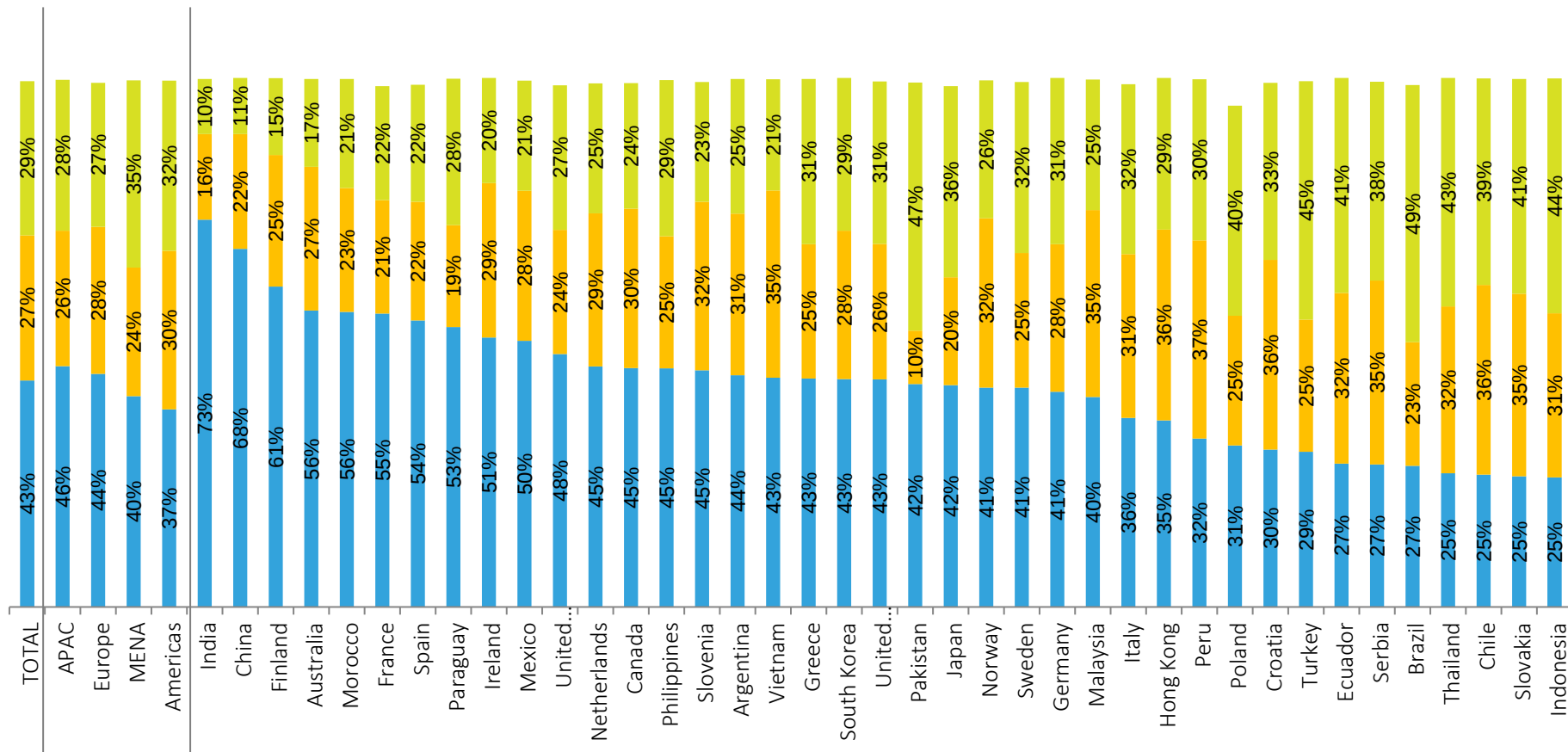
% within total population

HOW OFTEN DO PEOPLE EXERCISE?

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■ A little/ Sometimes

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Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

- *Suffer from stress* -



Suffer from stress

% within total population

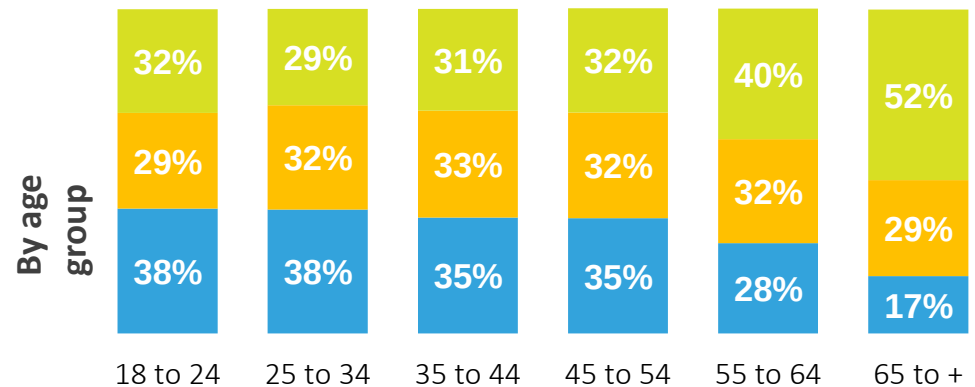
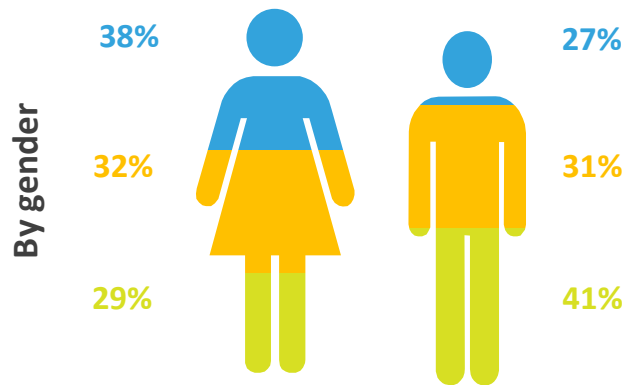
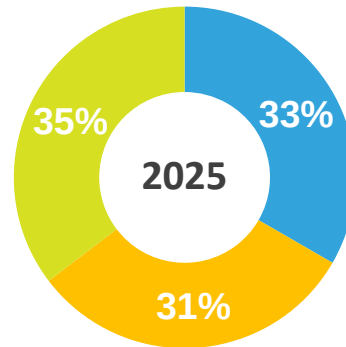
HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Suffer from stress

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Suffer from stress

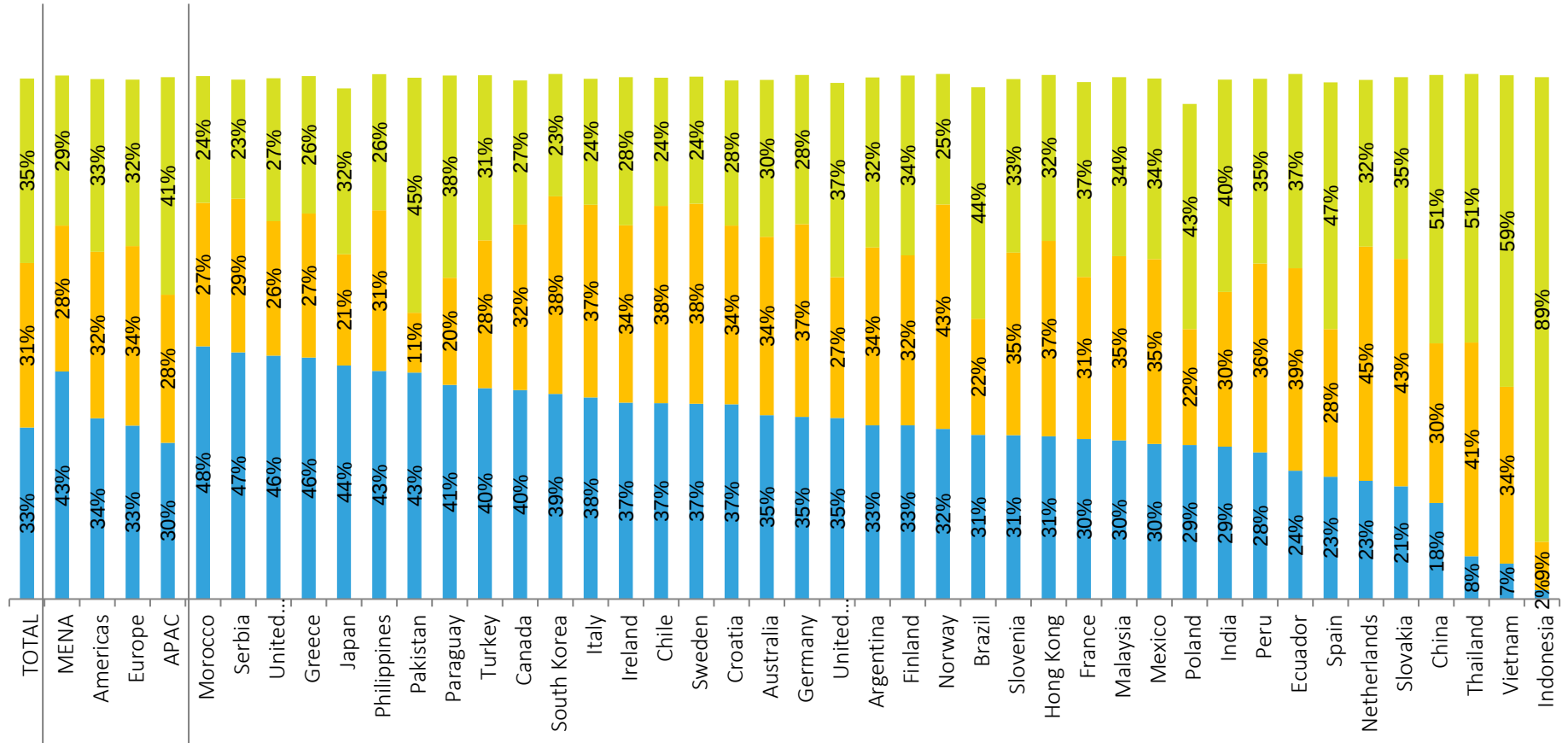
% within total population

HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- *Take medicines prescribed by a
doctor -*



Take medicines prescribed by a doctor

% within total population

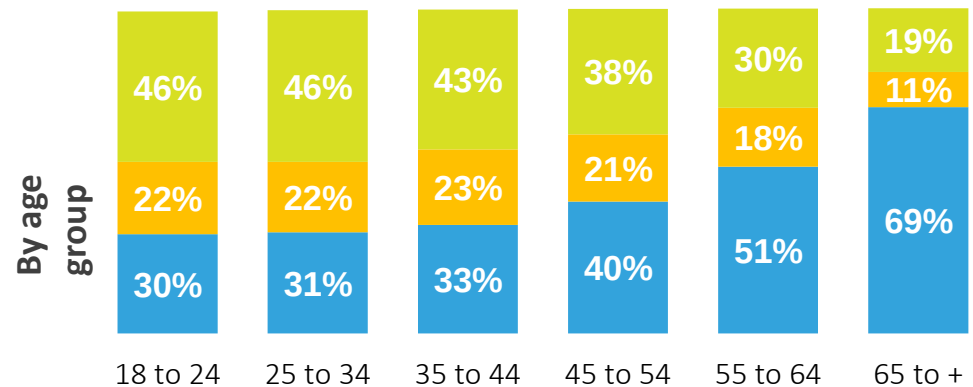
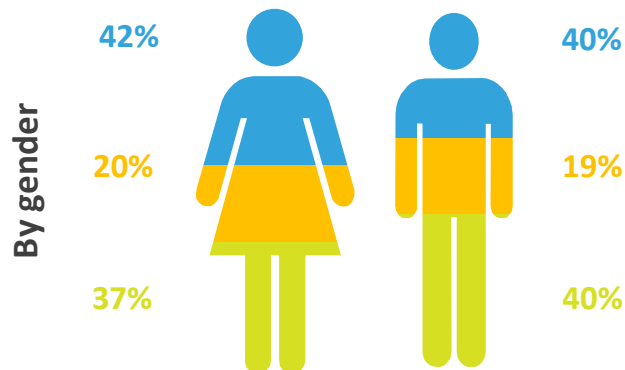
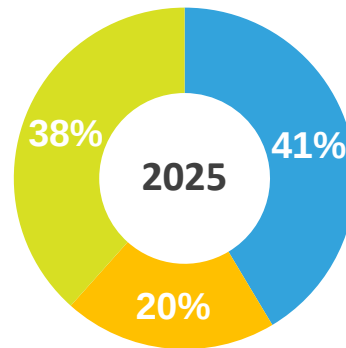
HOW OFTEN DO PEOPLE TAKE MEDICINES PRESCRIBED BY A DOCTOR?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Take medicines prescribed by a doctor

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Take medicines prescribed by a doctor

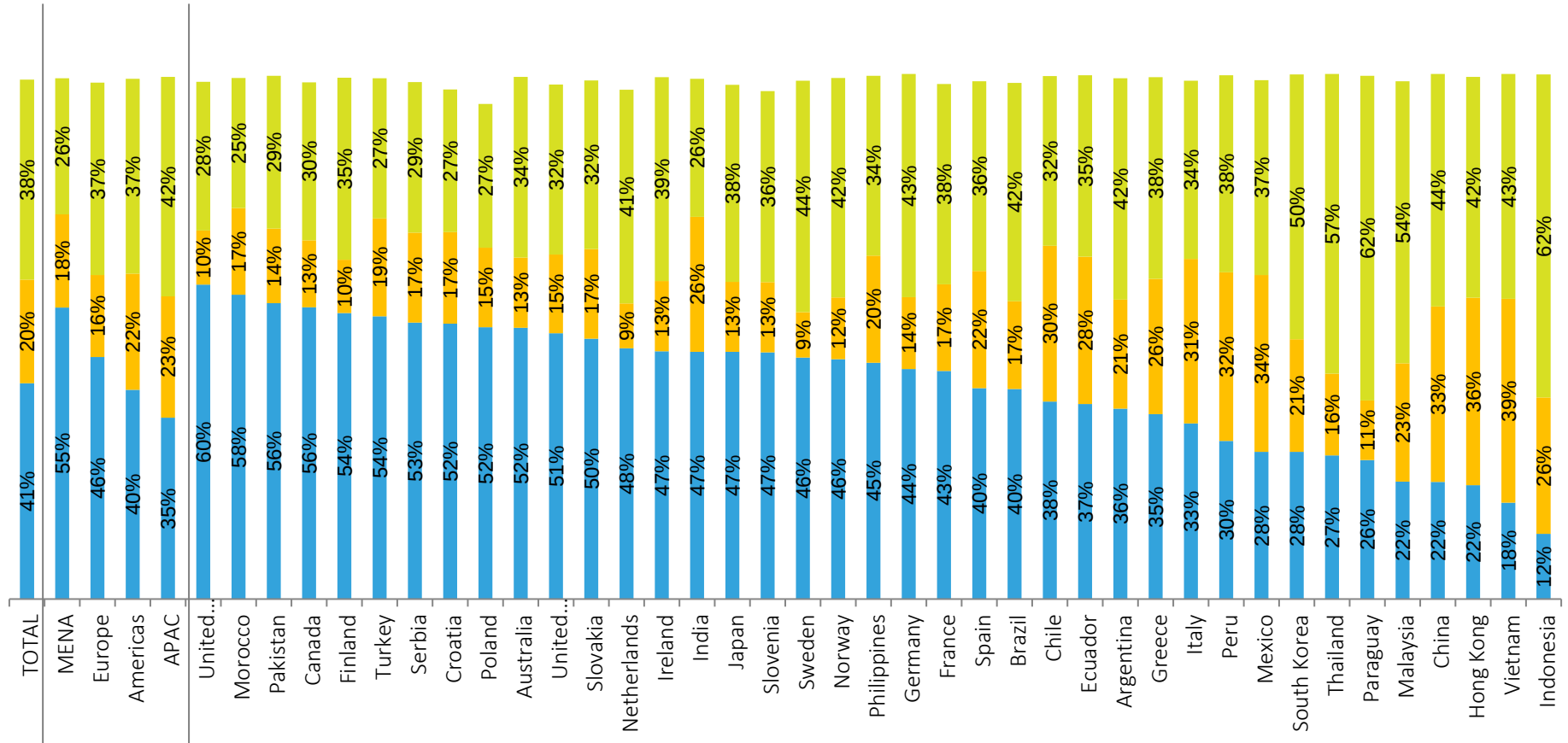
% within total population

HOW OFTEN DO PEOPLE TAKE MEDICINES PRESCRIBED BY A DOCTOR?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- Sleep well -



Sleep well

% within total population

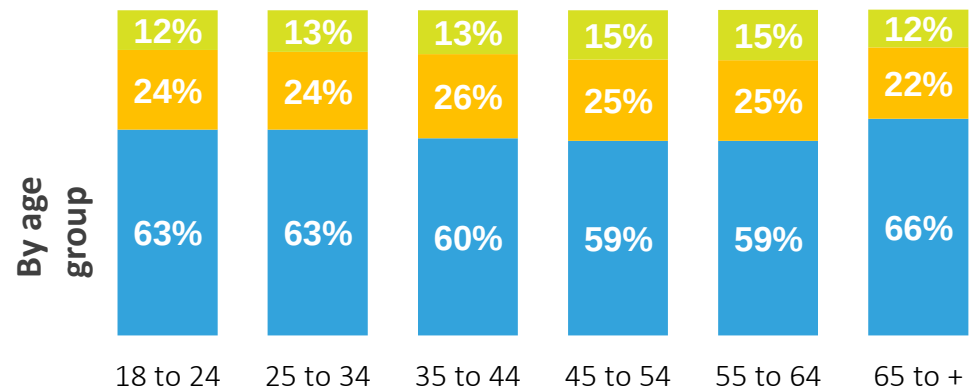
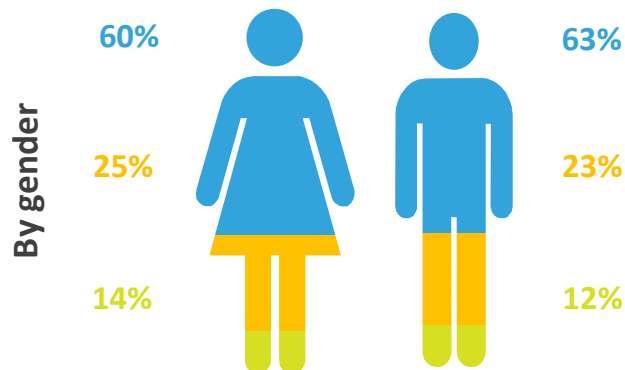
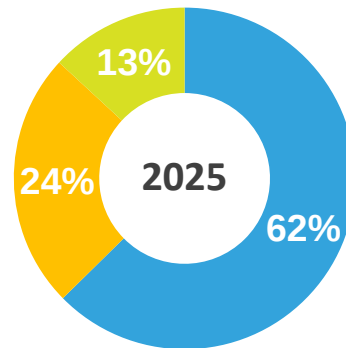
HOW OFTEN DO PEOPLE SLEEP WELL?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Sleep well

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Sleep well

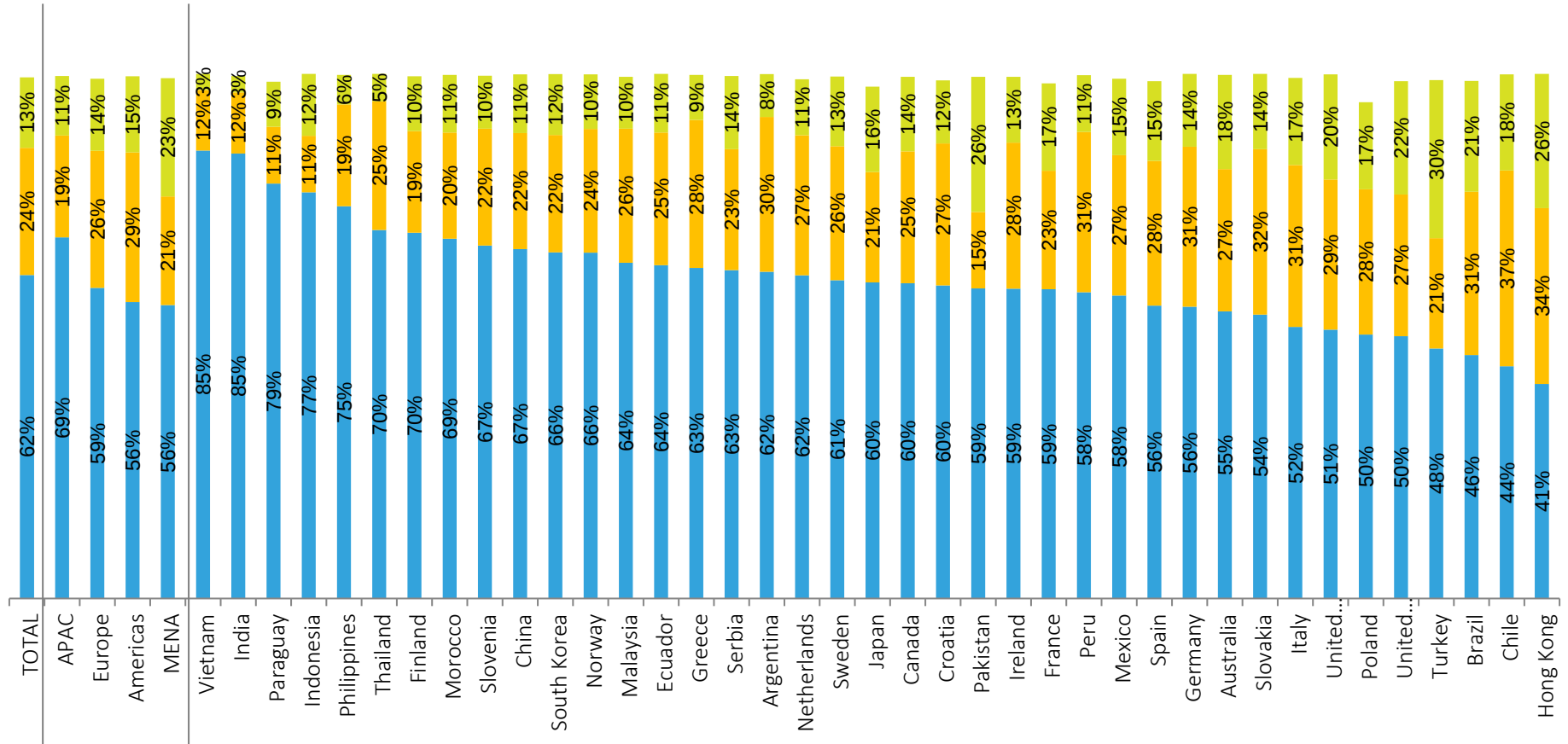
% within total population

HOW OFTEN DO PEOPLE SLEEP WELL?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- *Practice mindfulness techniques* -



Practice mindfulness techniques

% within total population

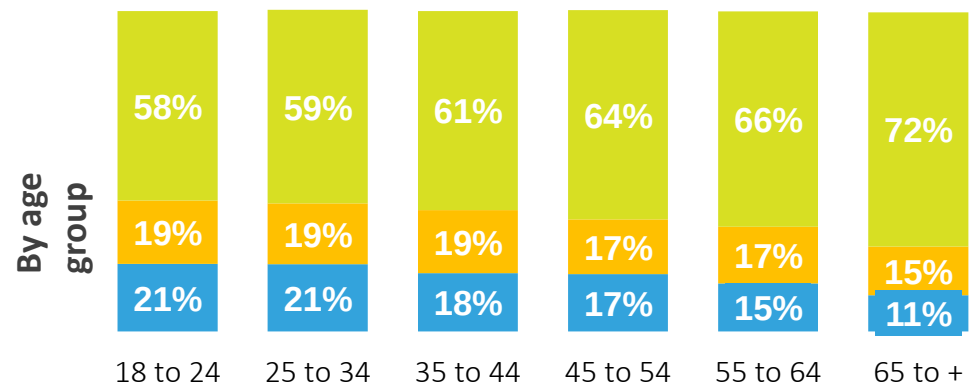
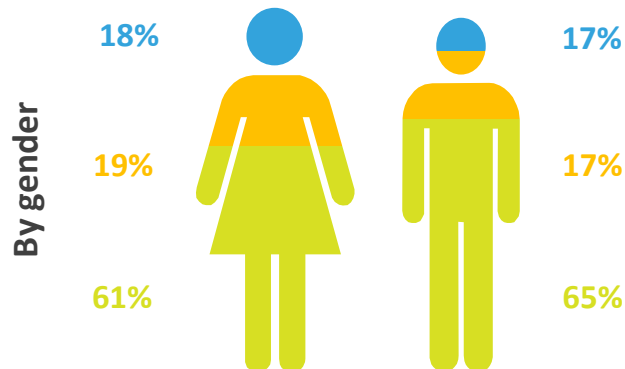
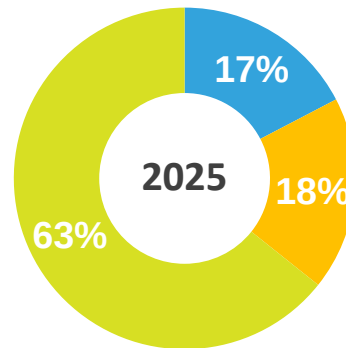
HOW OFTEN DO PEOPLE PRACTICE MINDFULNESS TECHNIQUES?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Practice mindfulness techniques

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Practice mindfulness techniques

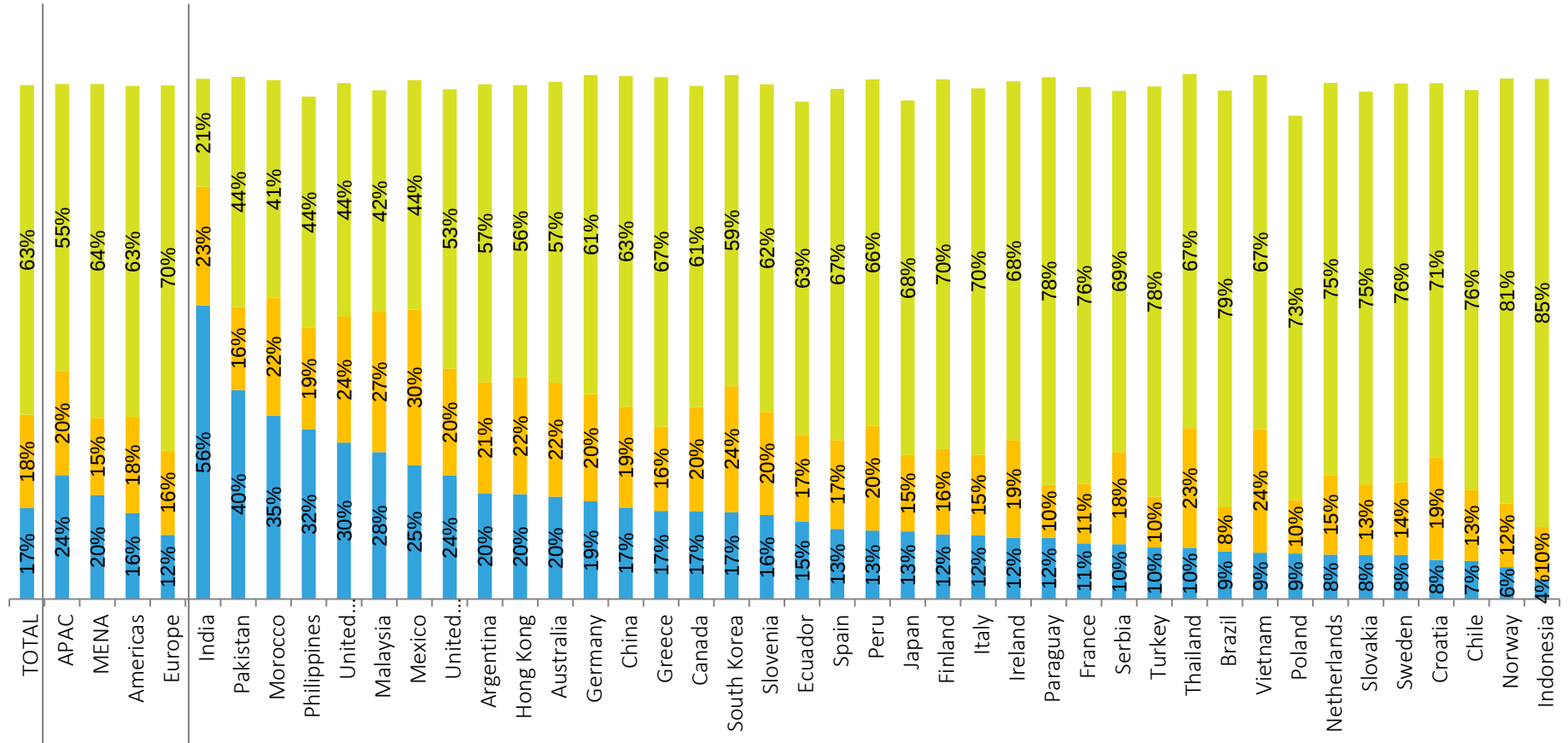
% within total population

HOW OFTEN DO PEOPLE PRACTICE MINDFULNESS TECHNIQUES?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- Take vitamin supplements-



Take vitamin supplements

% within total population

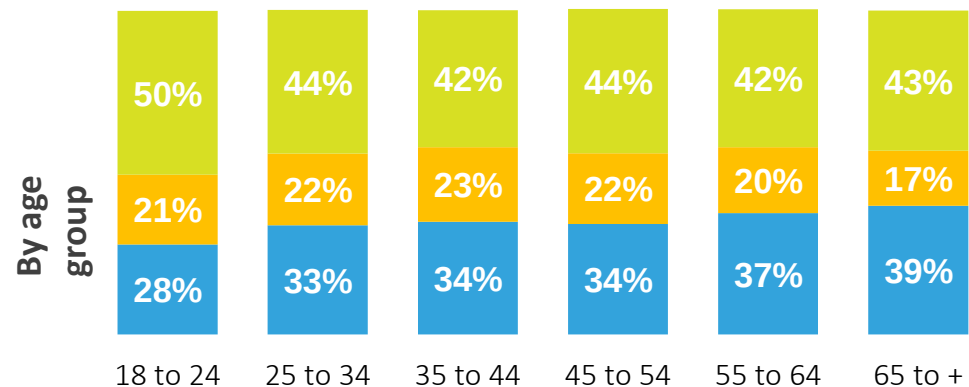
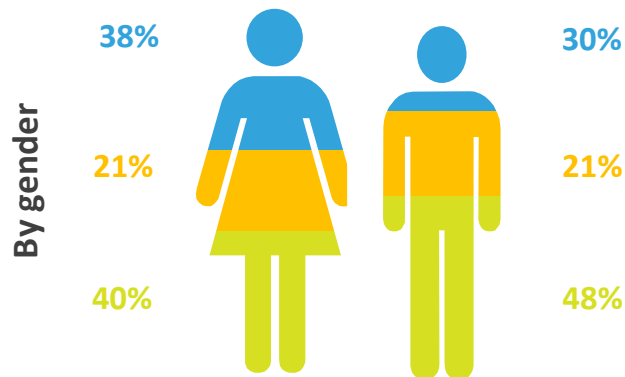
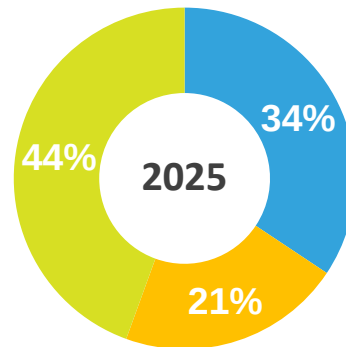
HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Take vitamin supplements

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University

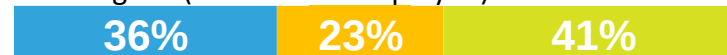


Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Take vitamin supplements

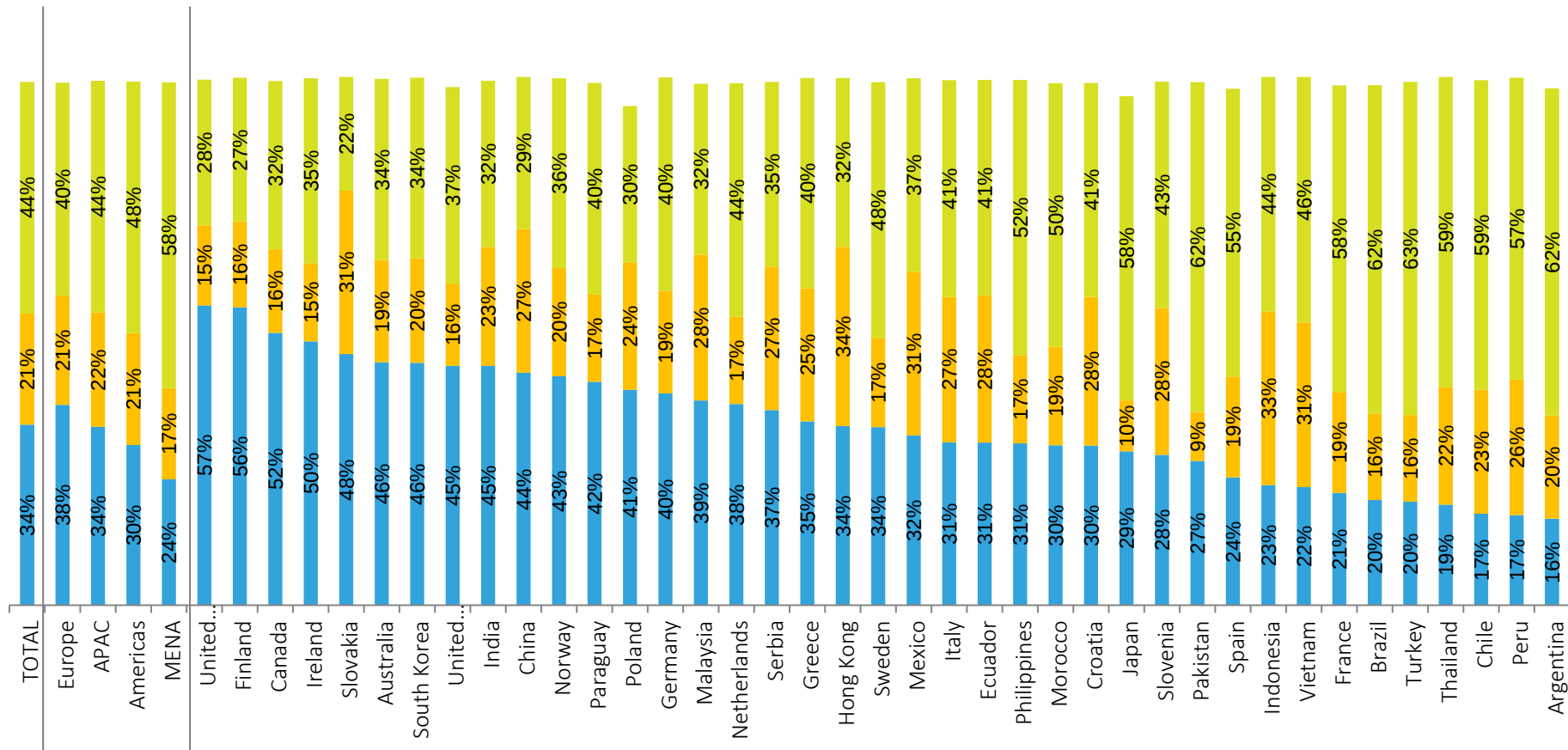
% within total population

HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q2_8. How often would you say that you take vitamin supplements?

HEALTH-RELATED HABITS

*- Avoid products that
cause an allergic reaction -*



Avoid products that cause an allergic reaction

% within total population

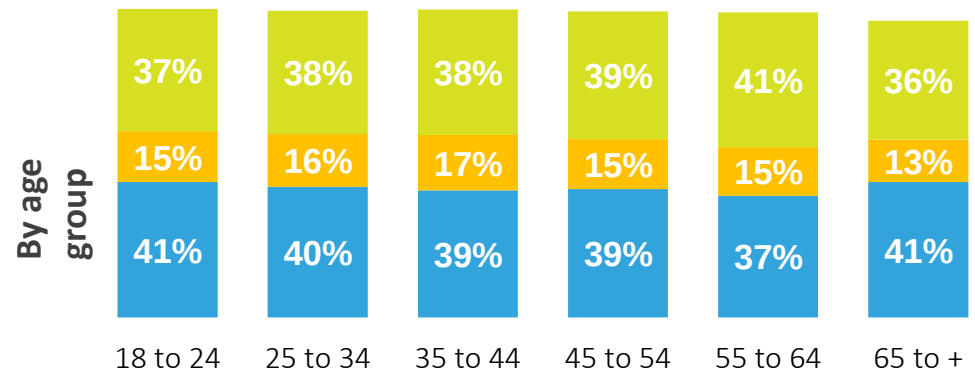
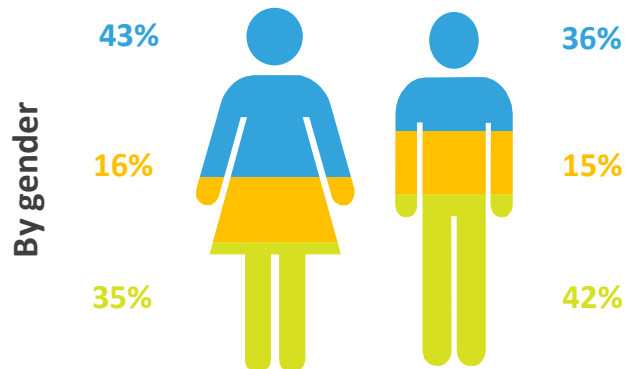
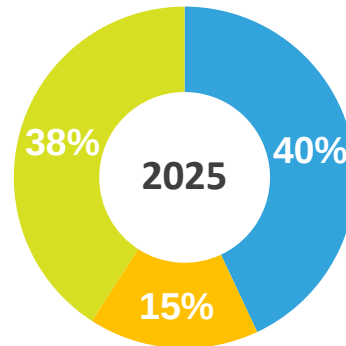
HOW OFTEN DO PEOPLE AVOID PRODUCTS THAT CAUSE AN ALLERGIC REACTION?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Avoid products that cause an allergic reaction

% within total population

■ A lot/ very often / Moderately/ fairly often

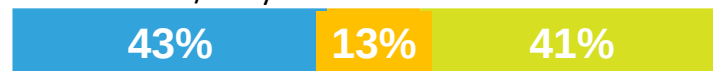
■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

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Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Avoid products that cause an allergic reaction

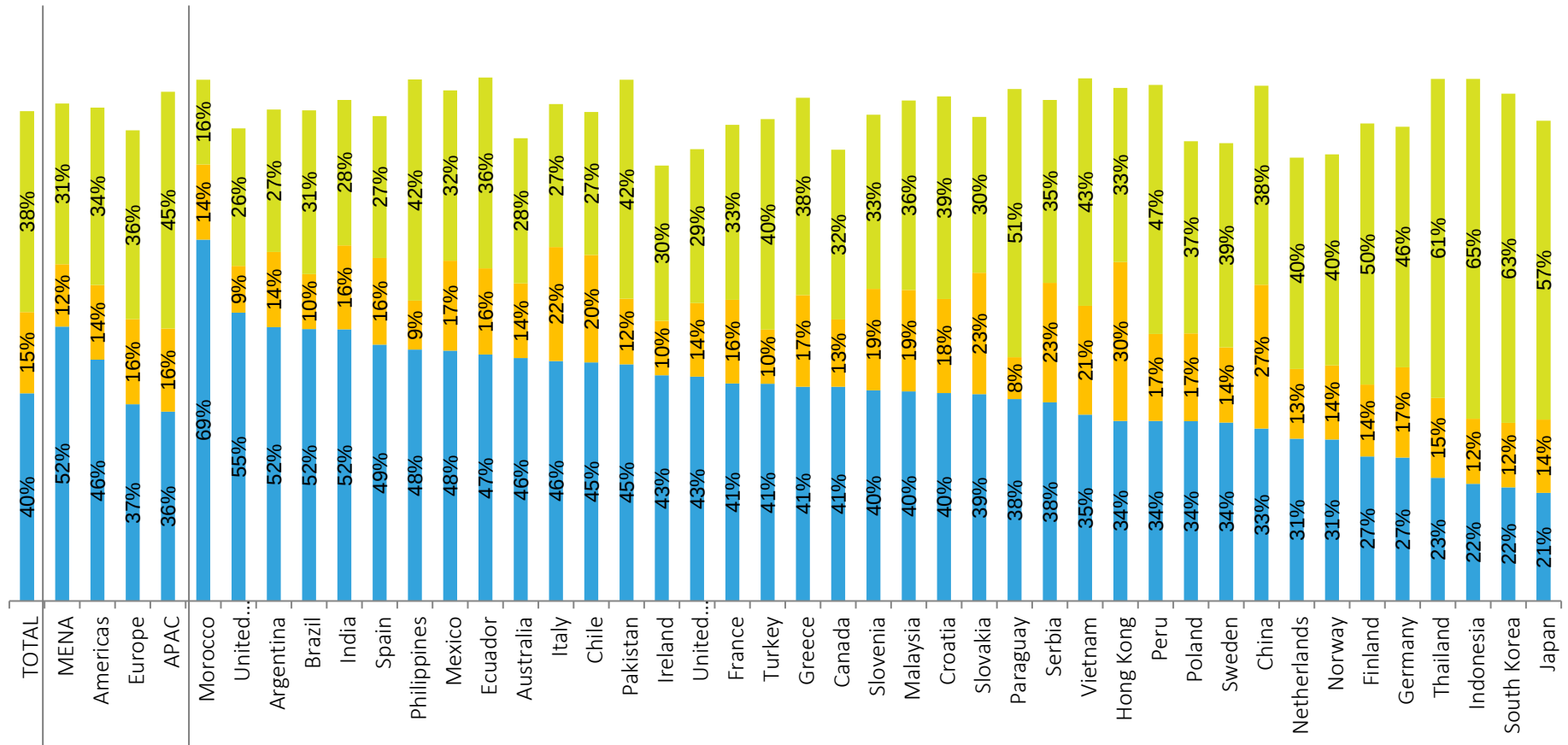
% within total population

HOW OFTEN DO PEOPLE AVOID PRODUCTS THAT CAUSE AN ALLERGIC REACTION?

A lot/ very often / Moderately/ fairly often

A little/ Sometimes

Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- *Concern about healthy living* -



Concern about healthy living

% within total population

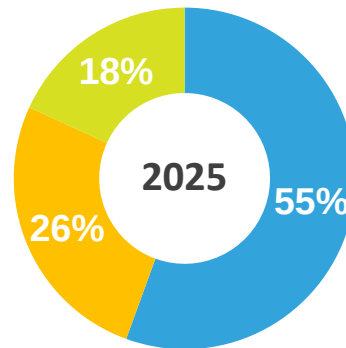
HOW OFTEN DO PEOPLE CONCERN ABOUT HEALTHY LIVING?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average

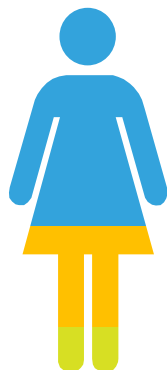


By gender

58%

26%

15%

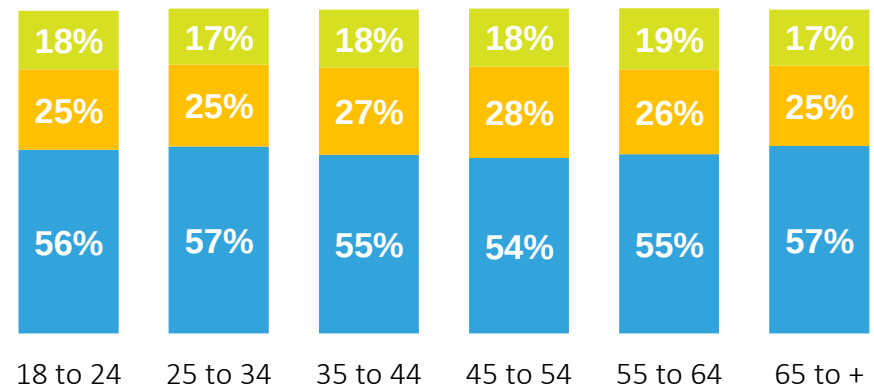


53%

26%

20%

By age group



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Concern about healthy living

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Concern about healthy living

% within total population

HOW OFTEN DO PEOPLE CONCERN ABOUT HEALTHY LIVING?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- Self-medicate -



Self-medicate

% within total population

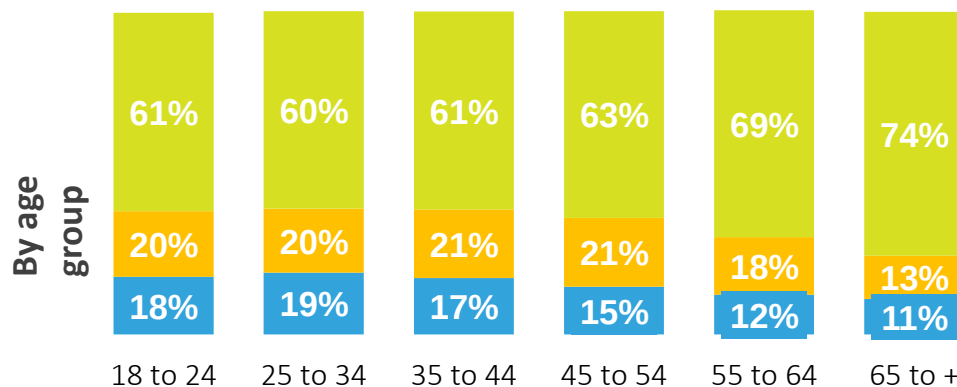
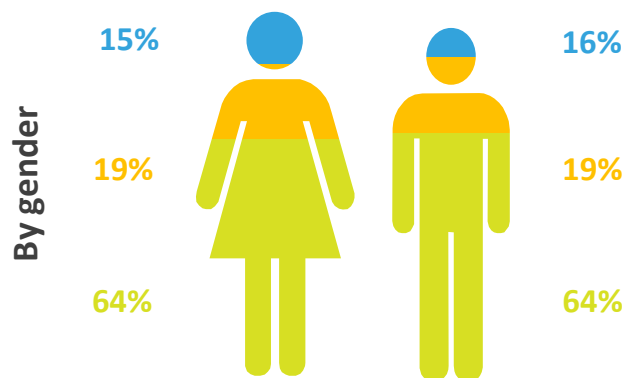
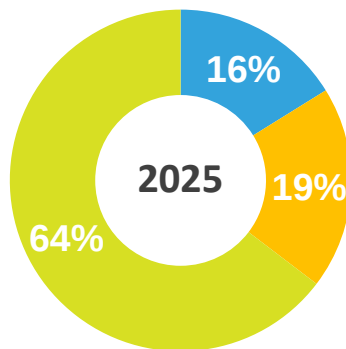
HOW OFTEN DO PEOPLE SELF-MEDICATE?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Self-medicate

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

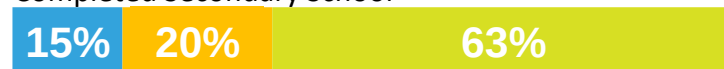
No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

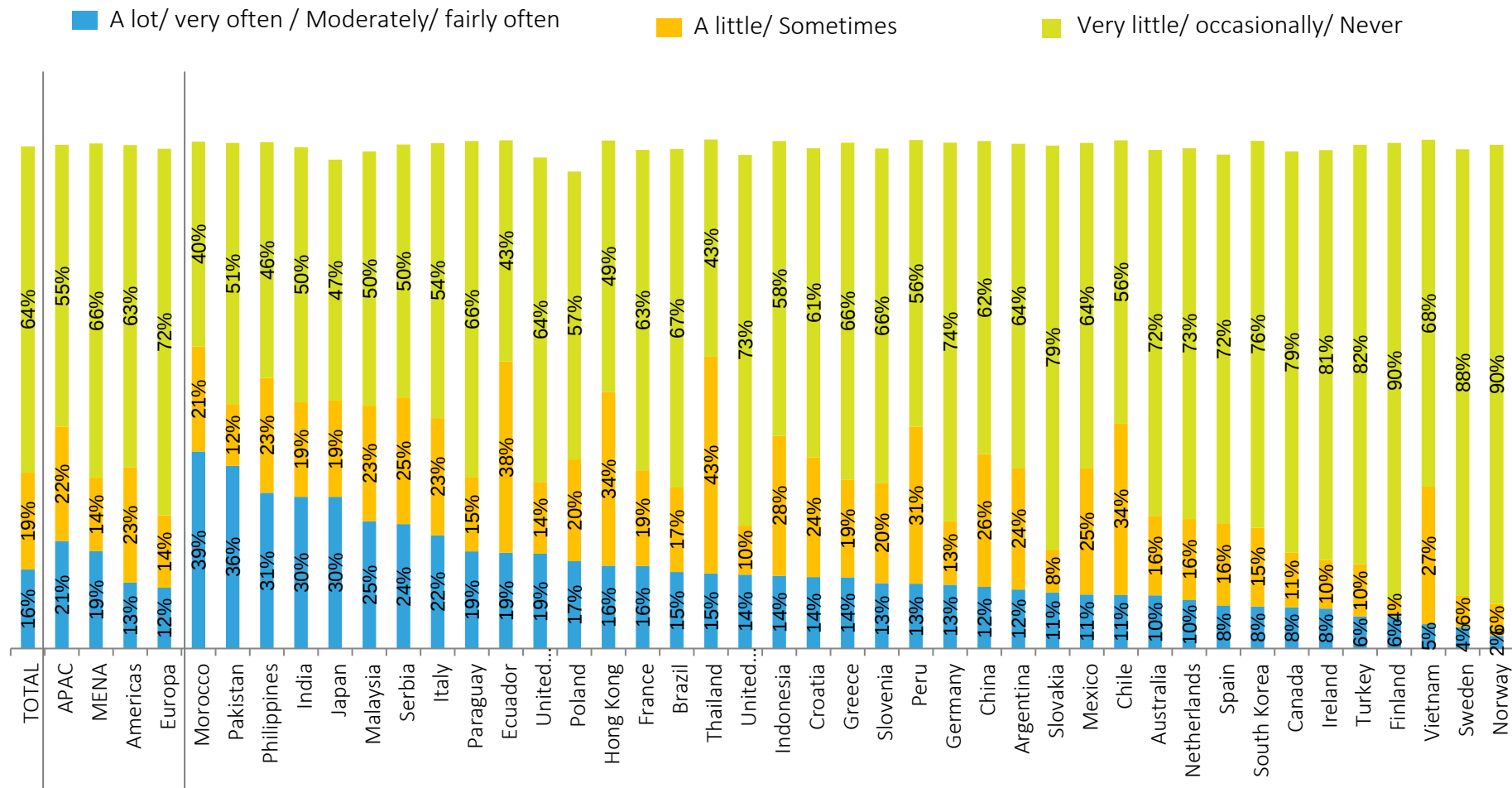


Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Self-medicate

% within total population

HOW OFTEN DO PEOPLE SELF-MEDICATE?



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- Have contact with nature -



Have contact with nature

% within total population

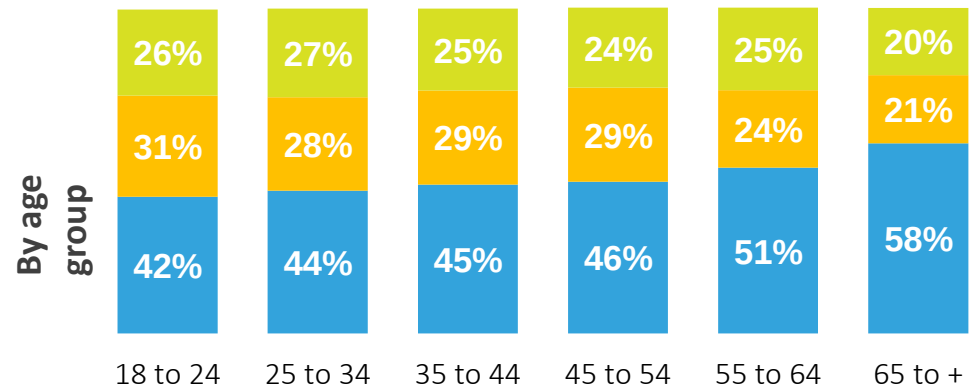
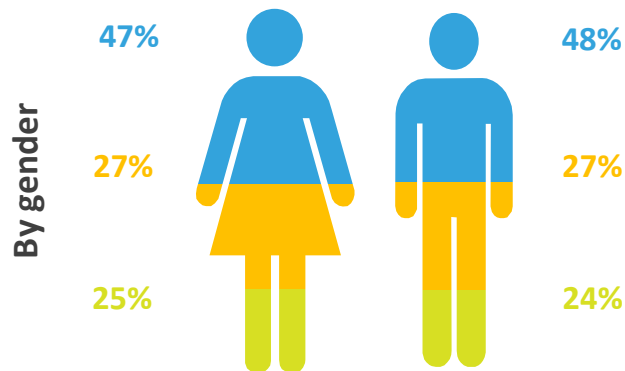
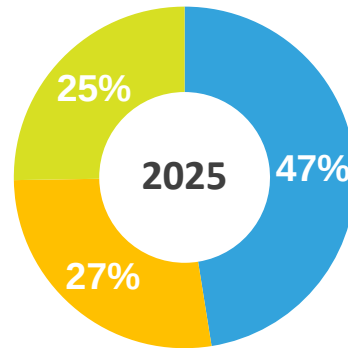
HOW OFTEN DO PEOPLE HAVE CONTACT WITH NATURE?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Have contact with nature

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Have contact with nature

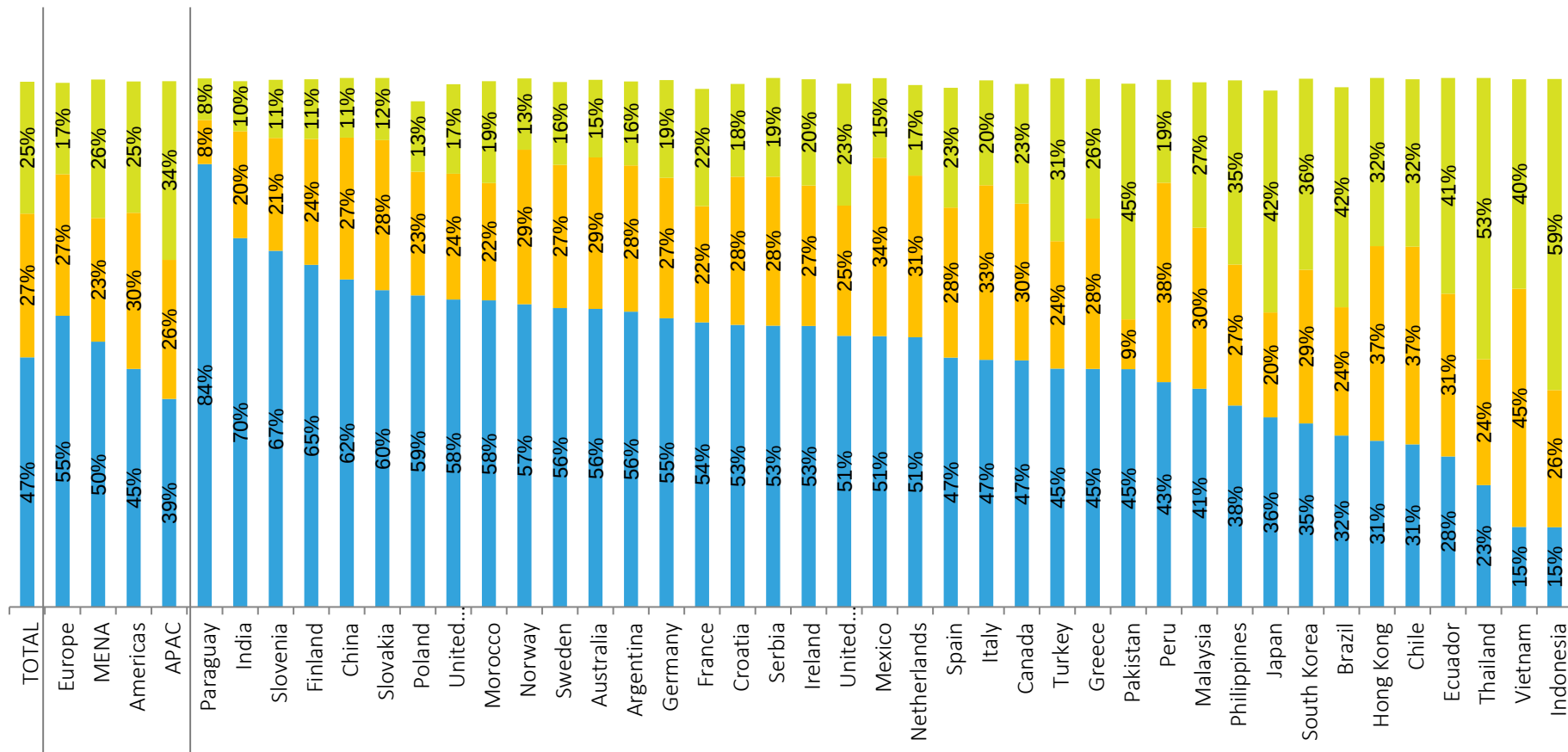
% within total population

HOW OFTEN DO PEOPLE HAVE CONTACT WITH NATURE?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Relation between perception of health and habits

		Very healthy + healthy	Somewhat unhealthy + unhealthy
TOTAL		75%	24%
Smoke	A lot/ very often + Moderately/ fairly often	72%	27%
	A little/sometimes	78%	22%
	Very little/ occasionally + Never	76%	23%
Drink Alcohol	A lot/ very often + Moderately/ fairly often	76%	23%
	A little/sometimes	78%	21%
	Very little/ occasionally + Never	74%	25%
Exercise	A lot/ very often + Moderately/ fairly often	85%	15%
	A little/sometimes	74%	26%
	Very little/ occasionally + Never	63%	36%
Suffer from stress	A lot/ very often + Moderately/ fairly often	64%	35%
	A little/sometimes	78%	22%
	Very little/ occasionally + Never	84%	15%
Take medicines prescribed by a doctor	A lot/ very often + Moderately/ fairly often	64%	35%
	A little/sometimes	79%	20%
	Very little/ occasionally + Never	86%	14%
Sleep well	A lot/ very often + Moderately/ fairly often	84%	16%
	A little/sometimes	68%	31%
	Very little/ occasionally + Never	53%	46%

Relation between perception of health and habits

		Very healthy + healthy	Somewhat unhealthy + unhealthy
TOTAL		75%	24%
Practice mindfulness techniques (e.g. meditation etc.)	A lot/ very often + Moderately/ fairly often	83%	17%
	A little/sometimes	77%	22%
	Very little/ occasionally + Never	73%	26%
Take vitamin supplements	A lot/ very often + Moderately/ fairly often	75%	24%
	A little/sometimes	77%	23%
	Very little/ occasionally + Never	75%	24%
Avoid products that cause an allergic reaction	A lot/ very often + Moderately/ fairly often	76%	24%
	A little/sometimes	74%	26%
	Very little/ occasionally + Never	77%	22%
Concern about healthy living	A lot/ very often + Moderately/ fairly often	79%	21%
	A little/sometimes	70%	29%
	Very little/ occasionally + Never	74%	25%
Self-medicate	A lot/ very often + Moderately/ fairly often	74%	25%
	A little/sometimes	74%	26%
	Very little/ occasionally + Never	76%	23%
Have contact with nature	A lot/ very often + Moderately/ fairly often	81%	18%
	A little/sometimes	74%	25%
	Very little/ occasionally + Never	67%	32%

COMPARATIVE OF TREND QUESTIONS

Q1. How do you consider your overall health in general?	2018	2019	2020	2021	2022/2023	2024	2025
TOTAL GLOBAL							
Very healthy	16%	19%	20%	18%	18%	17%	15%
Healthy	60%	58%	59%	59%	58%	57%	60%
Somewhat unhealthy	19%	19%	17%	18%	19%	21%	20%
Unhealthy	4%	4%	3%	4%	4%	4%	4%

Behavior	Response	2018	2019	2020	2021	2022/2023	2024	2025
Sleep well	A lot/ very often/ moderately/ fairly often	64%	61%	64%	65%	-	-	62%
	A little/ Sometimes	23%	25%	23%	23%	-	-	24%
	Very little/ Occasionally/ Never	12%	13%	12%	12%	-	-	13%
Exercise	A lot/ very often/ moderately/ fairly often	37%	37%	39%	40%	-	-	43%
	A little/ Sometimes	29%	30%	29%	28%	-	-	27%
	Very little/ Occasionally/ Never	34%	32%	31%	31%	-	-	29%
Suffer from stress	A lot/ very often/ moderately/ fairly often	30%	30%	31%	33%	-	-	33%
	A little/ Sometimes	33%	34%	33%	32%	-	-	31%
	Very little/ Occasionally/ Never	35%	35%	35%	35%	-	-	35%
Smoke	A lot/ very often/ moderately/ fairly often	20%	17%	17%	18%	-	-	16%
	A little/ Sometimes	7%	8%	7%	7%	-	-	7%
	Very little/ Occasionally/ Never	72%	72%	75%	74%	-	-	75%

Behavior	Response	2018	2019	2020	2021	2022/2023	2024	2025
Drink alcohol	A lot/ very often/ moderately/ fairly often	19%	17%	15%	16%	-	-	16%
	A little/ Sometimes	24%	24%	22%	22%	-	-	25%
	Very little/ Occasionally/ Never	56%	57%	58%	58%	-	-	58%
Take medicines prescribed by a doctor	A lot/ very often/ moderately/ fairly often	34%	35%	-	-	-	-	41%
	A little/ Sometimes	19%	19%	-	-	-	-	20%
	Very little/ Occasionally/ Never	46%	44%	-	-	-	-	38%
Concern about healthy living	A lot/ very often/ moderately/ fairly often	-	54%	-	-	-	-	55%
	A little/ Sometimes	-	29%	-	-	-	-	26%
	Very little/ Occasionally/ Never	-	17%	-	-	-	-	18%
Practice mindfulness techniques (e.g., meditation, etc.)	A lot/ very often/ moderately/ fairly often	14%	-	-	-	-	-	17%
	A little/ Sometimes	15%	-	-	-	-	-	18%
	Very little/ Occasionally/ Never	69%	-	-	-	-	-	63%

Behavior	Response	2018	2019	2020	2021	2022/2023	2024	2025
Take vitamin supplements	A lot/ very often/ moderately/ fairly often	25%	-	-	-	-	-	34%
	A little/ Sometimes	19%	-	-	-	-	-	21%
	Very little/ Occasionally/ Never	54%	-	-	-	-	-	44%
Avoid products that cause an allergic reaction	A lot/ very often/ moderately/ fairly often	30%	-	-	-	-	-	40%
	A little/ Sometimes	14%	-	-	-	-	-	15%
	Very little/ Occasionally/ Never	48%	-	-	-	-	-	38%

METHODOLOGY

Total of 34.946 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 7th 2025

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1027	NATIONAL	30 Dec 2024 – 9 Jan 2025
2	Australia	Luma Research	Online Panel	500	NATIONAL	20-24 January 2025
3	Brazil	Market Analysis Brazil	CAWI	1032	NATIONAL	16-23 January 2025
4	Canada	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
5	Chile	Activa Research	CAWI	1095	NATIONAL	10-27 January 2025
6	China	WisdomAsia	CAWI	1000	URBAN	Week 1-2 January 2025
7	Croatia	Institute for market and media research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
8	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	708	NATIONAL	1-3 February 2025
9	Finland	Taloustutkimus Oy	Online Panel	1112	NATIONAL	16-24 January 2023
10	France	BVA Xsight	CAWI / Online Panel	1001	NATIONAL	6-7 February 2025
11	Germany	Produkt+Markt	CAWI	1000	NATIONAL	20 Dec 2024 – 6 Jan 2025
12	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	5-20 December 2024
13	Hong Kong	Consumer Search Group (CSG)	Online Panel	516	TERRITORY WIDE	31 Dec 2024 -10 Jan 2025
14	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2024 - 20 Jan 2025
15	Indonesia	DEKA	Face to Face	1000	NATIONAL	12-25 December 2024
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	9-15 January 2025
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	13-16 December 2024
18	Japan	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
19	Malaysia	Central Force International	Online Panel	1008	NATIONAL	2-9 December 2024
20	Mexico	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 2025

METHODOLOGY

Total of 34.946 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 7th 2025

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
21	Morocco	Integrate Consulting SARL	Online	509	NATIONAL	21-24 January 2025
22	Norway	Opinion AS	CAWI	1031	NATIONAL	13-21 January 2025
23	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3 Dec 2024 -2 Jan 2025
24	Paraguay	ICA Consultoría Estratégica	CATI	500	NATIONAL	8-31 January 2025
25	Peru	Datum Internacional	F2F	1204	NATIONAL	31 Jan – 7 Feb 2025
26	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	CAPI	1000	NATIONAL	14-31 January 2025
27	Poland	Mareco Polska	CAWI	1080	NATIONAL	18-22 December 2024
28	Serbia	Institute for market and media research, Mediana Adria	CAWI	536	NATIONAL	17-23 January 2025
29	Slovakia	Go4insight	CAWI	500	NATIONAL	17-22 January 2025
30	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	17-21 January 2025
31	South Korea	Gallup Korea	CAWI	1085	NATIONAL	16-24 January 2025
32	Spain	Instituto DYM	CAWI	1014	NATIONAL	16-20 January 2025
33	Sweden	DEMOSKOP AB	CAWI	1004	NATIONAL	21 Dec 2024 – 23 Jan 2025
34	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	22 Dec 2024 – 18 Jan 2025
35	The Netherlands	Motivaction International B.V.	CAWI	1023	NATIONAL	6-18 December 2024
36	Turkey	Barem	CATI	775	NATIONAL	24-28 January 2025
37	United Kingdom	ORB International	CAWI	1000	NATIONAL	19-23 Dec 2024
38	USA	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	900	Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population	18 Dec 2024 – 10 Jan 2025