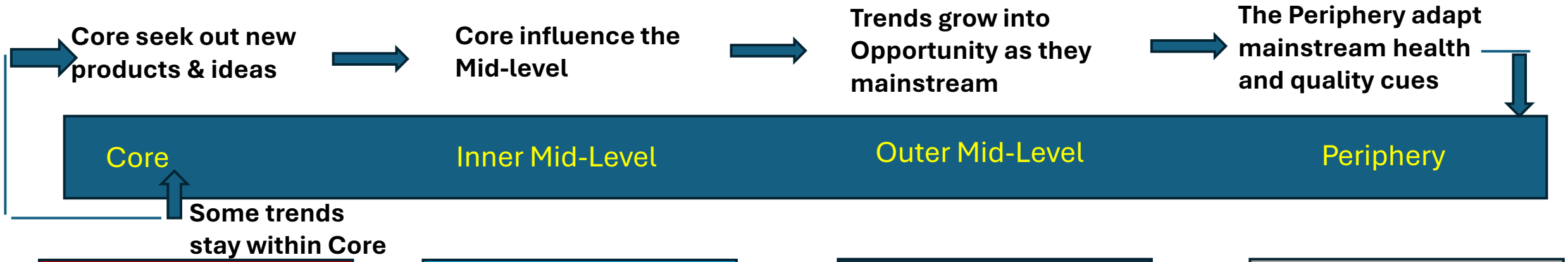
MODEL BEHAVIOUR: WHO INFLUENCES HEALTH AND WELLNESS?

All consumers participate in health and wellness to some degree, but their specific attitudes and behaviors can vary widely. By segmenting consumers based on their level of engagement within health and wellness — not demographics — we can better understand how and why trends evolve in this space.



Core consumers are the most deeply involved in health and wellness, showing strong alignment between aspirations and actual behaviors

Inner Mid-Level consumers share some Core attitudes but adopt behaviors health and wellness, often choosing with lower consistency and intensity

Outer Mid-Level consumers experiment with health and wellness, often products and services that "everyone else is using"

Periphery consumers are the least involved in health and wellness. They share some common aspirations, but their top priorities are elsewhere

Source: Hartman Group's proprietary World of Health & Wellness Model