

MIND BODY COMMUNITY

A 2023 look at health & wellness trends among our
Millennial and Gen Z audiences



VICE INSIGHTS



OBJECTIVE

TO DEFINE THE CURRENT STATE OF HEALTH & WELLNESS AMONG YOUNGER GENERATIONS

We conducted an online survey exploring the meaning of wellness, and the lifestyle shifts and choices consumers are making behind it. Responses were collected in our two proprietary research communities, VICE Voices and Mad Chatter, in June 2023.

GENDER

43% MALE

55% FEMALE

2% NON-BINARY

AGE

30% GEN Z

70% MILLENNIALS

MARKETS

59% USA

24% EMEA

17% REST OF THE WORLD

COMPOSITION

N=359



**YOUNG PEOPLE
BELIEVE THE
SECRET TO A
LIFE OF STRONG
HEALTH AND
WELLNESS IS
TO NOT DO IT
ALONE**

SOURCE: VMG, Youth in Pandemic VI: The Great Vibe Shift, 2023



“ ”

You can focus more on
yourself but don't forget to
stay connected to the
people around you.

— Gen Z, Male, Indonesia

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A HEALTHY COMMUNITY MAKES FOR A HEALTHY INDIVIDUAL

71%

say aspects of community* are essential
to “being healthy”

- Having a strong support system or community
- Making time for people that matter to you
- Engaging in meaningful experiences

SOURCE: VICE Media Group, Health & Wellness Survey, 2023, Global

2 in 3

say aspects of a community*
have become more important to them
today vs. in the past

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SOCIAL EXPERIENCES ARE NOT JUST FUN, THEY ARE INVESTMENTS IN HEALTH

Which of the following do you consider essential to “being healthy”?

ENGAGING IN
MEANINGFUL
EXPERIENCES

49%

+8 ppts. Gen Z

53%

MAKING TIME
FOR PEOPLE
THAT MATTER
TO YOU

+8 ppts. Gen Z

ATTENDING
REGULAR
DOCTOR'S
VISITS

34%

28%

TAKING
VITAMINS /
SUPPLEMENTS



HOW-TO: BUILDING COMMUNITY-FOCUSED HEALTH AND WELLNESS

It's the idea and promise of community that has helped so many young people grow in recent years. It's time to reimagine health and wellness through the lens of the collective: one that exists between physical neighbors as much as it does online. The new wellness is something that starts with confidence and strength inside, becomes stronger through those in our orbit, and ends with a healthy, fulfilling life.



BUILD UP DIVERSITY, ACCESS AND KNOWLEDGE

Young people understand health isn't just keeping themselves healthy, it's keeping their community healthy. Community needs impact overall wellness, and digestion of health-related content.

SIMPLIFY SELF-CARE

We know the importance of filling up our own cup before helping others, but somewhere along the way productivity has overtaken pleasure with regards to "successful" self care. Now is a perfect time to redefine the idea of self-care: in order to take care of their community, young people need to first look inward.

TAP INTO SUBCULTURE

Free from the shackles of conventional healthcare, younger generations are embracing wellness movements and subcultures that prioritize self-growth and ownership of one's mind and body.

STEP ONE

BUILD UP DIVERSITY, ACCESS, AND KNOWLEDGE



HEALTHCARE IS NOT ACCESSIBLE TO EVERYONE

1 IN 2

+7 ppts Women

Think that wellbeing is
reserved for the wealthy

...AND ONLY

1 IN 10

Strongly agree that the
health/wellness resources they
need are accessible

SOURCE: VICE Media Group, Health & Wellness Survey, 2023, Global;
VMG, Youth in Pandemic VI: The Great Vibe Shift, 2023



“ ”

I feel like
a healthy life
is an expensive life.

– Gen Z, Male, US

YOUNG PEOPLE ARE NOT FEELING A SENSE OF THEIR COMMUNITY IN THE WORLD OF HEALTH & WELLNESS

WHAT THEY NEED

43%

+6 ppts Gen Z

Say a sense of community is
important in the health-related
content they consume

SOURCE: VICE Media Group, Health & Wellness Survey, 2023, Global

WHAT THEY SEE

ONLY

12%

(7% BIPOC)

agree that there is enough
diversity/representation in the
medical field

ONLY

19%

agree there is enough
diversity/representation in the
health content they see online

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NEXT TO DOCTORS, CONTENT PLAYS A KEY ROLE IN SHAPING WELLNESS MINDSETS

Where do you derive most of your health philosophies?

70%

PEOPLE

#1 – Doctors/Primary care

providers/specialists in general

#2 – My family

#3 – Therapists/life coaches (+7 ppts. Women)

#4 – Celebrities

64%

CONTENT

#1 – Content I consume online

#2 – Books

#3 – Health-specific media

publishers

#4 – Media/publishers I trust

#5 – Health courses I opted into

#6 – WebMD

#7 – Social media

#8 – Influencers/content creators

#9 – Shows/movies

#10 – Brands

IN THEIR WORDS, YOUNG PEOPLE WANT WELLNESS CONTENT TO MAKE THEM FEEL INFORMED, MOTIVATED, AND INSPIRED

These needs follow the common thread of a how individuals seek to shape a capable wellness community.

SOURCE: VICE Media Group, Health & Wellness Survey, 2023, Global

Q: How would you like to feel after reading content related to health and wellbeing?



“ ”

“Hopeful, motivated to seek trusted healthcare professional information, understood, not alone, less isolated, being able to relate.”

MILLENNIAL, NONBINARY,
UNITED KINGDOM

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CONSUMING HEALTH-RELATED CONTENT OFTEN PROVIDES READERS A SENSE OF COMMUNITY THROUGH SHARED EXPERIENCES

HEALTH CONTENT MAKES ME FEEL...
NOT ALONE

ALONE

71%

29%

■ POSITIVE EMOTIONAL FEEDBACK

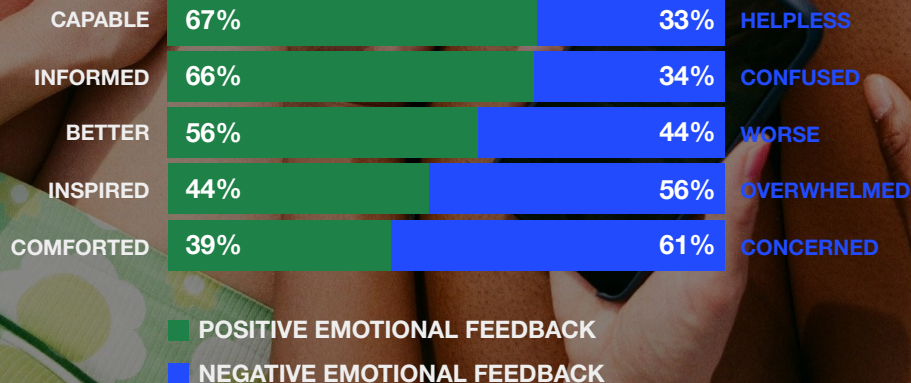
■ NEGATIVE EMOTIONAL FEEDBACK

CONTENT CAN BRING READERS INTO A WORLD WHERE THEY ARE CAPABLE AND INFORMED

The most common negative emotions when consuming health content are feeling concerned and overwhelmed

SOURCE: VICE Media Group, Health & Wellness Survey, 2023, Global

HEALTH CONTENT MAKES ME FEEL...



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SOCIAL MEDIA INFORMS, BUT LACKS TRUST

Do you gather health/wellbeing information from any of the following social platforms?

#1

Instagram (41%)

#2

YouTube (34%)

#3

TikTok (23%)

+9 pts Gen Z

SOURCE: VICE Media Group, Health & Wellness Survey, 2023, Global

YET...

57%

Say health/wellbeing
information on social media
platforms is
not trustworthy

+6 pts Gen Z

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STEP TWO

SIMPLIFY SELF-CARE



BEING HEALTHY MEANS FEELING GOOD

Q: Which of the following do you consider essential to “being healthy”?

#1

Feeling good (89%)

Feeling good in your mind (82%)

Feeling good in your body (78%)

#2

Sleeping well (87%)

#3

Eating well (77%)



PERCEPTIONS OF HEALTH CONDITIONS IMPACT YOUNG PEOPLE NEARLY AS MUCH AS THE CONDITIONS THEMSELVES

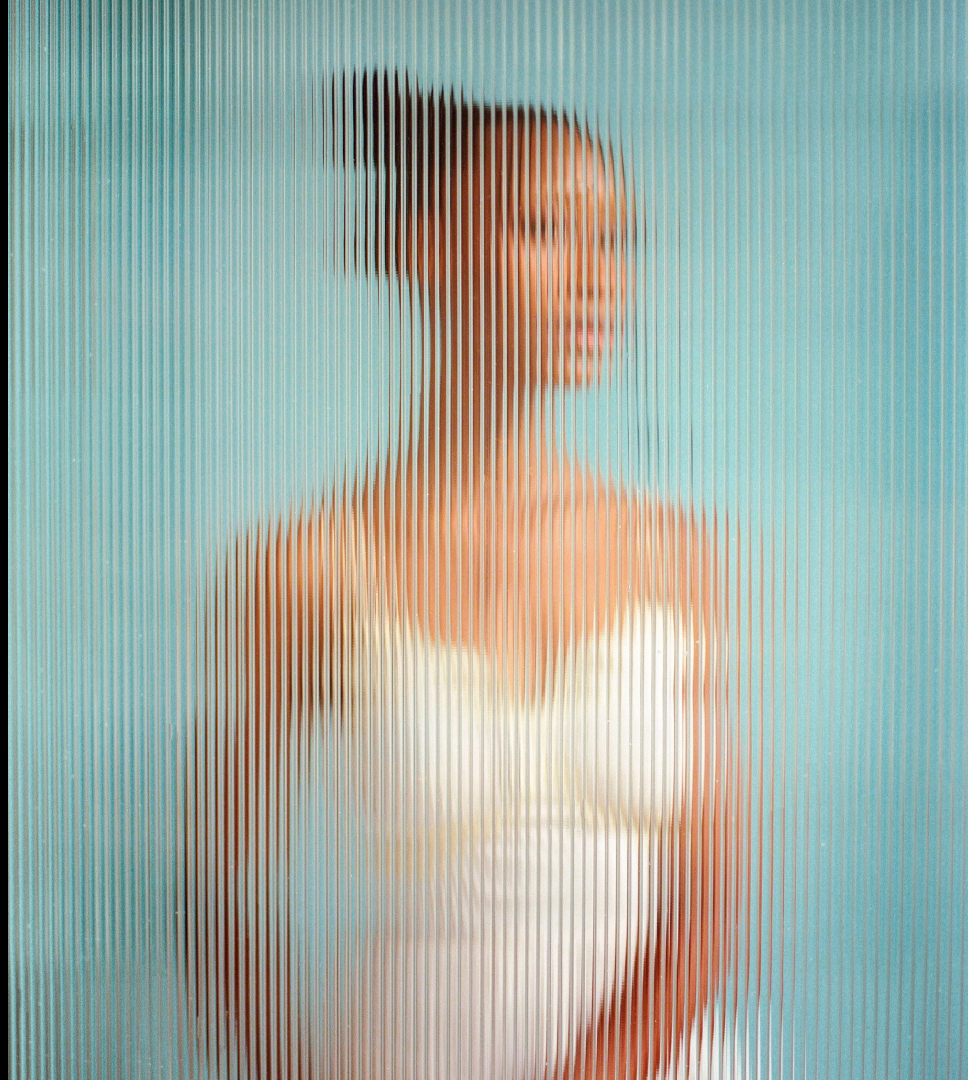
Q: Today, I determine my 'health' based on...



6 IN 10 SAY:
MY PHYSICAL AND
MENTAL CONDITIONS



4 IN 10 SAY
HOW I *FEEL* ABOUT
MY PHYSICAL/
MENTAL CONDITIONS




SELF-CARE IS FOCUSED ON HOW THEY FEEL

9 IN 10

SAY THE MOST HELPFUL FORMS OF
SELF-CARE ARE MENTAL AND EMOTIONAL

SOURCE: VICE Media Group, Health & Wellness Survey, 2023, Global



82% say feeling good in your
mind is essential to being
healthy

1 in 2 say feeling good in your
mind has become more
important to them today vs. in
the past

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WELLNESS IS ABOUT FINDING MOMENTS OF PLEASURE

Both alone and with others

73%

Say that the experience of joy/pleasure is very or extremely important for their health

SOURCE: VICE Media Group, Health & Wellness Survey, 2023, Global



64%

Consider making time for yourself essential to “being healthy”

1 IN 3

Say one of the most helpful forms of self-care is social

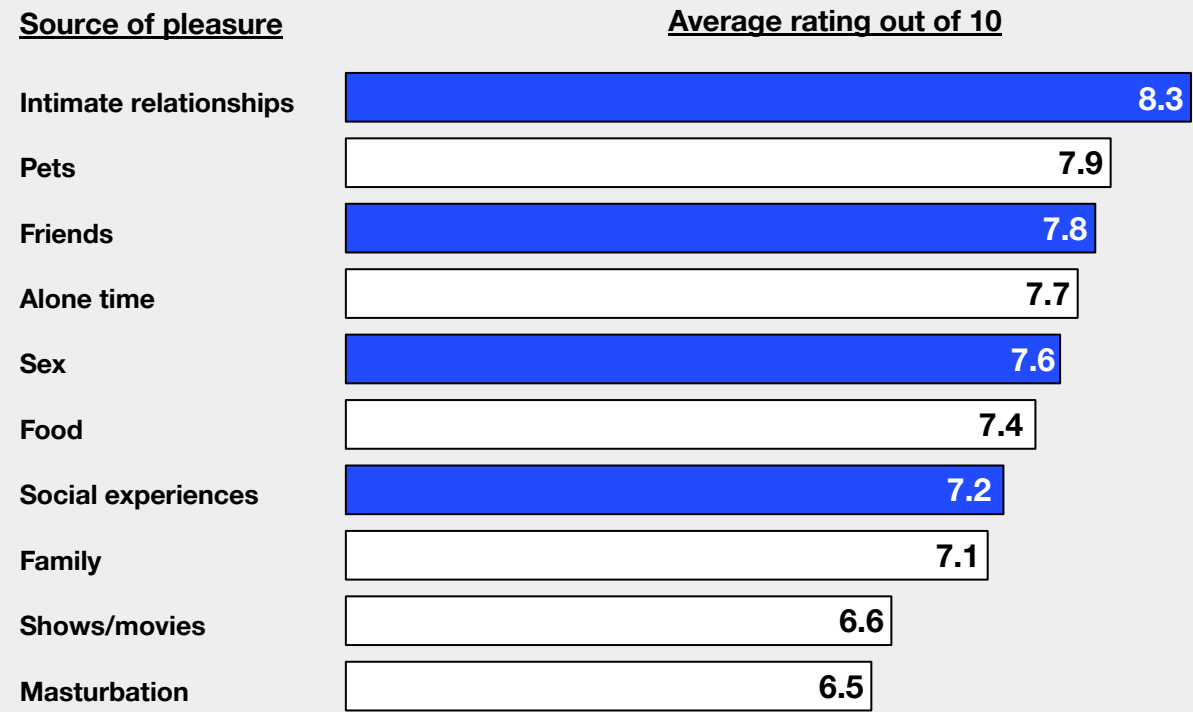
+5 pts Men

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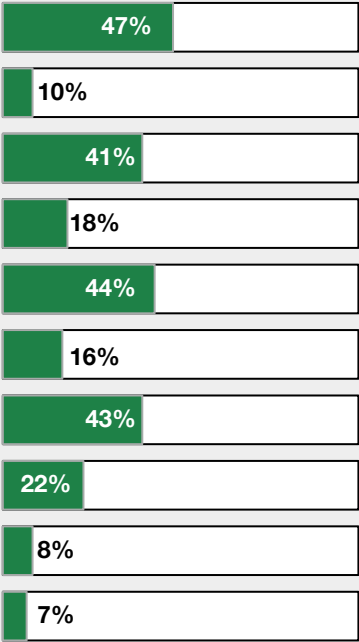
AREAS OF LIFE WHERE YOUNG PEOPLE WOULD LIKE MORE JOY/PLEASURE CENTER AROUND SHARED RELATIONSHIPS AND ACTIVITIES

On a scale of 1 to 10 with 10 being the most you could experience...
how much joy/pleasure do you gain from each of the following?



10

Need more pleasure out of it?



STEP THREE

TAP INTO SUBCULTURE



YOUNG PEOPLE ARE TRYING A DIFFERENT TYPE OF BRAIN EXERCISE

Have you tried/used any of the following in pursuit of a healthier lifestyle?

1 IN 4

1 in 3 Gen Z

Psychedelics (e.g. Mushrooms, LSD)

“ ”

Like the endless mycelial networks that thread through our planet's ecosystems, magic mushrooms are now thoroughly entangled in 21st century culture.

Everything You Need to Know About Magic Mushrooms
VICE, April 2023

ANCIENT METHODS OF HEALING ARE STILL USEFUL WELLNESS TOOLS

1 IN 3

Say Spiritual self-care is
one of the most helpful
forms of self-care

1 IN 4

Have tried Eastern
medicine/wellness
practices in pursuit of a
healthier lifestyle

“ ”

“I’ve found getting regular
acupuncture all over my
body has helped decrease
the way I hold tension, my
muscle recovery after
working out is quicker and
easier, and I find myself less
anxious”

Thinking About Getting
Acupuncture? Here’s How It Works
Refinery29, February 2023

TODAY'S WELLNESS LANDSCAPE IS FULL OF TRACKERS AND HACKERS

A significant portion of young people are experimenting with some form of biohacking.

64%

+6 pts Millennials

Use health apps or technology to monitor/support areas of their health and wellness

38%

Have tried a form of biohacking* in pursuit of a healthier lifestyle

*Intermittent fasting, Cryotherapy, Red light therapy, IVs, "Biohacking" (in general)

SOURCE: VICE Media Group, Health & Wellness Survey, 2023, Global

Aspects of life most often tracked by apps:

#1

Steps (36%)

#2

Exercise (34%)

#3

Sleep (24%)

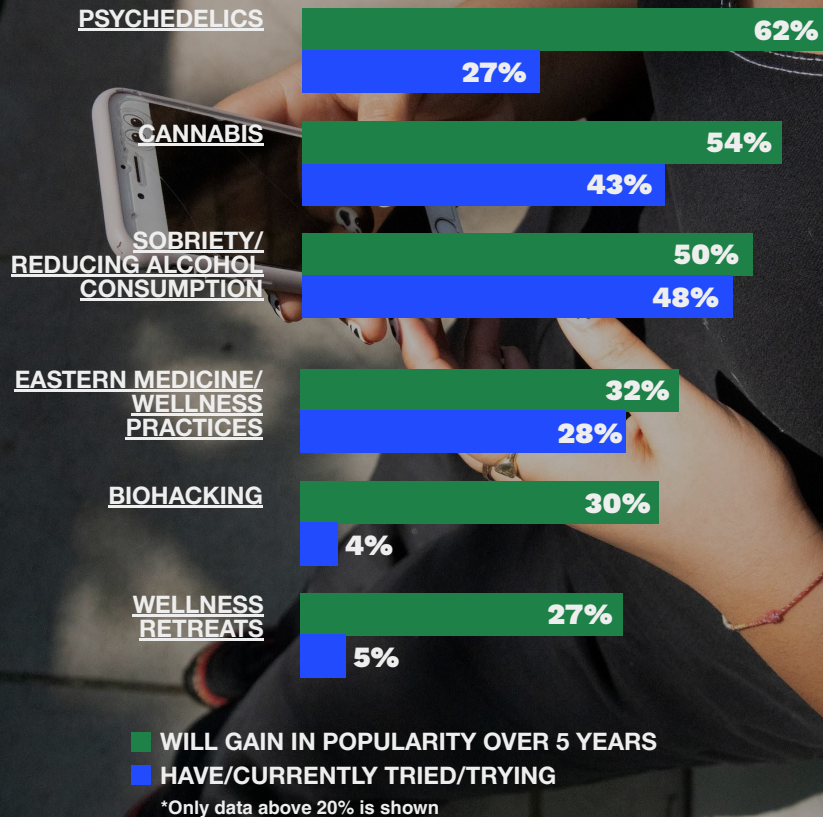
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THE NEXT FIVE YEARS WILL SEE NEW AVENUES TO ADDRESS HEALTH, AND HEALTH SUBCULTURES BECOME MAINSTREAM

Q: Have you tried/used any of the following in pursuit of a healthier lifestyle? vs: Which do you believe will gain popularity over the next 5 years?

SOURCE: VICE Media Group, Health & Wellness Survey, 2023, Global



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**A WORLD OF HEALTH
AND WELLNESS
FOCUSED ON
COMMUNITY CAN
HELP BUILD A
STRONGER FUTURE.**

HOW BRANDS CAN HELP:

BUILD SPACE FOR (HEALTH) CONNECTIONS

Through thoughtful health and wellness content, brands can work to create the foundations of capable and inspired audiences/communities who will feel empowered to make healthcare decisions.

CHAMPION BOOTS ON THE GROUND

Spotlight organizations who are actively working to provide equitable healthcare solutions, especially in underserved communities. Give a voice to those who make healthcare accessible, and in turn, make your audience healthier.

TAKE PRODUCTIVITY OUT OF SELF-CARE

Instead of self-care as some sort of box to check each day, allow audiences and customers the time to feel themselves, through products and experiences designed to maximize pleasure.

SPEAK TO THE EXPLORERS

From psychedelics to biohacking, our audience is already exploring the next frontiers of wellness. Meet consumers where they are by proving you're on top of what's to come.



A close-up, slightly blurred photograph of a person's face as they look at a tablet. The person's nose and part of their cheek are in the foreground, while the tablet screen shows a close-up of their own face. The background is dark and out of focus.

THANK YOU



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