Connecting with Health-conscious Consumers Online

Consumers are actively researching across screens. Be there during the moments that matter.

- Weight loss consumers spend 27 hours/week on the internet.
- They buy health, diet or fitness products throughout the year, especially in the summer.
- Many are focused on fitness. Target messages accordingly to reach a wider audience.
- 23% of dieters say gym memberships are most effective.
- 11% want an affordable solution.
- 58% said cost prevented them from completing a weight loss program.

Marketers need to help consumers manage the many weight loss options out there. Three key findings from our recent study with The Modellers suggest how.

- Cost is a barrier. Offer less expensive or “try-before-you-buy” digital options.
- 11% want an affordable solution.
- 58% said cost prevented them from completing a weight loss program.