

Gen Zers want more tools to manage their health and wellness

Article



The trend: Gen Zers recognize how important it is to [maintain ideal health and wellness](#), but they don't feel equipped with the tools and knowledge to achieve it, according to a recently published [Collage Group](#) survey of 4,713 US consumers that was shared with EMARKETER.

The topline data: Just 58% of Gen Zers express confidence in managing their health wellness now and in the future. That's lower than all other generations.

Gen Zers also report the lowest levels of satisfaction with various aspects of their health, including:

- Emotional wellness (44% satisfied)
- Mental health (46%)
- Social wellness (49%)
- 51% of Gen Zers say they're satisfied with their physical health, second lowest to only Gen Xers (48%).

Driving the trend: Gen Zers want to take charge of their health and are more focused on improving their emotional/mental wellness than other generations. Yet Gen Z still struggles to achieve ideal health and wellness.

Three reasons why Gen Z feels unequipped to effectively manage their health and well-being:

1. They feel like they don't have resources at their disposal.

- "Not having enough money" (38%) is the biggest factor preventing Gen Z from being fully healthy, while cost is the top reason for not keeping up with routine medical screenings.
- Gen Z is also twice as likely as the average generation to admit not knowing how to stay healthy.

2. They don't think healthcare providers are attentive enough.

- 46% of [global Gen Zers](#) in a recent Burson survey say they find it challenging to get enough time and attention from medical professionals.
- Around one-quarter in this survey feel that their doctors aren't always clearly communicating or actively listening.
- This could be another factor explaining why Gen Z is much less likely than older generations (28% vs. 45% on average) to self-report going to the doctor regularly, per Collage Group.

3. They are overreliant on non-credible sources of health information, like social media.

- Only 35% of Gen Zers say they learn about health products and topics (e.g., vitamins, exercise routines, preventive care) from their doctor, the lowest among all generations.

- Gen Zers are more likely to turn to alternative sources for this information, including family/friends (51%), social media (49%), and online searches (39%).

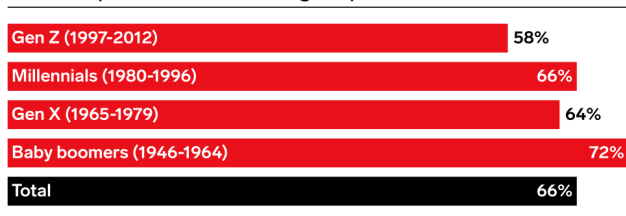
The final word: We don't think these new survey results contradict previous study findings revealing that Gen Z wants to invest in their [health/wellness](#) and [longevity](#).

The data does show marketers, providers, and insurers where Gen Z is falling short in achieving their best health, and where they should arm this generation with the necessary support.

- For example, since Gen Z frequently turns to social media for health advice, marketers should meet them there with trusted resources and information while partnering with credible influencers.
- 52% of Gen Zers (tops among all generations) say they're open to getting phone or email alert reminders to schedule doctor's appointments, exercise, and engage in other healthy activities.
- And 45% would use health/fitness platforms (e.g., Peloton, Apple Fitness) if their health plan offered free subscriptions.

US Consumers Who Feel Confident in Managing Their Own Health and Wellness, by Generation, Nov 2024

% of respondents in each group



Note: respondents agreed or strongly agreed with the statement "I feel confident in managing my own health and wellness"
Source: Collage Group, "Pulse Check on Health & Wellness: How to Solve for Generational Health Concerns," Jan 16, 2025

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