



WIN

Worldwide
Independent Network
Of Market Research

Health

WWS 2022



Health self-perception

% within total population

OVERALL HEALTH PERCEPTION

Very healthy

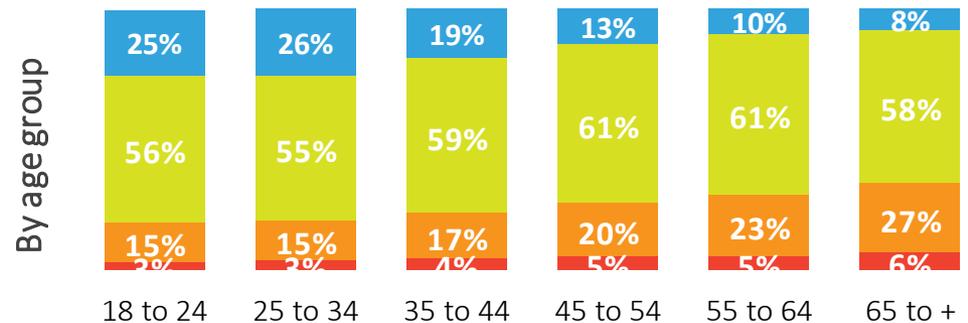
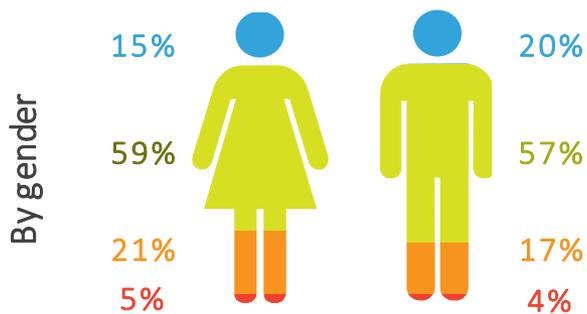
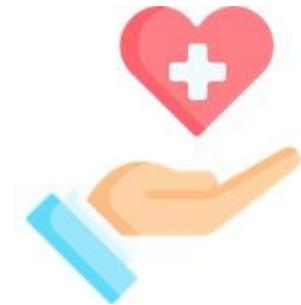
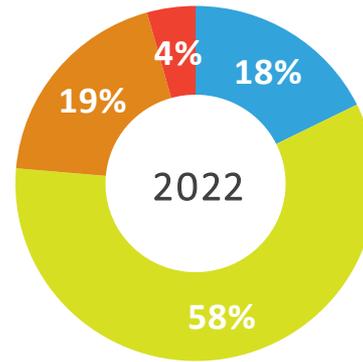
Healthy

Somewhat unhealthy

Unhealthy

Global Average

2018	2019	2020	2021	2022	Variation
16%	19%	20%	18%	18%	0
60%	58%	59%	59%	58%	-1
19%	19%	17%	18%	19%	+1
4%	4%	3%	4%	4%	0



Source: WIN 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

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

Health self-perception

% within total population

OVERALL HEALTH PERCEPTION

Very healthy

Healthy

Somewhat unhealthy

Unhealthy



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



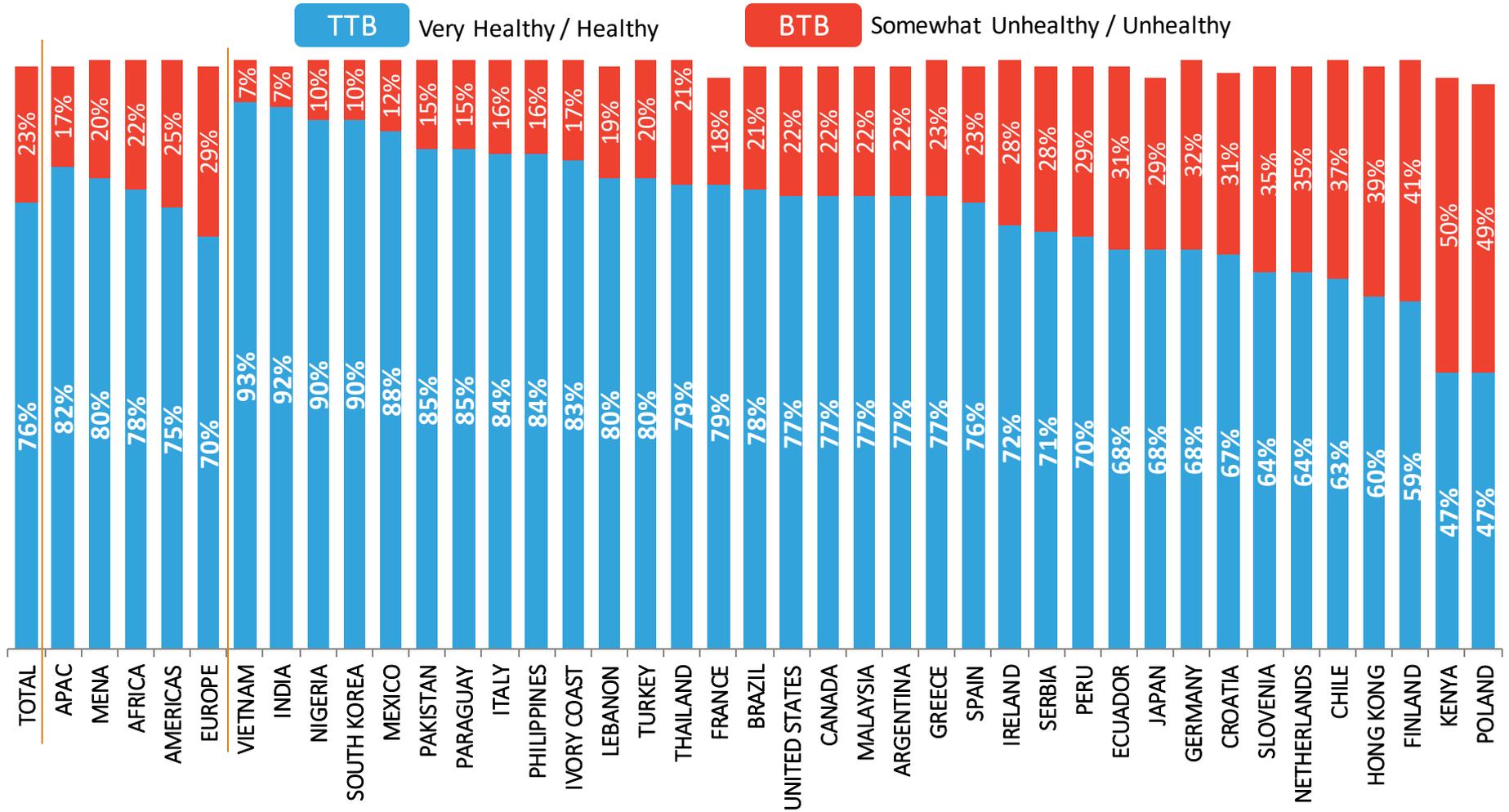
Source: WIN 2022. Base: 28201 cases. The percentages of Dk / Nr have not been plotted.

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

Health self-perception

% within total population

OVERALL HEALTH PERCEPTION



Source: WIN 2022. Base: 28201 cases. The percentages of Dk / Nr have not been plotted.

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

Health self-perception

% within total population

	TTB 2020	TTB 2021	TTB 2022
GLOBAL AVERAGE	79%	77%	76%
VN - Vietnam	89%	93%	93% =
IN - India	86%	89%	92% ↑
NG - Nigeria	90%	92%	90% ↓
KR - South Korea	90%	89%	90% ↑
MX - Mexico	88%	87%	88% ↑
PK - Pakistan	91%	91%	85% ↓
PY - Paraguay	90%	84%	85% ↑
IT - Italy	88%	83%	84% ↑
PH - Philippines	86%	89%	84% ↓
CI - Ivory Coast	No data	No data	83%
LB - Lebanon	88%	80%	80% =
TR - Turkey	No data	76%	80% ↑
TH - Thailand	No data	89%	79% ↓
FR - France	90%	81%	79% ↓
BR - Brazil	76%	76%	78% ↑
US - United States	75%	75%	77% ↑
CA - Canada	78%	78%	77% ↓
MY - Malaysia	86%	88%	77% ↓

	TTB 2020	TTB 2021	TTB 2022
AR - Argentina	83%	80%	77% ↓
GR - Greece	No data	84%	77% ↓
ES - Spain	77%	75%	76% ↑
IE - Ireland	74%	73%	72% ↓
RS - Serbia	77%	76%	71% ↓
PE - Peru	67%	72%	70% ↓
EC - Ecuador	73%	72%	68% ↓
JP - Japan	73%	70%	68% ↓
DE - Germany	74%	71%	68% ↓
HR - Croatia	74%	68%	67% ↓
SI - Slovenia	74%	77%	64% ↓
NL - Netherlands	No data	No data	64%
CL - Chile	60%	57%	63% ↑
HK - Hong Kong	66%	60%	60% =
FI - Finland	65%	62%	59% ↓
KE - Kenya	No data	89%	47% ↓
PL - Poland	75%	55%	47% ↓

Source: WIN 2022. Base: 28201 cases. The percentages of Dk / Nr have not been plotted.

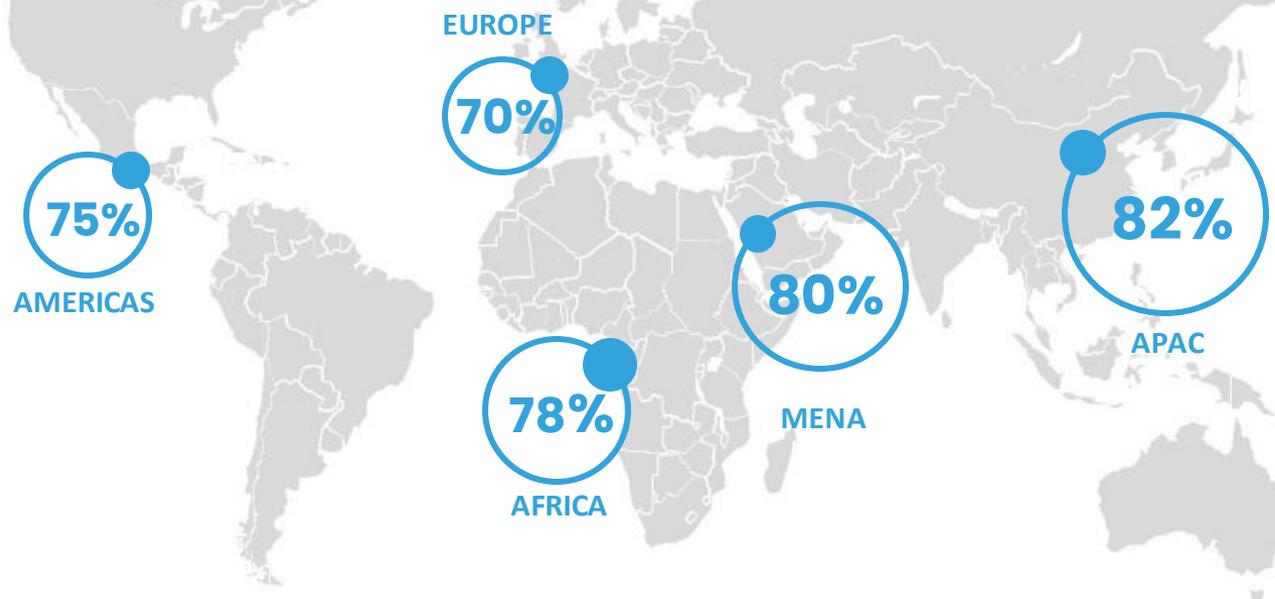
Q1. How do you consider your overall health in general?

Health self-perception

% within total population

TTB Very Healthy / Healthy

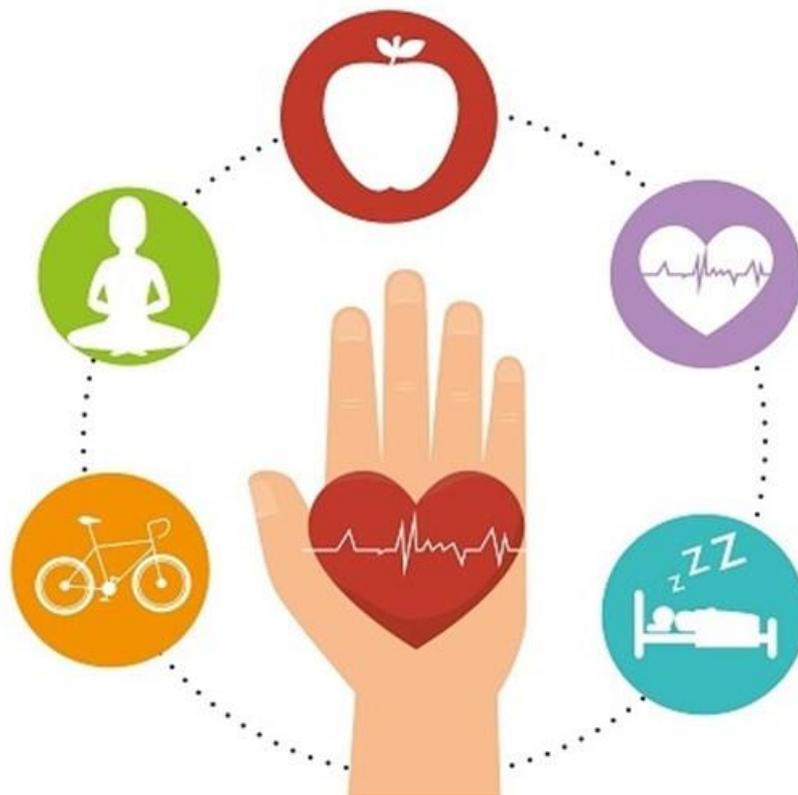
TOP 3 - 2022			2021			2020			BOTTOM 3 - 2022			2021			2020		
1	Vietnam	93%	Vietnam	93%	Indonesia	92%	33	Poland	59%	Hong Kong	60%	Hong Kong	66%				
2	India	92%	Nigeria	92%	Pakistan	91%	34	Kenya	47%	Chile	57%	Finland	65%				
3	Nigeria	90%	Pakistan	91%	S. Korea	90%	35	Finland	47%	Poland	55%	Chile	60%				



Source: WIN 2022. Base: 28201 cases. The percentages of Dk / Nr have not been plotted.

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

OWN OVERALL HEALTH RATING



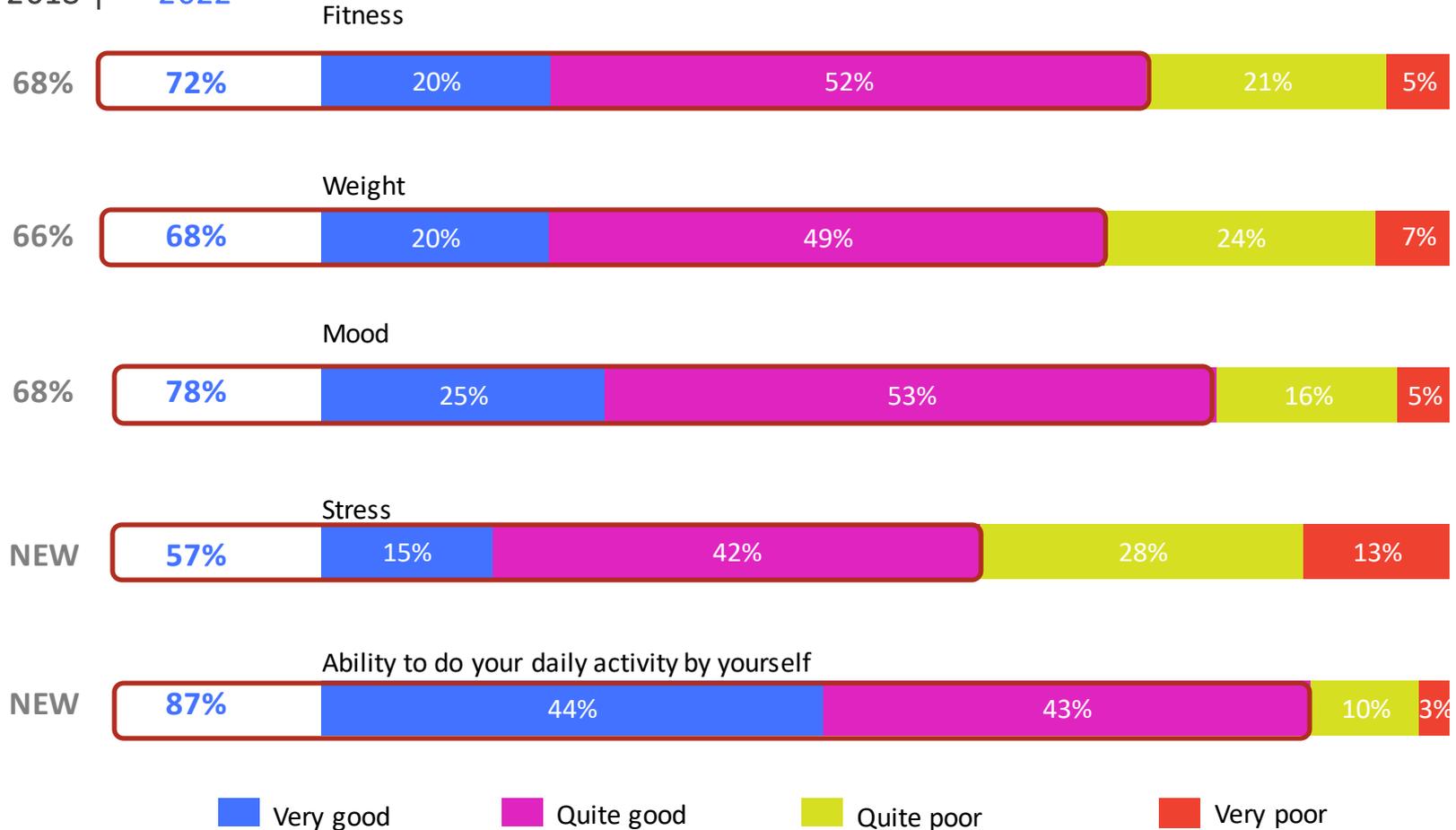
Summary of Overall health rating – Very good/quite good/quiet poor/very poor

% within total population

TTB

2018 | 2022

HOW WOULD YOU RATE EACH OF THE FOLLOWING ASPECTS,
WHEN THINKING OF YOUR OVERALL HEALTH...?



Source: WIN 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health?

FITNESS



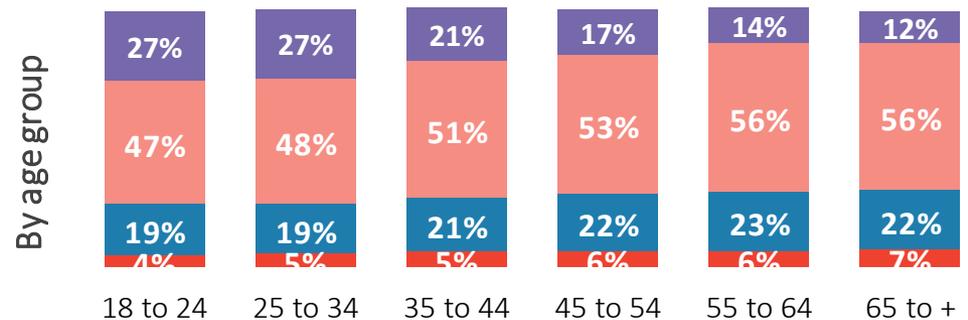
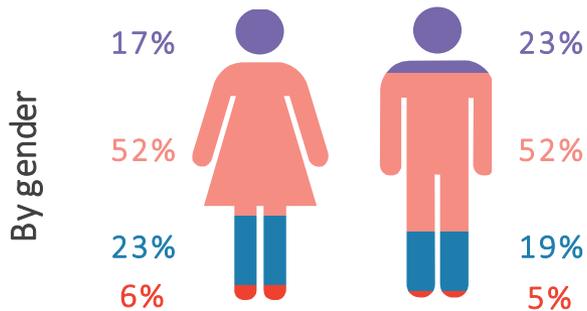
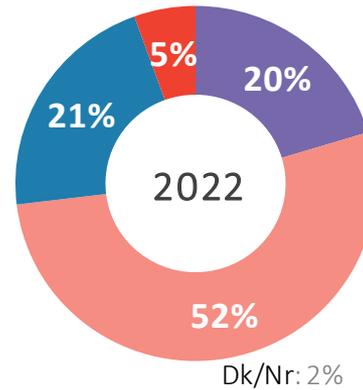
Overall health rating - Fitness

% within total population



Global Average

2018	2022	Variation
15%	20%	+5
53%	52%	-1
24%	21%	-3
6%	5%	-1



Source: WIN 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Fitness

Overall health rating - Fitness

% within total population

Very good

Quite good

Quite poor

Very poor



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



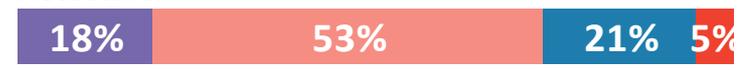
Unemployed



Student



Housewife



Retired/Disabled

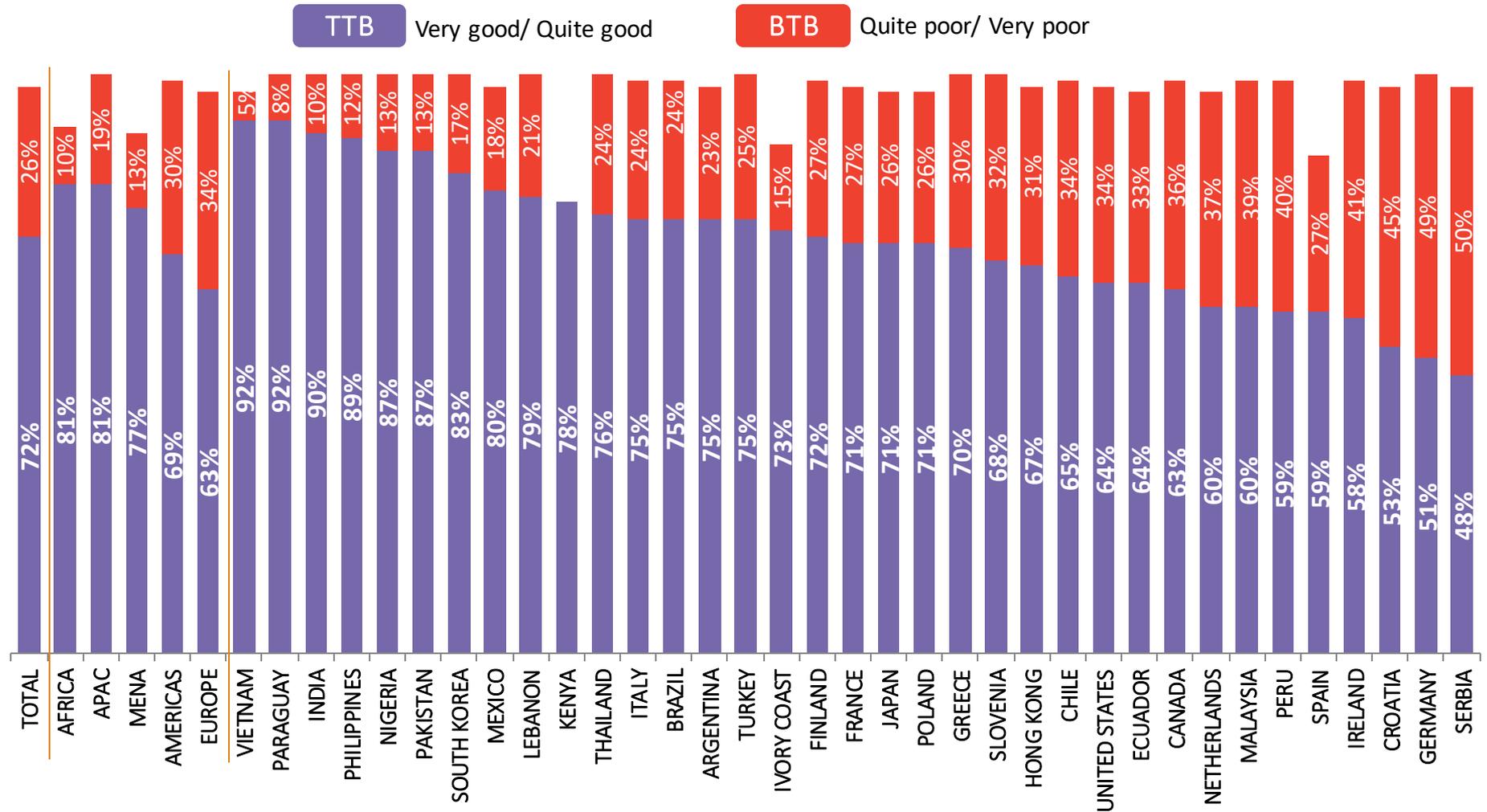


Source: WIN 2022. Base: 28201 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Fitness

Overall health rating - Fitness

% within total population



Source: WIN 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Fitness

Overall health rating - Fitness

% within total population

	TTB 2018	TTB 2022	
GLOBAL AVERAGE	68%	72%	
VN - Vietnam	90%	95%	↑
PY - Paraguay	61%	92%	↑
IN - India	85%	90%	↑
PH - Philippines	90%	89%	↓
NG - Nigeria	No data	87%	
PK - Pakistan	No data	87%	
KR - South Korea	83%	83%	=
MX - Mexico	40%	80%	↑
LB - Lebanon	65%	79%	↑
KE - Kenya	No data	78%	
TH - Thailand	87%	76%	↓
IT - Italy	77%	75%	↓
BR - Brazil	55%	75%	↑
AR - Argentina	79%	75%	↓
TR - Turkey	79%	75%	↓
CI - Ivory Coast	No data	73%	
FI - Finland	71%	72%	↑
FR - France	77%	71%	↓

	TTB 2018	TTB 2022	
JP - Japan	71%	71%	=
PL - Poland	65%	71%	↑
GR - Greece	72%	70%	↑
SI - Slovenia	69%	68%	↓
HK - Hong Kong	63%	67%	↑
CL - Chile	47%	65%	↑
US - United States	61%	64%	↑
EC - Ecuador	No data	64%	
CA - Canada	65%	63%	↓
NL - Netherlands	59%	60%	↑
MY - Malaysia	73%	60%	↓
PE - Peru	65%	59%	↓
ES - Spain	74%	59%	↓
IE - Ireland	55%	58%	↑
HR - Croatia	85%	53%	↓
DE - Germany	51%	51%	=
RS - Serbia	No data	48%	

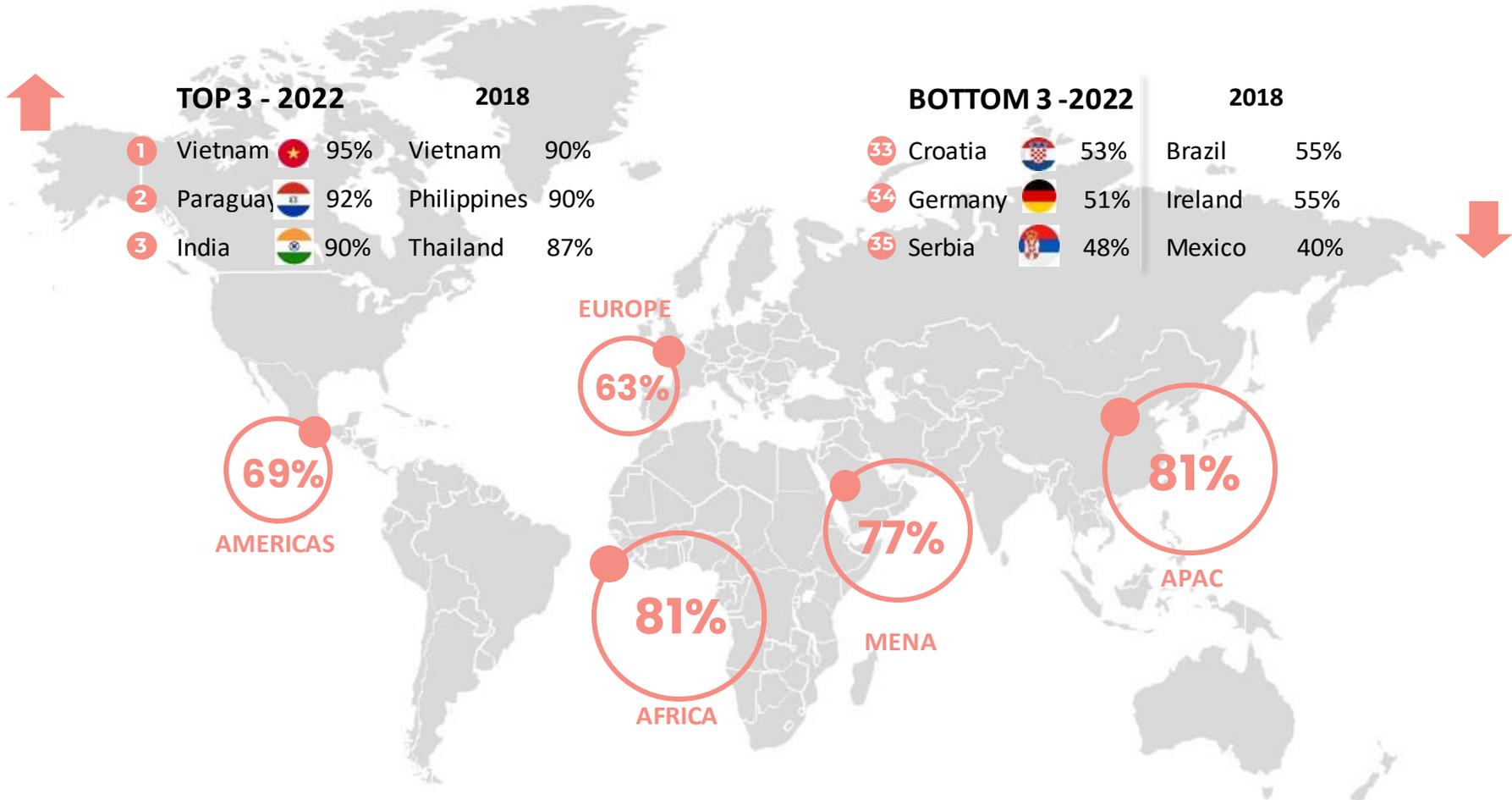
Source: WIN 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Fitness

Overall health rating - Fitness

% within total population

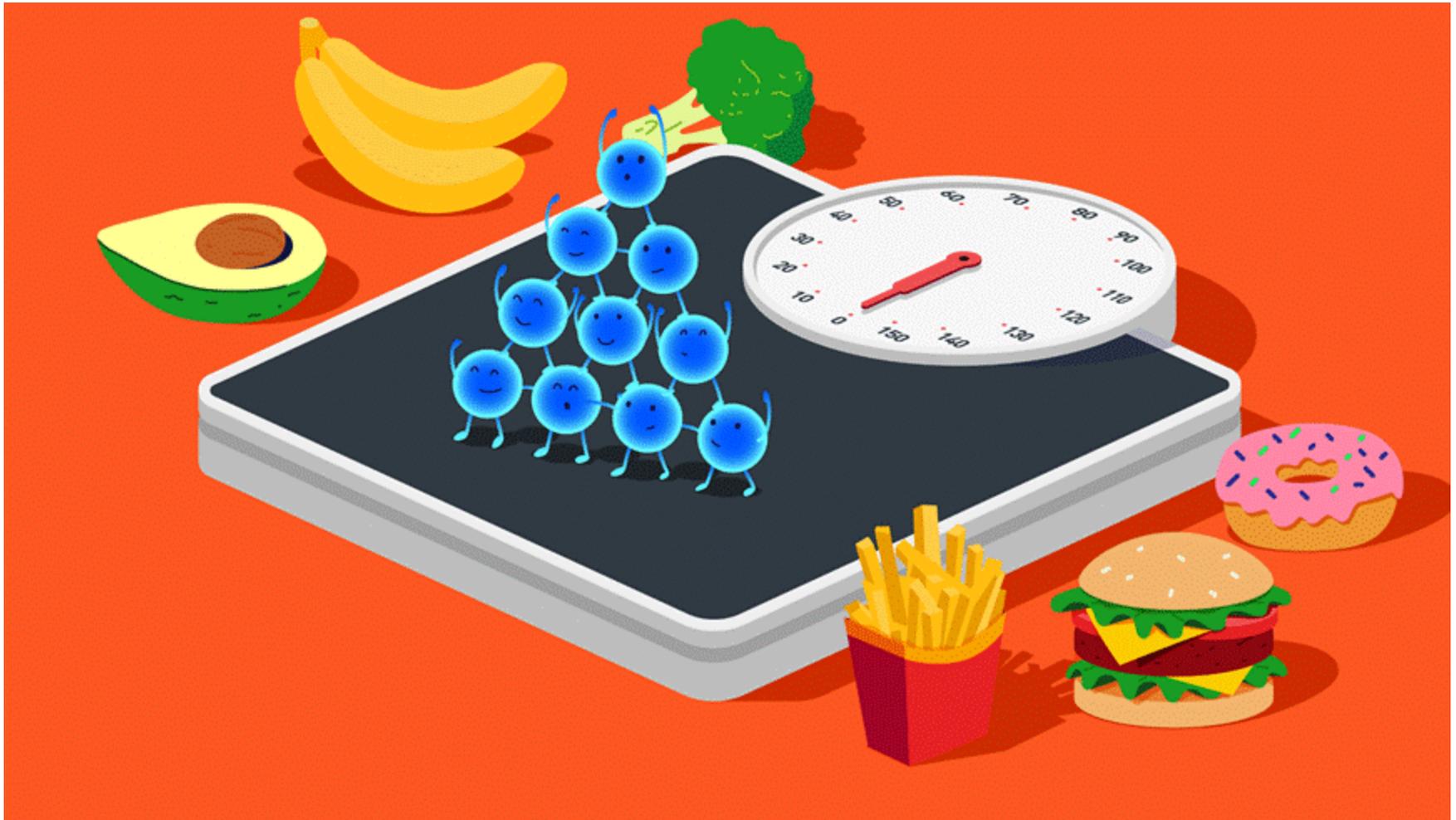
TTB Very good/ Quite good



Source: WIN 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Fitness

WEIGHT



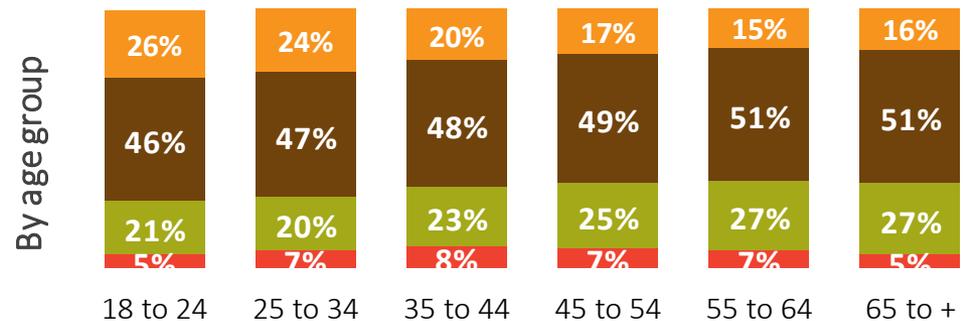
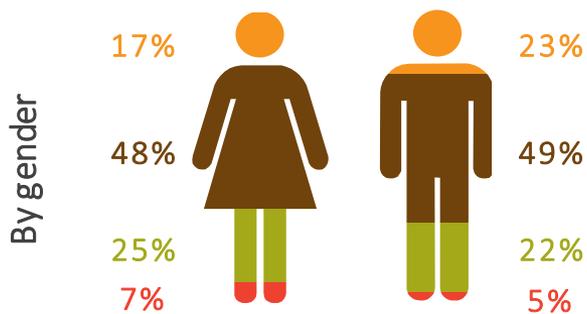
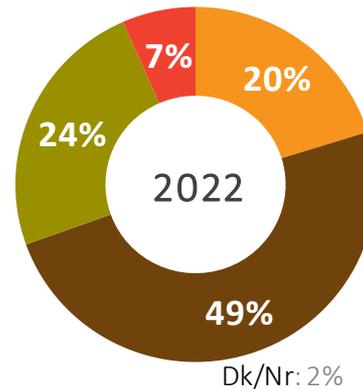
Overall health rating - Weight

% within total population



Global Average

2018	2022	Variation
17%	20%	+3
49%	49%	0
25%	24%	-1
7%	7%	0



Source: WIN 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Weight

Overall health rating - Weigth

% 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 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Weigth

Overall health rating - Weighth

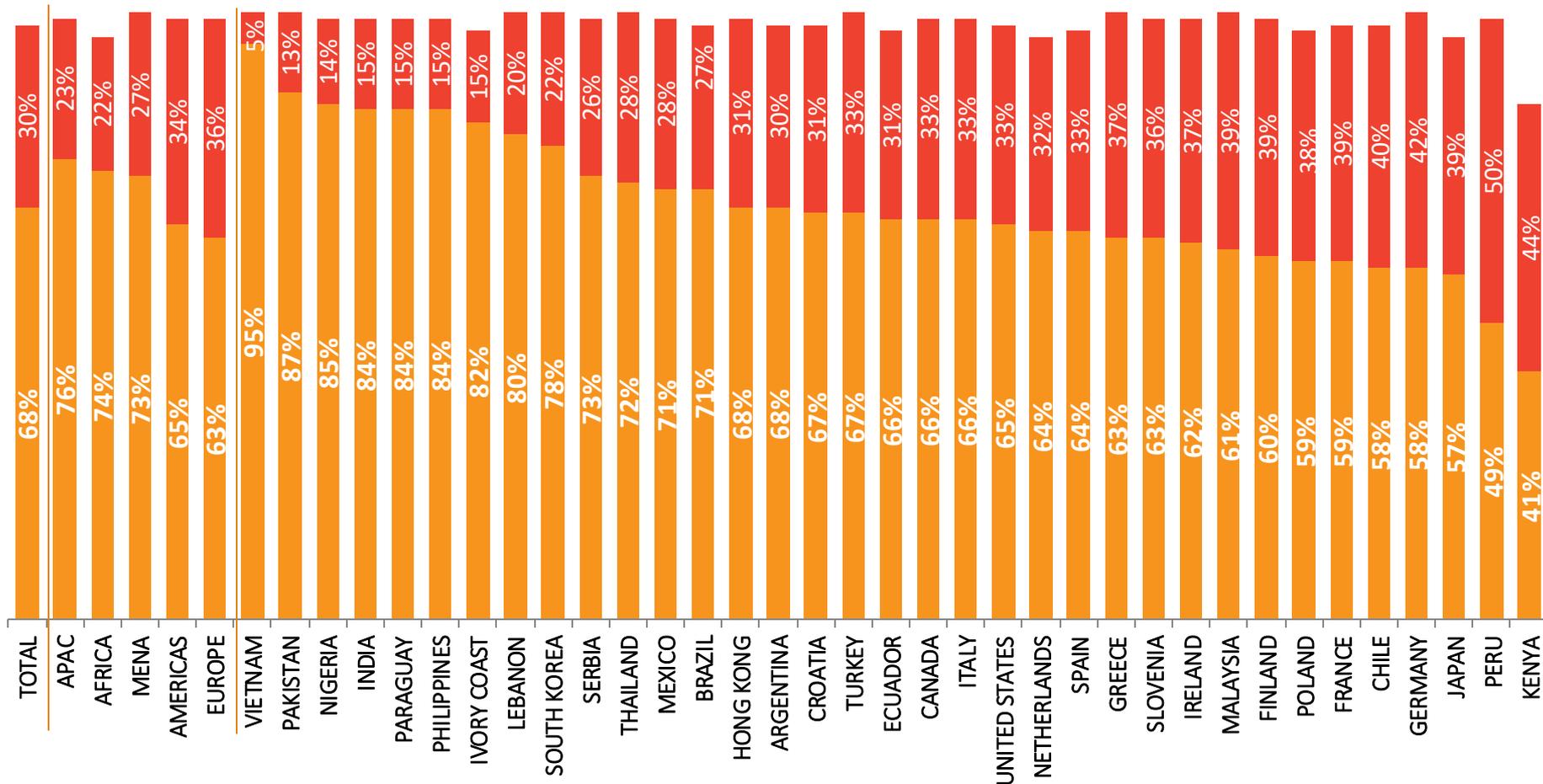
% within total population

TTB

Very good/ Quite good

BTB

Quite poor/ Very poor



Source: WIN 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Weighth

Overall health rating - Weighth

% within total population

	TTB 2018	TTB 2022	
GLOBAL AVERAGE	66%	68%	
VN - Vietnam	89%	95%	↑
PK - Pakistan	No data	87%	
NG - Nigeria	No data	85%	↑
IN - India	84%	84%	▬
PY - Paraguay	52%	84%	↑
PH - Philippines	91%	84%	↓
CI - Ivory Coast	No data	82%	
LB - Lebanon	68%	80%	↑
KR - South Korea	74%	78%	↑
RS - Serbia	No data	73%	
TH - Thailand	74%	72%	↓
BR - Brazil	63%	72%	↑
MX - Mexico	30%	71%	↑
HK - Hong Kong	60%	68%	↑
AR - Argentina	69%	68%	↓
HR - Croatia	67%	67%	▬
TR - Turkey	69%	67%	↓
EC - Ecuador	No data	66%	

	TTB 2018	TTB 2022	
CA - Canada	62%	66%	↑
IT - Italy	74%	66%	↓
US - United States	69%	65%	↓
NL - Netherlands	63%	64%	↑
ES - Spain	70%	64%	↓
GR - Greece	70%	63%	↓
SI - Slovenia	68%	63%	↓
IE - Ireland	62%	62%	▬
MY - Malaysia	64%	61%	↓
FI - Finland	64%	60%	↓
PL - Poland	57%	59%	↑
FR - France	64%	59%	↑
CL - Chile	35%	58%	↓
DE - Germany	58%	58%	▬
JP - Japan	57%	57%	▬
PE - Peru	54%	49%	↓
KE - Kenya	No data	41%	

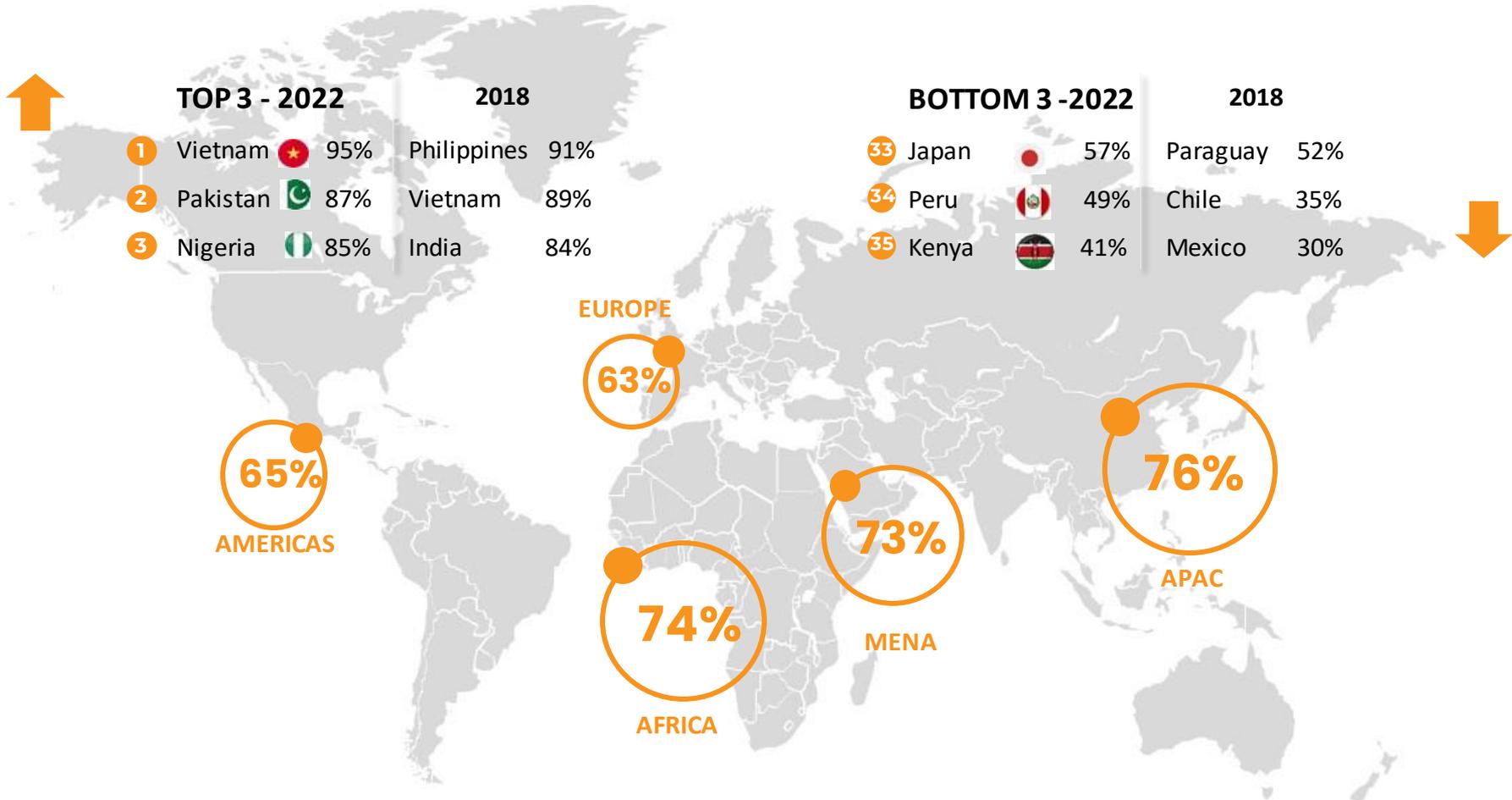
Source: WIN 2022. Base: 28201 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Weighth

Overall health rating - Weighth

% within total population

TTB Very good/ Quite good



Source: WIN 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Weighth

MOOD



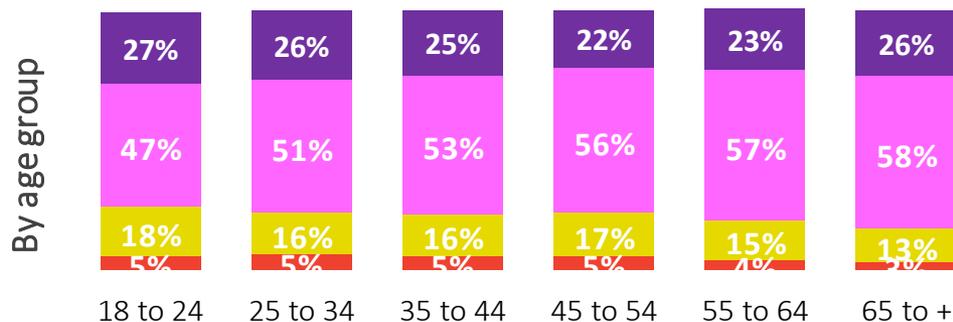
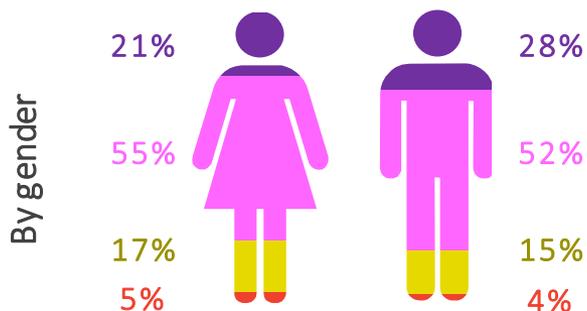
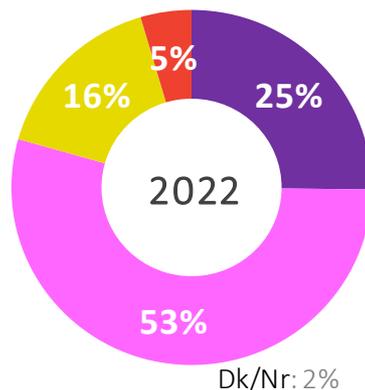
Overall health rating - Mood

% within total population



Global Average

2018	2022	Variation
23%	25%	+2
55%	53%	-2
15%	16%	+1
4%	5%	+1



Source: WIN 2022. Base: 28200 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Mood

Overall health rating - Mood

% 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 2022. Base: 28200 cases. The percentages of Dk / Nr have not been plotted.

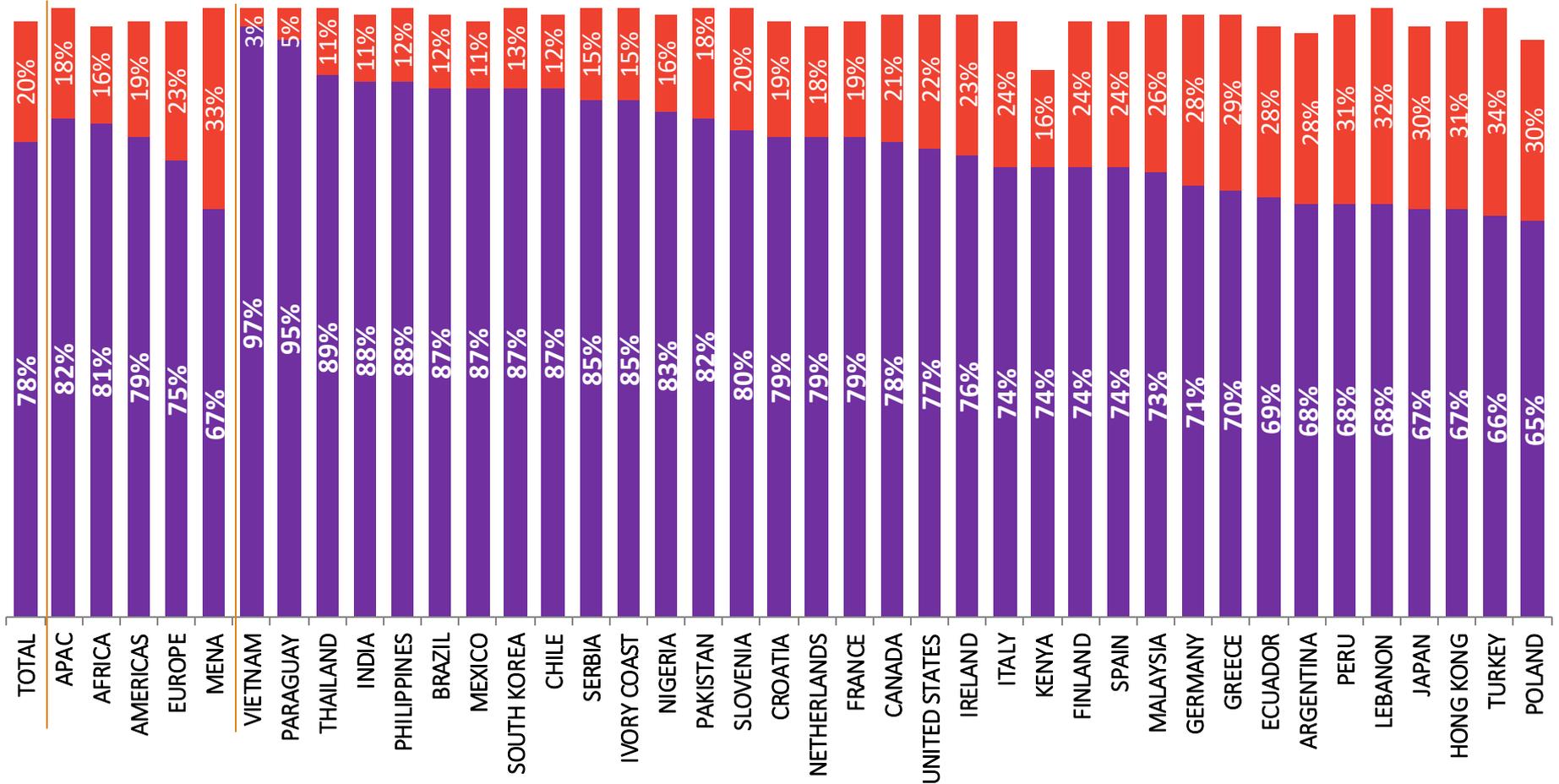
Q2. How would you rate each of the following aspects, when thinking of your overall health? - Mood

Overall health rating - Mood

% within total population

TTB Very good/ Quite good

BTB Quite poor/ Very poor



Source: WIN 2022. Base: 28200 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Mood

Overall health rating - Mood

% within total population

	TTB 2018	TTB 2022	
GLOBAL AVERAGE	78%	78%	
VN - Vietnam	97%	97%	▬
PY - Paraguay	79%	95%	↑
TH - Thailand	90%	89%	↓
IN - India	93%	88%	↓
PH - Philippines	89%	88%	↓
BR - Brazil	84%	87%	↑
MX - Mexico	46%	87%	↑
KR - South Korea	82%	87%	↑
CL - Chile	69%	87%	↑
RS - Serbia	No data	85%	
CI - Ivory Coast	No data	85%	
NG - Nigeria	No data	83%	
PK - Pakistan	No data	82%	
SI - Slovenia	85%	80%	↑
HR - Croatia	89%	79%	↓
NL - Netherlands	80%	79%	↓
FR - France	77%	79%	↑
CA - Canada	84%	78%	↓

	TTB 2018	TTB 2022	
US - United States	84%	77%	↓
IE - Ireland	76%	76%	▬
IT - Italy	80%	74%	↓
KE - Kenya	No data	74%	
FI - Finland	79%	74%	↓
ES - Spain	85%	74%	↓
MY - Malaysia	81%	73%	↓
DE - Germany	76%	71%	↓
GR - Greece	81%	70%	↓
EC - Ecuador	No data	69%	
AR - Argentina	86%	68%	↓
LB - Lebanon	63%	68%	↑
PE - Peru	75%	68%	↓
JP - Japan	67%	67%	▬
HK - Hong Kong	72%	67%	↓
TR - Turkey	73%	66%	↓
PL - Poland	62%	65%	↑

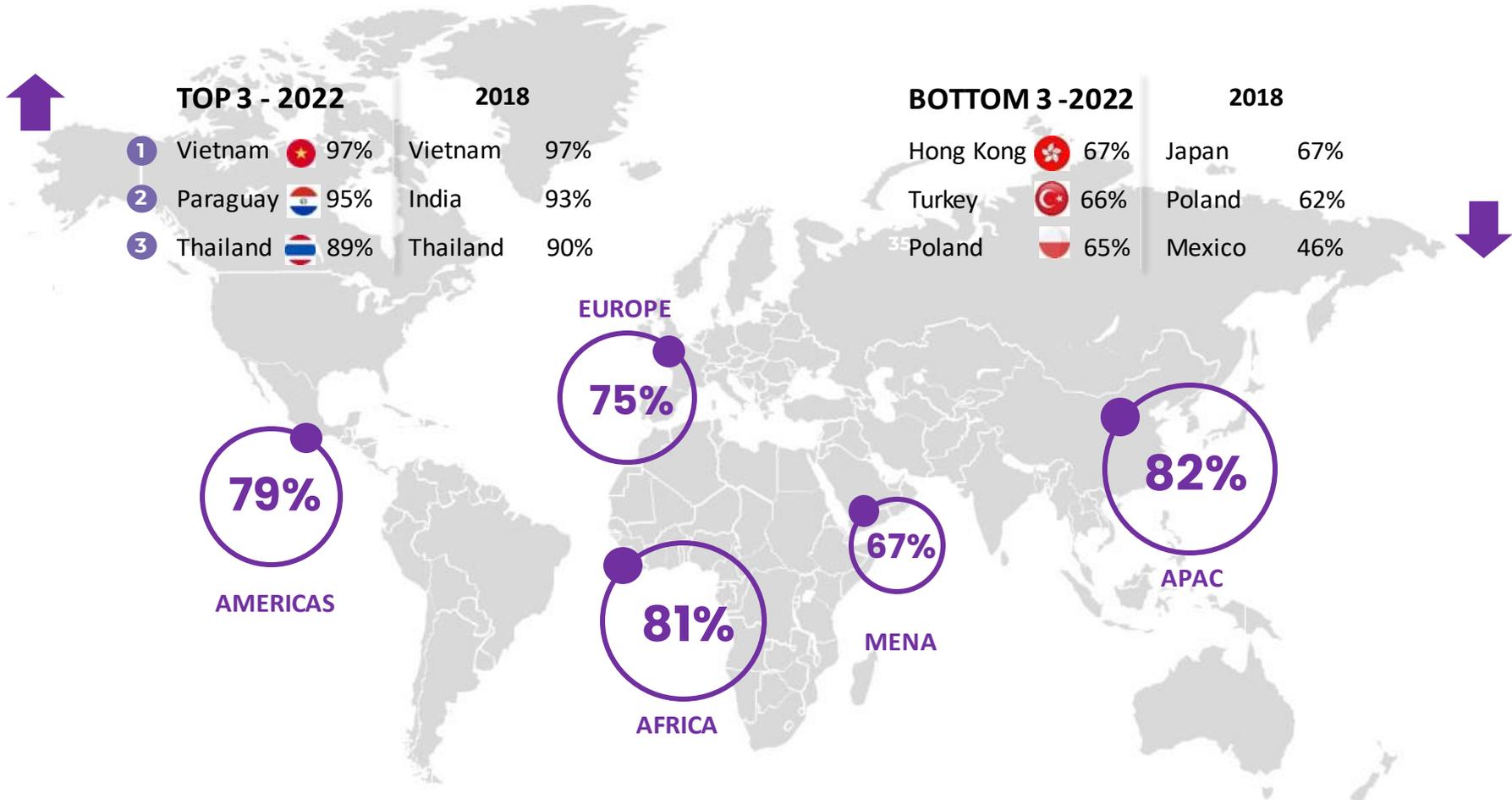
Source: WIN 2022. Base: 28200 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Mood

Overall health rating - Mood

% within total population

TTB Very good/ Quite good



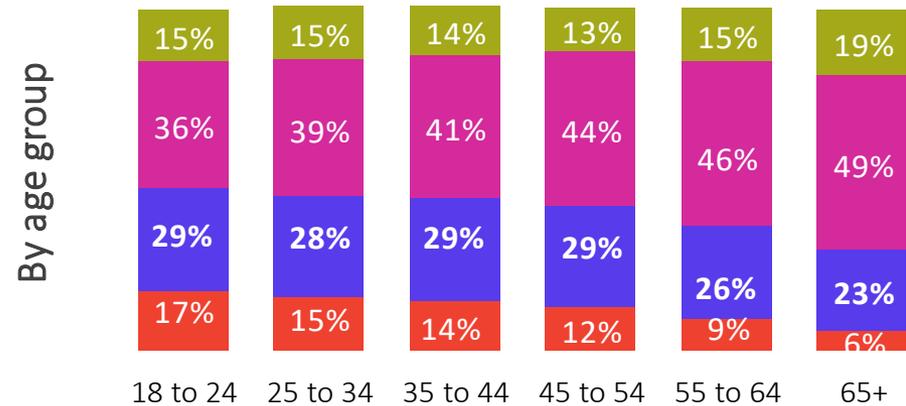
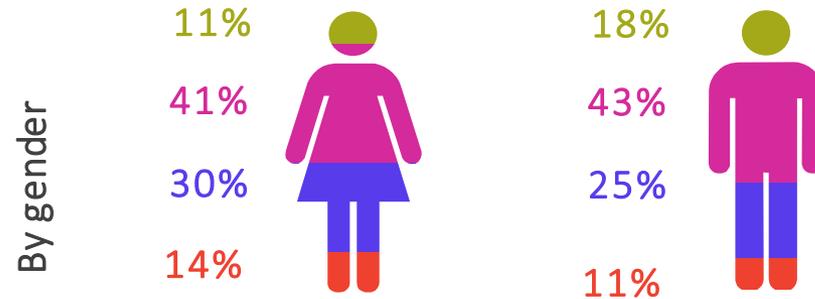
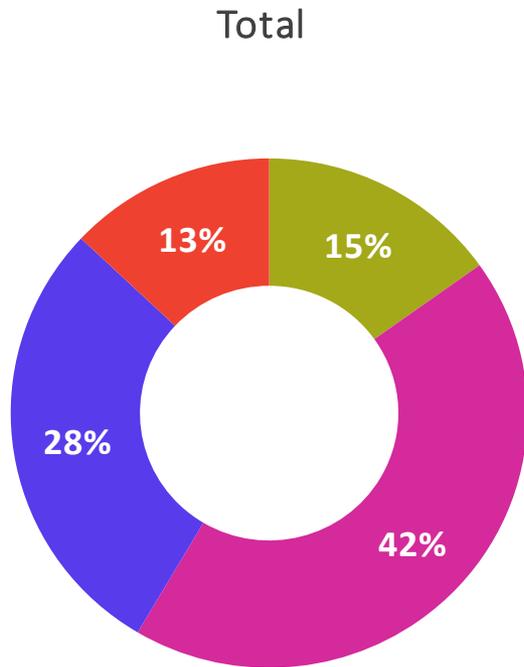
Source: WIN 2022. Base: 28200 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Mood

Overall health rating - Stress

% within total population

■ Very good
 ■ Quite good
 ■ Quite poor
 ■ Very poor



Source: WIN 2022. Base: 28200 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Stress

Overall health rating - Stress

% 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

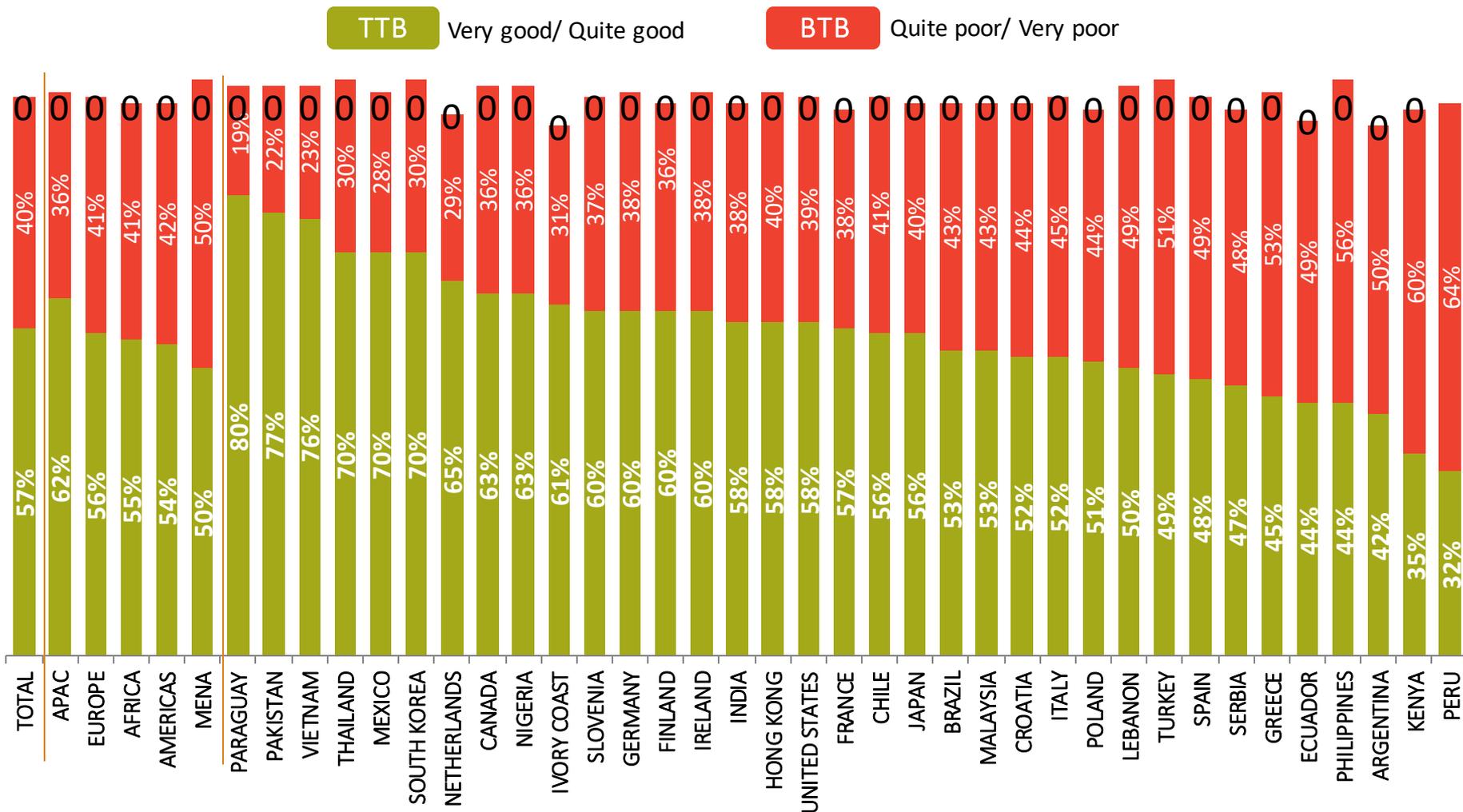


Source: WIN 2022. Base: 28200 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Stress

Overall health rating - Stress

% within total population



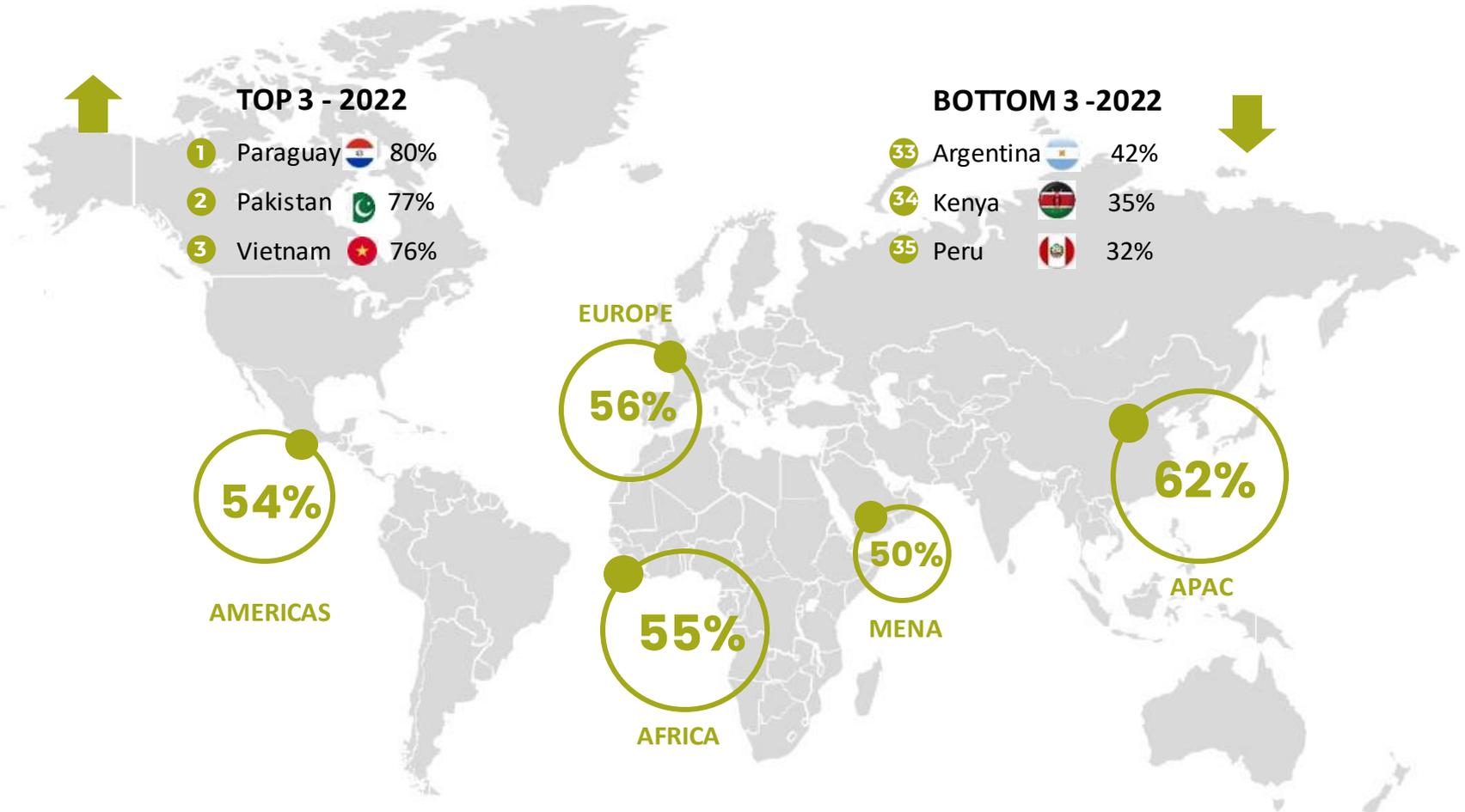
Source: WIN 2022. Base: 28200 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Stress

Overall health rating - Stress

% within total population

TTB Very good/ Quite good



Source: WIN 2022. Base: 28200 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Stress

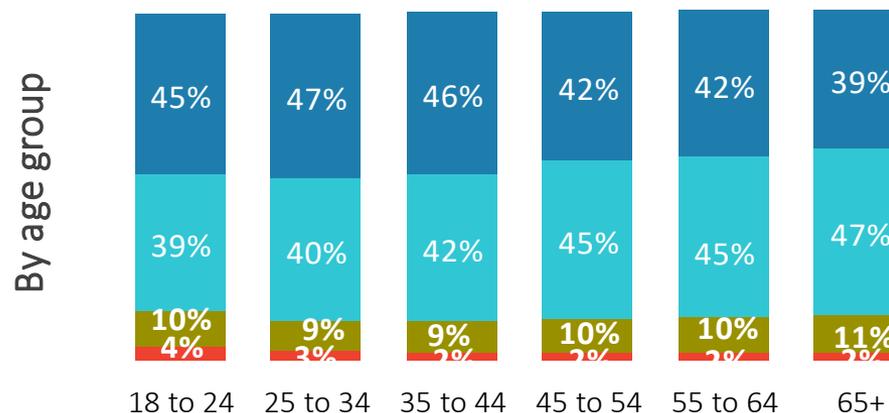
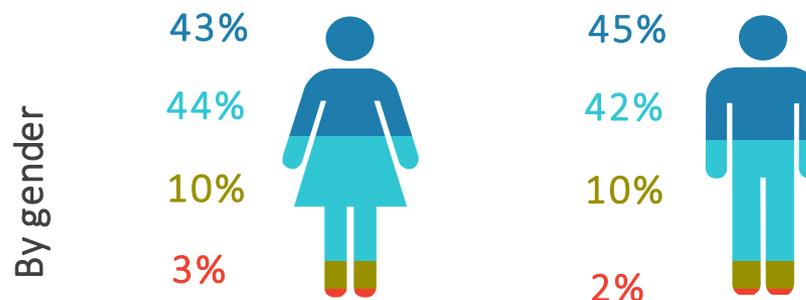
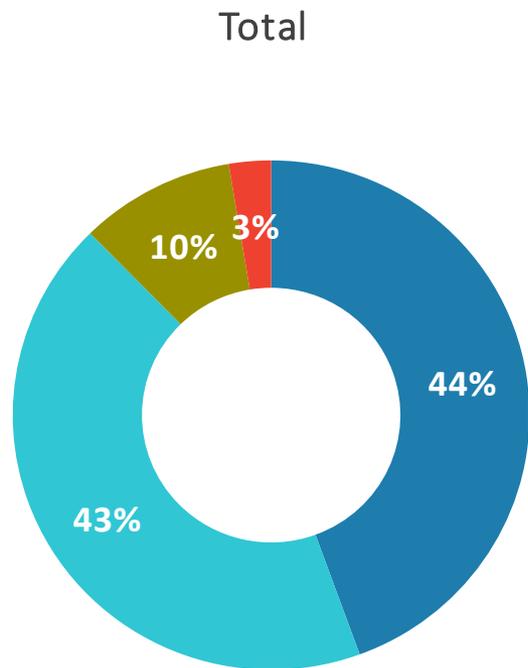
ABILITY TO DO YOUR DAILY ACTIVITY BY YOURSELF



Overall health rating – Ability to do your daily activity by yourself

% within total population

Very good Quite good Quite poor Very poor



Source: WIN 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Ability to do your daily activity by yourself

Overall health rating – Ability to do your daily activity by yourself

% 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

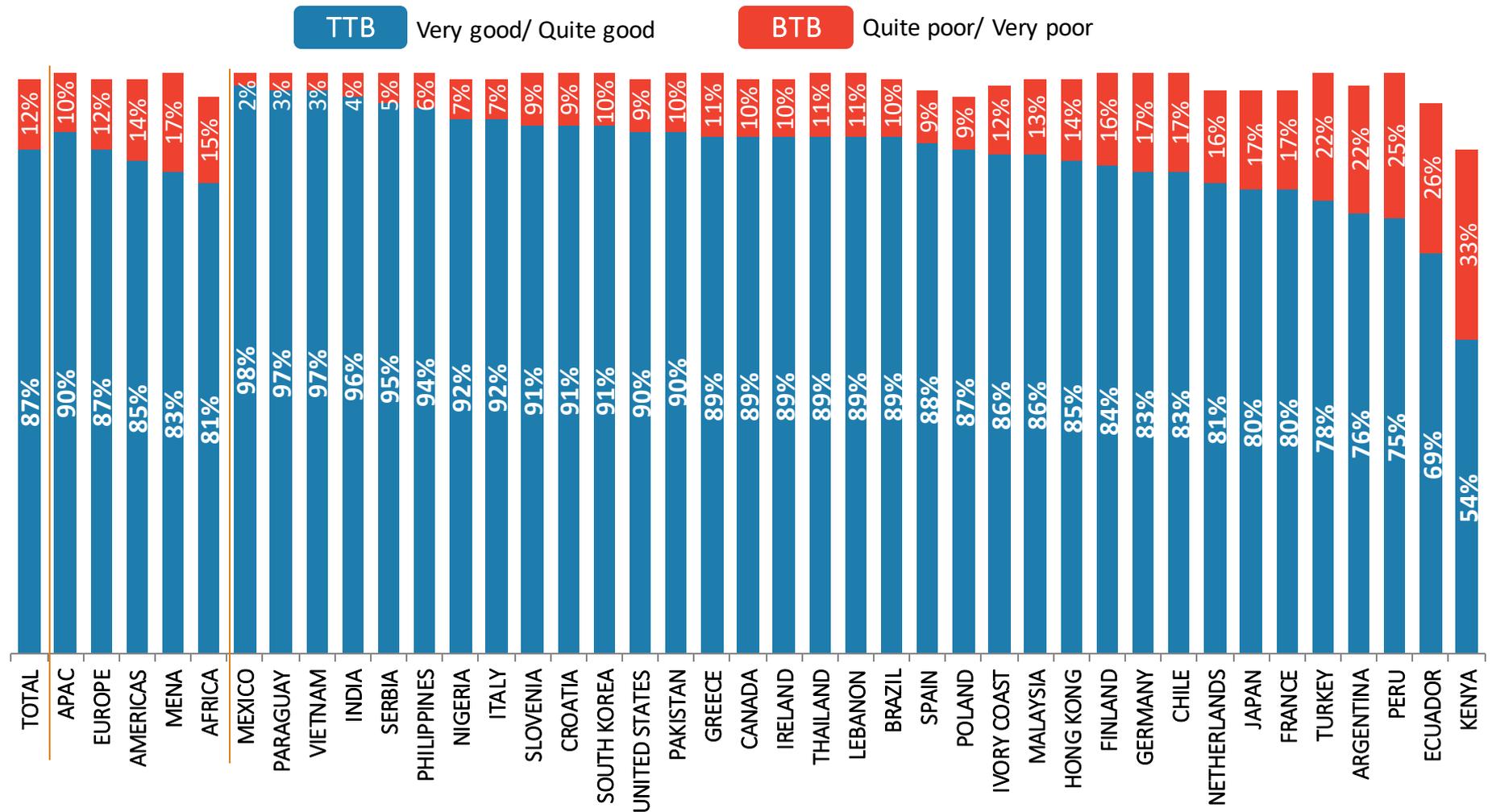


Source: WIN 2022. Base: 28201 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Ability to do your daily activity by yourself

Overall health rating – Ability to do your daily activity by yourself

% within total population



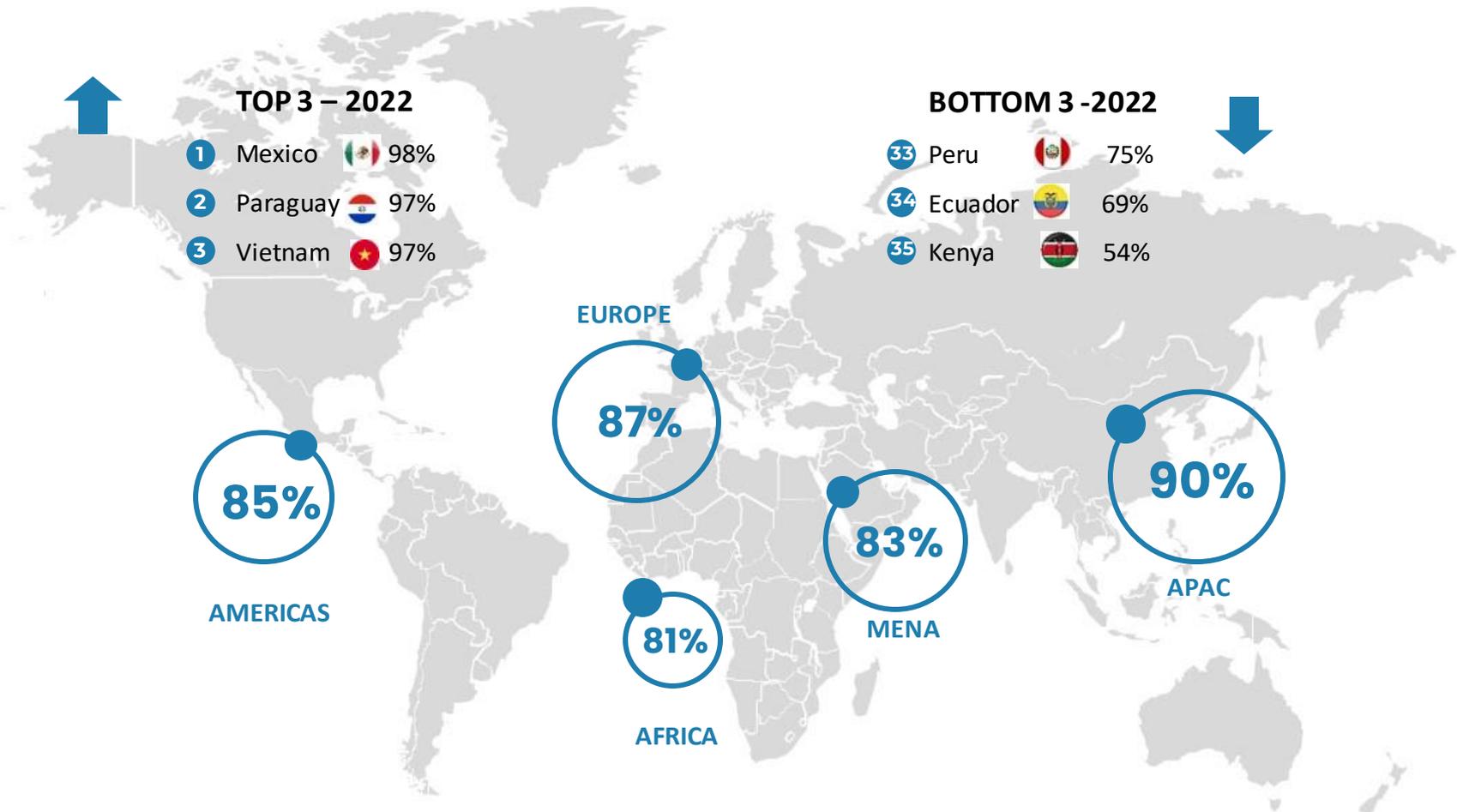
Source: WIN 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Ability to do your daily activity by yourself

Overall health rating – Ability to do your daily activity by yourself

% within total population

TTB Very good/ Quite good



Source: WIN 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Ability to do your daily activity by yourself

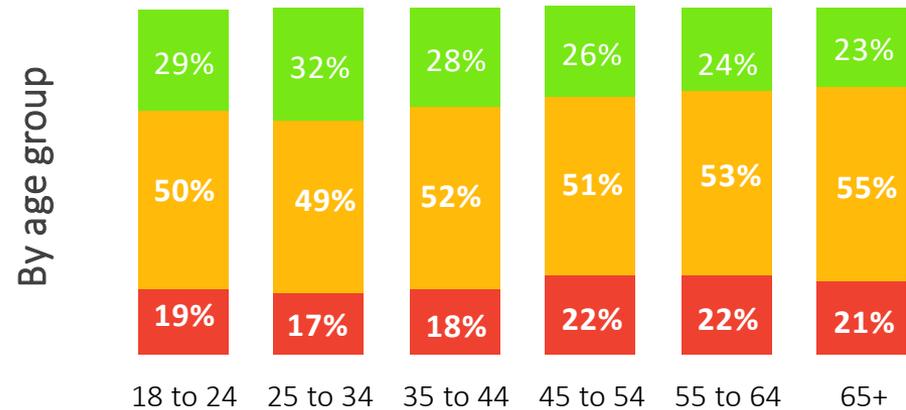
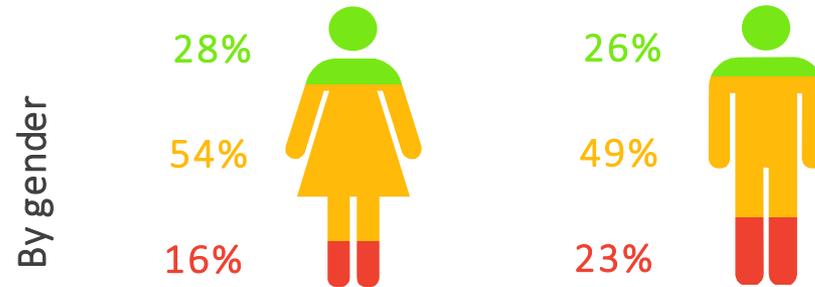
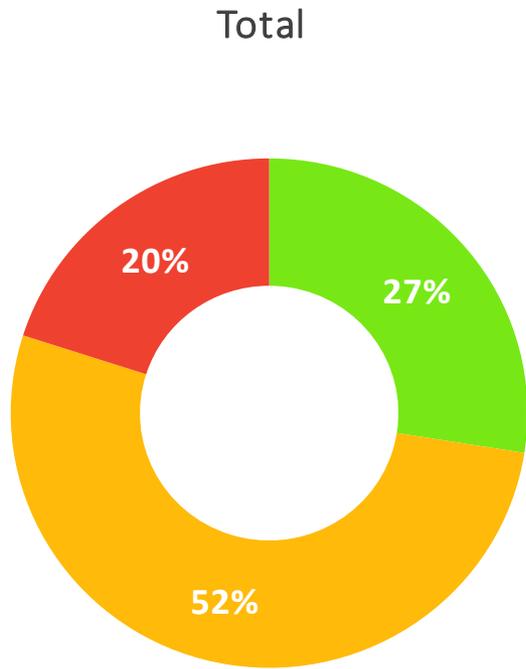
INFORMATION ABOUT NUTRIENTS AND PROPERTIES IN PACKAGES



Information of nutrients and properties in packages

% within total population

■ I always read
 ■ Sometimes I read
 ■ I never read



Source: WIN 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

Q3. Most food packages contain nutritional information about their nutrients and properties of the product. To what extent do you pay attention to this information when buying?

Information of nutrients and properties in packages

% within total population

■ I always read
 ■ Sometimes I read
 ■ I never read



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



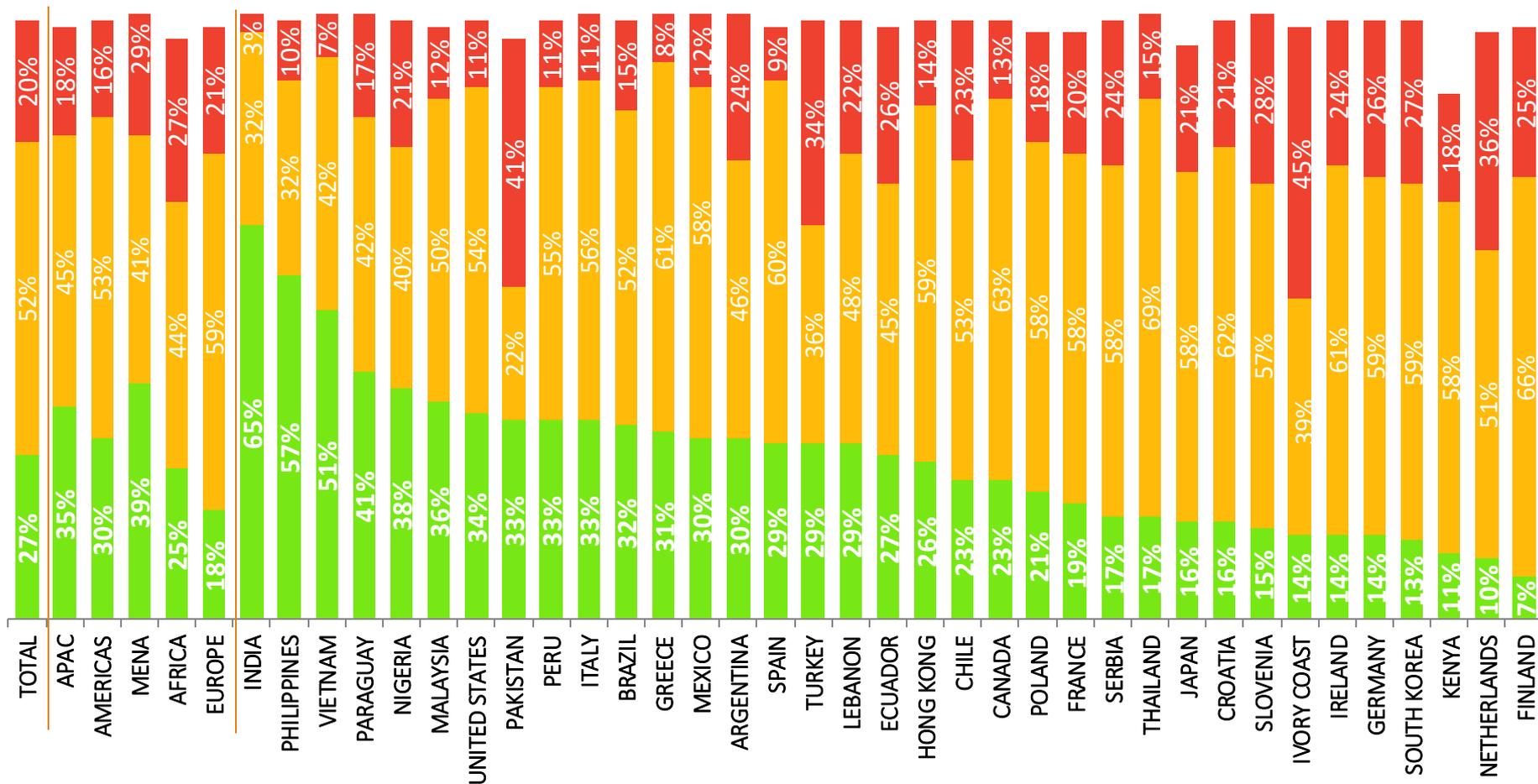
Source: WIN 2022. Base: 28201 cases. The percentages of Dk / Nr have not been plotted.

Q3. Most food packages contain nutritional information about their nutrients and properties of the product. To what extent do you pay attention to this information when buying?

Information of nutrients and properties in packages

% within total population

■ I always read
 ■ Sometimes I read
 ■ I never read

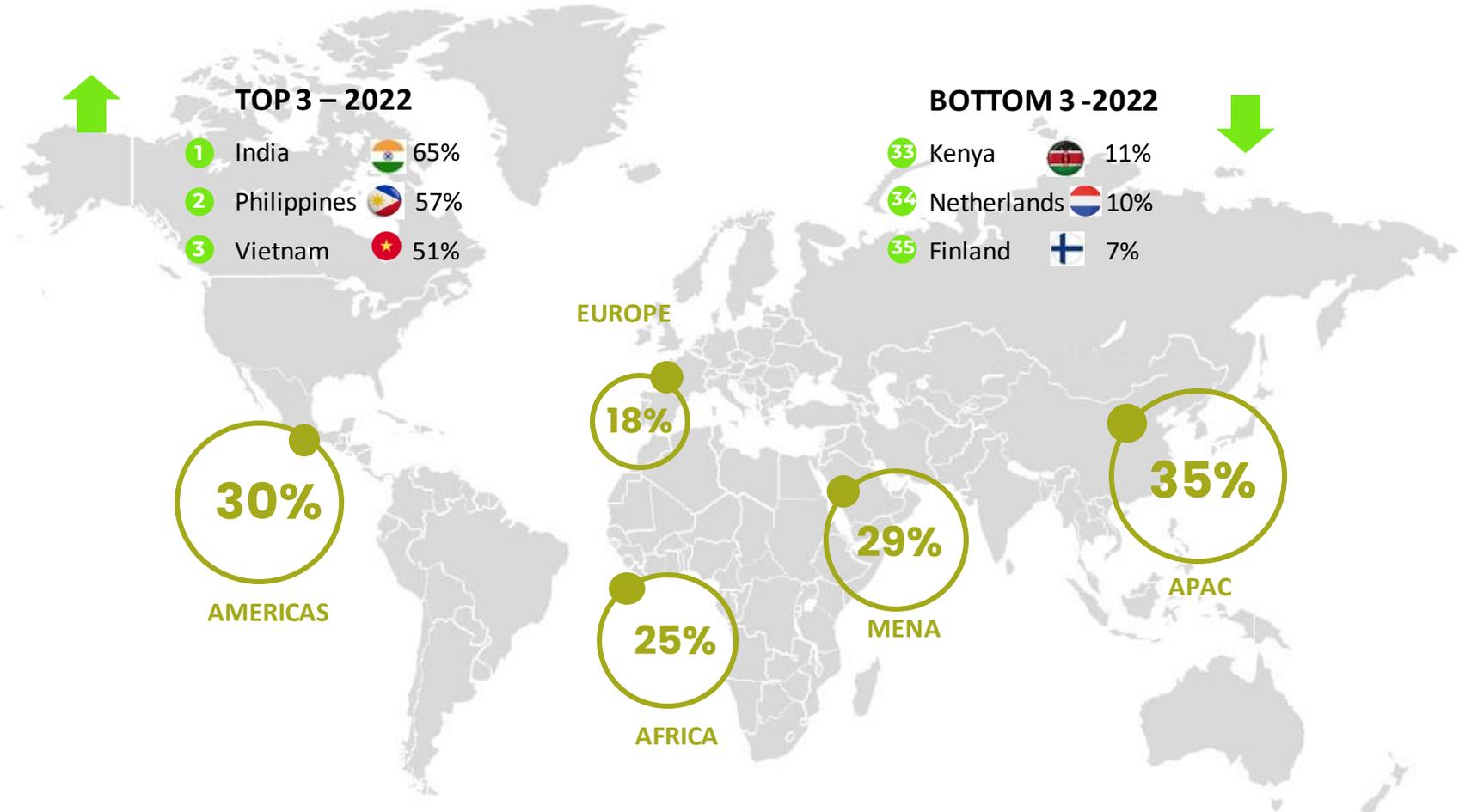


Source: WIN 2022. Base: 28201 cases. The percentages of Dk/ Nr have not been plotted.

Q3. Most food packages contain nutritional information about their nutrients and properties of the product. To what extent do you pay attention to this information when buying?

Information of nutrients and properties in packages – I always read

% within total population



Source: WIN 2022. Base: 28201 cases. The percentages of Dk / Nr have not been plotted.

Q3. Most food packages contain nutritional information about their nutrients and properties of the product. To what extent do you pay attention to this information when buying?

METHODOLOGY

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices Research & Consultancy	CAWI	571	NATIONAL
BRAZIL	Market Analysis Brazil	CAWI	1000	NATIONAL
CANADA	LEGER	CAWI	1000	NATIONAL
CHILE	Activa Research	CAWI	1004	NATIONAL
CROATIA	Mediana Fides	CAWI	540	NATIONAL
ECUADOR	CEDATOS	FACE-TO-FACE/CAPI	620	NATIONAL
FINLAND	Taloustutkimus Oy	CAWI	1042	NATIONAL
FRANCE	BVA	CAWI	1000	NATIONAL
GERMANY	Produkt+Markt	CAWI	1000	NATIONAL
GREECE	Alternative Research Solutions	CAWI	500	NATIONAL
HONG KONG	Consumer Search Group (CSG)	CAWI	501	TERRITORY WIDE
INDIA	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL
REPUBLIC OF IRELAND	RED C Research & Marketing Ltd	CAWI	1015	NATIONAL
ITALY	BVA Doxa	CAWI	1001	NATIONAL
IVORY COAST	EMC SARL	CATI	508	NATIONAL
JAPAN	Nippon Research Center, LTD.	CAWI	1236	NATIONAL
KENYA	Mind Pulse Research & Consulting Ltd	CATI	500	Key Urban Areas
LEBANON	REACH SAL	CATI	500	NATIONAL
MALAYSIA	Central Force International Sdn.Bhd.	CAWI	1003	NATIONAL
MEXICO	Brand Investigation S.A de C.V	Online	535	NATIONAL

METHODOLOGY

Total of 28201 surveys worldwide

Dates: Oct 9th to Dec 10th 2022

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
NIGERIA	Market Trends International	CATI	1003	NATIONAL
PAKISTAN	Gallup Pakistan	CATI	1000	NATIONAL
PARAGUAY	ICA Consultoría Estratégica	CATI	501	NATIONAL
PERU	Datum Internacional	CAWI	1003	URBAN NATIONAL
PHILIPPINES	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	1001	NATIONAL
POLAND	Mareco Polska	CAWI	509	NATIONAL
REPUBLIC OF KOREA	Gallup Korea	CAPI	1543	NATIONAL
SERBIA	Mediana Adria	CAWI	520	NATIONAL
SLOVENIA	Mediana	CAWI		NATIONAL
SPAIN	Instituto DYM	CAWI	1006	NATIONAL
THAILAND	Infosearch Limited	CAPI	13	NATIONAL
THE NETHERLANDS	Motivaction International B.V.	CAPI	1011	NATIONAL
TURKEY	Barem	CATI	708	NATIONAL
USA	LEGER	CAWI	1000	NATIONAL
VIETNAM	Indochina Research	CAPI	800	Hanoi, Ho Chi, Minh City, Da Nang, Can Tho