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85% adults in India making positive changes to improve health: Amway survey

Recently released results from a global survey conducted by Amway, an entrepreneur-led health and wellness company, and The Logit Group are putting a finer point on consumer behavioral changes over the past 18+ months.

By **Manbeena Chawla** | December 10, 2021



85-adults-in-india-making-positive-changes-to-improve-health-amway-survey

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Consumers expect transparency regarding where a product comes from and how it's made

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The survey - which analyzed more than 8,000 respondents across eight countries, including 1,000 respondents in India - found that nearly half of all global respondents, and the figure was higher among Indian respondents, reported a positive change in health and wellness behaviors over the last year, including improving diet (69% Indian/50% global), fitness routines (69% Indian/48% global) and introducing new multivitamins or other supplements (54% Indian/47% global).

Motivators for these positive changes vary, with 85% of Indian respondents saying they are trying to improve their current state of health and 70% saying they are trying to prevent future health conditions. As consumers seek out ways to help strengthen their immune systems, more than eight in 10 Indian respondents (83%) also said they regularly take health and wellness supplements.

Adults are more concerned about the types of products they consume, and over three quarters of Indian respondents (78% / 66% of respondents globally) said that traceability – knowing where a product and its ingredients come from – is an important consideration in purchasing decisions. Furthermore, almost nine in 10 Indians (89%) say they would have more trust in a company if its health and wellness products are easily traceable.

Read online: https://nuffoodsspectrum.in/news/17/18347/85-adults-in-india-making-positive-changes-to-improve-health-amway-survey.html
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