Empowering the Net Generation to Make the Most of Self-Care

Digitally native, the Net Generation (born between 1981 and 1996) is seeking products that enable it to live how it wants. Meanwhile, health systems continue to grapple with disruptive changes in society and the urgent need to harness the power of this digital, data-driven era. There is a clear gap in the self-care beliefs, practices and aspirations of this generation and those of governments, regulatory bodies and policy-makers.

Sanofi Consumer Healthcare commissioned a survey of 3,200 Net Generation consumers and HCPs (GPs and pharmacists) in 8 markets: France • UK • Russia • USA • Brazil • China • Japan • South Africa

In each market:
- 250 consumers
- 75 GPs
- 75 pharmacists

NET GENERATION AND SELF-CARE – KEY FINDINGS

Beliefs

‘Self-care’ means a wide range of things to this generation:

- An active lifestyle 53%
- ‘Eating clean’ 60%
- Work-life balance 28%
- Mitigating health risks 32%
- A skincare routine 25%

Consumers focus on treating their health issues as they occur, rather than trying to prevent future ailments – with HCPs adding that this focus on treatment over prevention must change.

Across the globe, self-care is strongly linked to mental health and wellbeing.

GPs and pharmacists want consumers to practice more self-care, with 87% and 90% respectively agreeing that primarily, patients should perform self-care for minor conditions and finding that information is the biggest barrier to this.

Practices

This group of consumers and HCPs differ in their perceptions about self-care practices in reality.

- 70% of consumers are confident they maintain a good level of health through self-care, while
- 59% of GPs and pharmacists believe their patients do not perform self-care sufficiently.

This generation remains eager to learn more about how to practise self-care better.

Nearly 4 out of 5 seek information on staying healthy or treating a minor condition at least once a month and 43% at least once a week.

Internet, family and friends, and specific health sites are the three most preferred sources of information for consumers. Specifically, consumers consider the internet to be the most important source of information.

Aspirations

This generation’s top aspirations for self-care are to:

- 58% Keep fit
- 52% Feel good
- 49% Manage stress

When empowered with the appropriate information and advice, 57% of consumers are happy to treat minor conditions with over-the-counter (OTC) solutions.
WE LISTENED:

The Net Generation associates self-care with **empowerment** in taking control of their health and a sense of **escapism** in avoiding burn out.

**Prevention of minor conditions and health issues** is a long-term goal for this generation’s self-care – even though many factors currently impede that.

WE CHALLENGE GOVERNMENTS, HEALTH SYSTEMS AND INDUSTRY TO:

1. **Elevate** self care as an essential pillar to ease pressure on health systems.

2. **Prioritise** access to effective self-care solutions to empower consumers to improve health in ways they value.

3. **Supercharge** the health literacy of the Net Generation who is information-savvy but still experiencing gaps in self-care knowledge, to enable it to improve its overall health.

4. **Engage** the ‘Net Generation way’ by collaborating with innovators and influencers through social channels to inspire positive change.

5. **Unleash** data opportunities by promoting an environment that will ensure appropriate access and responsibility, building trust and better understanding the needs of this generation.

Sanofi aspires to partner with self-care stakeholders around the world to address these challenges and is committed to identifying and delivering solutions that the Net Generation needs to practice the best self-care.

Source: ‘Be Your Best 2019: Empowering the Net Generation to Make the Most of Self-Care’

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