

# #AlonPoint: Generational Wellness: Attitudes and Behaviors

March 24, 2025

## Project Details

### Topic

How do a diverse set of consumers differ in their attitudes and behaviours towards wellness? How do wellness habits differ between Generation Z and Baby Boomers, and what factors influence these differences? What are the primary motivations driving wellness practices in Generation Z compared to Baby Boomers? How do wellness product preferences vary between Generation Z and Baby Boomers, and what role can businesses play in shaping these preferences?

### Audience Specifications

The persona groups consist of two distinct age demographics: Generation Z (ages 16 to 28) and Baby Boomers (ages 60 to 79), each with unique attitudes and behaviors towards wellness influenced by various motivations and preferences. Both the Generation Z and Boomer persona groups consist of individuals from diverse races, cultures, and backgrounds, including immigrants and minority groups such as people of colour.

### Questions from Knowledge Lake

1. What are the wellness practices (physical, mental, emotional) that you have adopted or are hoping to adopt?
2. How frequently do you engage in exercise or physical activity, and what types of activities do you prefer?
3. How do you approach mental health and stress management, and what methods do you employ (e.g., meditation, therapy, digital wellness tools)?
4. In what ways do you incorporate nutrition and diet into your wellness routines, and do you have any significant differences in dietary preferences that contribute to your wellness?
5. How do you view the role of sleep in your wellness routines, and what sleep habits do you keep to?
6. What impact does technology (e.g., fitness trackers, wellness apps) have on your wellness habits?
7. How do you view the role of holistic wellness practices (e.g., yoga, acupuncture, aromatherapy) in your wellness routine?

8. Do you use social media platforms for wellness advice and inspiration? What types of content do you seek out? Which platforms do you use most for this purpose?
9. What are the key factors motivating you to engage in wellness practices?
10. How do societal and cultural influences (e.g., body image, health trends) affect your wellness motivations?
11. To what extent do family, friends, and peers influence wellness choices and behaviors for you?
12. What role does self-care play in your wellness motivations, and how is this self-care approach expressed?
13. How do life stages (e.g., career start, parenting, retirement) impact your wellness motivations and habits?
14. What types of wellness products (e.g., supplements, fitness equipment, skincare) do you use or hope to use?
15. How do you evaluate the effectiveness and value of wellness products, and do you prioritize different product attributes (e.g., organic, sustainable, cost-effective)?
16. To what extent do you engage with wellness products that are marketed as "natural" or "eco-friendly"?
17. How do you perceive and respond to wellness product advertising, and do you trust influencer endorsements or celebrity promotions?
18. What role can businesses play in educating Generation Z and Baby Boomers about wellness practices, and how should marketing strategies differ for each group?
19. How do you react to wellness brands that incorporate social responsibility (e.g., sustainability, ethical production), and what impact does this have on your purchasing decisions?
20. What specific strategies can wellness businesses use to tailor products, services, and marketing campaigns to the distinct wellness needs of Generation Z versus Baby Boomers?

## Market Trends

### Generational Wellness: Understanding the Divide Between Gen Z and Baby Boomers

#### The Evolving Landscape of Wellness

The global wellness market, currently valued at \\\\$6.3 trillion (1), reflects a significant cultural shift towards prioritizing health and well-being. This trend, accelerated by the COVID-19 pandemic, is reshaping consumer behavior across generations, leading to distinct approaches to wellness. While the pursuit of a healthier lifestyle is a common thread, generational perspectives differ significantly, particularly between Generation Z and Baby Boomers.

#### Gen Z vs. Baby Boomers: A Tale of Two Wellness Philosophies

##### Defining Wellness: From Relaxation to Self-Optimization

Baby Boomers, who witnessed the rise of spa culture and fitness trends, often associate wellness with relaxation, stress reduction, and luxury experiences (10). They are drawn to destinations and activities that offer respite from daily life, such as luxury spa resorts, eco-resorts, and wellness cruises (10). In contrast, Gen Z, raised in the digital age, views wellness through a lens of self-optimization and preventative health (17). They are more likely to engage in intensive fitness activities, seek out adventure travel, and prioritize experiences that align with their values of sustainability and social responsibility (10). This generation seamlessly integrates technology into their wellness routines, embracing wearable devices, telemedicine, and digital health platforms (17).

##### Motivations: From Escapism to Empowerment

For Baby Boomers, wellness often serves as an escape from the demands of work and family life. They seek experiences that provide a sense of rejuvenation and tranquility (10).

Gen Z, on the other hand, is driven by a desire for empowerment and control over their health. They are proactive in seeking information, utilizing technology to track their progress, and view wellness as an integral part of their personal growth (17).

##### Shaping Wellness Preferences: The Role of Businesses

Businesses have a crucial role to play in understanding and responding to the evolving wellness needs of these distinct generations.

##### Product Development: Tailoring Offerings to Generational Needs

For Baby Boomers, businesses should focus on creating experiences that offer luxury, comfort, and a sense of escape. This could include:

- Developing wellness retreats that cater to specific interests, such as culinary experiences, art therapy, or historical tours.
- Offering personalized wellness programs that address age-related health concerns.
- Creating digital platforms that are user-friendly and accessible for older adults.

To capture the Gen Z market, businesses should prioritize:

- Developing tech-enabled wellness solutions, such as gamified fitness apps, virtual wellness communities, and personalized nutrition plans.
- Offering adventure travel experiences that incorporate elements of sustainability and social impact.
- Creating products and services that are transparent, authentic, and aligned with Gen Z's values.

## Marketing and Communication: Speaking the Language of Wellness

Businesses need to tailor their marketing messages to resonate with the unique values and aspirations of each generation.

When targeting Baby Boomers, messages should emphasize:

- Relaxation and stress reduction.
- Luxury and comfort.
- Improved health and longevity.

For Gen Z, effective marketing strategies should highlight:

- Personalization and customization.
- Technology and innovation.
- Social impact and sustainability.

## The Future of Wellness: A Generational Convergence?

While distinct differences exist in their approaches to wellness, Gen Z and Baby Boomers share a common goal: to live healthier and more fulfilling lives. As technology continues to evolve and societal values shift, we may witness a convergence of these generational perspectives. Businesses that can anticipate and adapt to these evolving needs will be well-positioned to thrive in the expanding wellness market.

This includes reputedly sourced, broader, macro-level indicators of trends and other factors that are likely to have an influence on your chosen topic. This can include shifts in consumer preferences, economic conditions, behavioral trends, regional preferences, and more. These are all elements that surround your topic that we believe are important for your Virtual Audience to have context of to convey a broader understanding of the market.

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1. <https://globalwellnessinstitute.org/>
  2. <https://www.mckinsey.com/>
  3. <https://www.mansionglobal.com/>
  4. <https://pmc.ncbi.nlm.nih.gov/>
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## Generational Wellness: A Comparative Analysis of Gen Z and Baby Boomers

This report analyzes the contrasting attitudes and behaviors towards wellness between Generation Z (born 1997-2012) and Baby Boomers (born 1946-1964), providing insights into the factors driving these differences and the implications for businesses.

### Defining Wellness: A Generational Divide

Gen Z and Baby Boomers exhibit distinct approaches to wellness, shaped by their respective upbringings, cultural contexts, and access to information.

### Generation Z: Holistic Well-being in a Digital Age

Gen Z embraces a holistic definition of wellness, encompassing physical, mental, and social well-being (1, 2, 5). This generation recognizes the interconnectedness of these dimensions, understanding that each influences the other (18). They prioritize mental health, readily seeking therapy and discussing their struggles openly (5, 11). Social connections are paramount, utilizing technology to build and maintain relationships (18).

### Baby Boomers: Traditional Health and Longevity

Baby Boomers, influenced by a more traditional healthcare landscape, primarily define wellness through physical health and financial stability (3). They rely heavily on traditional healthcare providers and prioritize managing age-related health conditions (3, 23). While increasingly health-conscious, they are less likely to engage in preventative care compared to younger generations (5, 23). Mental health often takes a backseat, potentially due to lingering stigma from their formative years (3, 11).

### Factors Shaping Generational Wellness Habits

Several factors contribute to the divergent wellness perspectives between Gen Z and Baby Boomers.

### Technology and Information Access

Gen Z, digital natives from birth, benefit from unparalleled access to health information (1, 4). Social media plays a significant role, shaping their wellness perceptions, connecting them with like-minded communities, and influencing their product choices (1, 12, 24). Conversely, Baby Boomers, while increasingly tech-savvy, primarily rely on traditional media and established healthcare providers for information (9, 10, 23).

### Cultural Context and Upbringing

Gen Z has matured in an era of increased mental health awareness and openness (11). They are more comfortable discussing mental health and seeking help, a stark contrast to the stigma surrounding it during Baby Boomers' formative years (11). Additionally, Gen Z witnesses a world grappling with climate change, shaping their focus on sustainability and ethical consumption (5, 12). Baby Boomers, shaped by post-war optimism and economic prosperity, prioritize personal gratification and a strong work ethic (7).

## Motivations Driving Wellness Practices

### Generation Z: Proactive Wellness and Self-Optimization

Gen Z views wellness as a continuous journey of self-improvement and optimization (1). They are proactive in addressing health concerns, seeking preventative solutions and leveraging technology to track their progress (1, 19). Social media plays a dual role, motivating healthy habits while also presenting unrealistic beauty standards and fueling social comparison (24).

### Baby Boomers: Reactive Health Management and Longevity

Baby Boomers are primarily motivated by the desire to age gracefully and maintain their independence (20, 23). They engage in wellness practices to manage existing health conditions and mitigate age-related decline (20). Their focus on longevity drives demand for products and services promoting healthy aging and disease prevention (20, 21).

### Wellness Product Preferences: A Tale of Two Markets

Gen Z and Baby Boomers exhibit distinct preferences in the wellness market, creating unique opportunities for businesses.

### Generation Z: Digital Solutions, Sustainability, and Authenticity

Gen Z gravitates towards:

- **Digital Wellness Solutions:** Fitness apps, wearable trackers, and virtual workouts appeal to their tech-savviness and desire for convenience (19, 21).
- **Sustainable and Ethical Products:** They actively seek out brands aligning with their values, prioritizing eco-friendly practices and social responsibility (12, 22).
- **Functional Foods and Beverages:** Healthier alternatives to traditional snacks and drinks, particularly those offering added benefits like probiotics and adaptogens, resonate with their focus on holistic well-being (2, 19).

### Baby Boomers: Traditional Approaches, Established Brands, and Value

Baby Boomers prefer:

- **Products Promoting Longevity:** They are drawn to products and services marketed for age-related concerns, such as cognitive health, joint support, and heart health (20, 21).
- **Established and Trusted Brands:** They value reliability and often stick to brands with a proven track record, responding well to positive testimonials and endorsements (15, 21).
- **Value-Driven Options:** While willing to invest in their well-being, Baby Boomers appreciate value for money and seek products that offer tangible benefits (21).

### Shaping the Future of Wellness: A Business Imperative

Understanding the generational nuances of wellness presents significant opportunities for businesses:

- **Targeted Marketing:** Tailoring marketing messages and product offerings to resonate with the specific values and preferences of each generation is crucial.

- **Digital Integration:** Leveraging digital platforms and social media effectively is essential for reaching Gen Z, while maintaining a strong online presence is increasingly important for engaging Baby Boomers.
- **Authenticity and Transparency:** Building trust is paramount, particularly for Gen Z, who value transparency, ethical sourcing, and genuine brand values.
- **Product Innovation:** Developing products and services that cater to the evolving wellness needs of both generations, such as personalized solutions, tech-enabled wellness, and preventative care options, will drive future growth.

By understanding and adapting to these generational shifts, businesses can effectively cater to the burgeoning wellness market and empower individuals across generations to prioritize their well-being.

This includes reputably sourced insights that are specific to the market related to your topic. These meso-level insights can include (but are not limited to) a market overview, consumer preferences, demographic patterns, and more. This becomes the context for your Virtual Audiences project related directly to your topic.

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1. <https://www.mckinsey.com>
  2. <https://asiafoodbeverages.com>
  3. <https://www.bswhealth.com>
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## ✦ Personas

### Persona Summary

The persona groups consist of two distinct age demographics: Generation Z (ages 16 to 28) and Baby Boomers (ages 60 to 79), each with unique attitudes and behaviors towards wellness influenced by various motivations and preferences. Both the Generation Z and Boomer persona groups consist of individuals from diverse races, cultures, and backgrounds, including immigrants and minority groups such as people of colour.



Ava 'Digital Wellness Seeker'



Age range	22-26
Gender	Female
Location	New York City, USA
Personality traits	Open to new experiences and extroverted.
Pain points	Anxiety and stress due to academic and career pressures.
Behaviours	Engages in daily meditation using apps and participates in virtual mental health communities.
Goals	To achieve a balance between mental well-being and career aspirations.

- Ava, also known as the 'Digital Wellness Seeker,' is a young woman in her early twenties residing in New York City, who actively engages in digital wellness solutions to manage anxiety and stress from academic and career pressures.
- She incorporates daily meditation using apps and participates in virtual mental health communities as part of her holistic wellness routine.
- Ava's motivations are driven by self-optimization and preventative care, aiming to strike a balance between her professional ambitions and mental well-being.
- Her product preferences lean towards sustainable, eco-friendly options and digital wellness solutions that align with her values of sustainability and innovation.
- Ava's personality traits include being open to new experiences, extroverted, and valuing community engagement in her wellness practices.
- Balancing traditional and innovative wellness practices, Ava seeks a harmonious lifestyle that reflects her values of progress and holistic health.

## Olivia 'Holistic Health Seeker'



Age range	24-28
Gender	Female
Location	Austin, Texas, USA
Personality traits	Introspective and empathetic.
Pain points	Struggles with work-life balance and mental health.
Behaviours	Practices yoga, mindfulness, and regularly attends wellness retreats.
Goals	Achieve holistic wellness encompassing mind, body, and spirit.

- Olivia, a young Latina woman in her mid-twenties residing in Austin, Texas, is deeply committed to achieving a balanced state of holistic wellness that integrates mental, physical, and spiritual health.
- She faces challenges in maintaining a healthy work-life balance, impacting her mental health, and engages in practices like yoga, mindfulness, and wellness retreats, often supported by wellness apps, to manage stress and foster personal growth.
- Olivia's wellness journey is heavily influenced by her cultural values and the desire for sustainable wellness, driving her to prioritize authentic, sustainable, and ethical products and experiences.
- She seeks to align her lifestyle with the holistic approaches to health she was taught growing up, emphasizing harmony within herself and her interactions with others.
- Motivated by personal growth and preventative care, Olivia values emotional connections and community as integral components of her journey towards holistic health.
- Technology plays a significant role in Olivia's wellness practices, particularly through the use of wellness apps for meditation and mindfulness coaching, reflecting her openness to new experiences and innovative approaches to well-being.

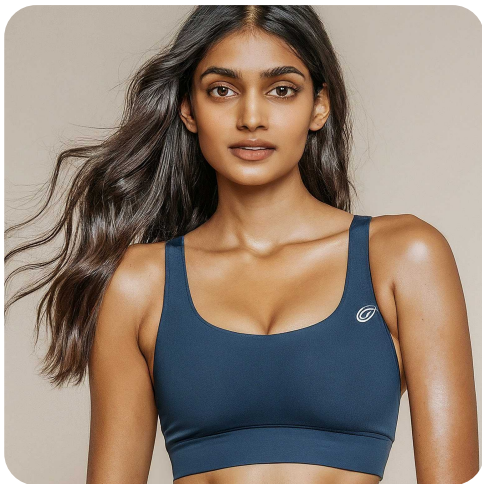
## George 'Brand Loyalist'



Age range	72-76
Gender	Male
Location	Miami, Florida, USA
Personality traits	Conscientious and loyal.
Pain points	Concern over maintaining physical health and trust in healthcare providers.
Behaviours	Regular visits to longtime healthcare providers and consistent use of trusted medications.
Goals	Maintain health and trust in reliable healthcare solutions.

- George, a 74-year-old Cuban-American male from Miami, Florida, prioritizes stability, trust, and longevity in his wellness practices, relying on established healthcare routines and familiar solutions.
- His wellness habits are heavily influenced by his cultural background, family input, and community ties, shaping his approach to maintaining health and managing age-related conditions effectively.
- George's cautious nature towards new healthcare technologies is balanced by his openness to integrating them if they align with his trusted routines and are recommended by healthcare providers and family members.
- Family opinions play a significant role in George's wellness decisions, reflecting his commitment to achieving a high quality of life in his senior years.
- He values the consistency of trusted medications and brands, emphasizing a meticulous adherence to prescribed health regimes to support his primary goals of longevity and disease management.
- George's limited use of technology in wellness practices highlights his preference for traditional healthcare interactions, showcasing his conscientious and loyal nature in maintaining his well-being.

Sophia 'Fitness Enthusiast'



Age range	18-22
Gender	Female
Location	Toronto, Canada
Personality traits	Ambitious and outgoing.
Pain points	Body image issues fueled by social media.
Behaviours	Engages in daily workouts, follows fitness influencers online, and uses fitness apps.
Goals	Achieving a fit and healthy body image.

- Sophia, a young woman in Toronto, is deeply engaged in her fitness journey, driven by a blend of personal ambition and the desire for social validation.
- Her wellness practices are heavily influenced by social media and technology, as she follows fitness influencers and uses apps to track her progress.
- Sophia prioritizes eco-friendly and sustainable products that align with her values, reflecting her conscientious approach to wellness.
- Despite facing challenges related to body image and societal pressures, she seeks to balance personal goals with external expectations.
- Her South Asian cultural heritage plays a significant role in shaping her wellness practices and integrating tradition with modern fitness trends.
- Sophia's motivations revolve around self-optimization and seeking recognition, driving her choices in fitness routines and product preferences.

Maya 'Eco-Conscious Innovator'



Age range	26-28
Gender	Non-Binary
Location	San Francisco, USA
Personality traits	Highly conscientious and open to new experiences.
Pain points	Environmental concerns and the impact of climate change on health.
Behaviours	Incorporates eco-friendly practices in daily life, including plant-based diet and recycling.
Goals	Promote sustainability and personal health through eco-conscious choices.

- Maya, a non-binary individual in their late twenties, is deeply committed to environmental sustainability and personal health, integrating eco-friendly habits like a plant-based diet and sustainable product choices into their daily routine.
- They leverage technology such as wearables and sustainable lifestyle apps to monitor their health metrics and environmental impact, ensuring their habits are effective and ethical.
- Actively participating in community discussions and environmental activism, Maya aims to foster awareness and drive societal change towards sustainability, despite challenges like greenwashing and slow collective action.
- Influenced by a supportive family and a community of eco-activists, Maya's motivations are rooted in a desire to minimize their environmental footprint and inspire others to adopt sustainable lifestyles.
- Maya's conscientious and proactive nature, combined with their mixed-race background and roots in environmental activism, shapes their wellness attitudes and drives their commitment to bridging the gap between consumer habits and environmental ethics.
- They prioritize sustainable and ethical brands, conduct thorough research to find reliable information, and are willing to invest in premium sustainable products that align with their values of social responsibility and environmental ethics.

Liam 'Traditional Health Advocate'



Age range	66-70
Gender	Male
Location	Rural Ohio, USA
Personality traits	Conscientious and introverted.
Pain points	Chronic health conditions typical of aging, like hypertension.
Behaviours	Follows a routine of morning walks and takes prescribed medications regularly.
Goals	Focus on maintaining physical health and longevity.

- Liam, a traditional health advocate in his late 60s from rural Ohio, prioritizes maintaining physical health and managing chronic conditions like hypertension through disciplined routines and traditional practices.
- He values community support and personal interactions, relying on advice from local groups and conventional media sources to stay informed about wellness practices.
- Liam's motivations are driven by a desire for disease management and cost-efficiency, influencing his preference for well-known, reliable brands that align with his budget constraints.
- Despite limited technology use, he remains open to gradual integration if it enhances his existing routines and supports his goal of enjoying a peaceful retirement.
- His conscientious and introverted nature guides his approach to wellness, focusing on longevity, independence, and contributing to his community through shared health knowledge.
- Liam's wellness habits reflect a community-oriented mindset, emphasizing the importance of collective well-being and the comfort that comes with a healthy lifestyle in his retirement years.

## James 'Tech-Savvy Senior'



Age range	74-78
Gender	Male
Location	Sydney, Australia
Personality traits	Adaptable and curious.
Pain points	Worries about technology replacing personal connections.
Behaviours	Regularly uses online health portals for managing health records and communication with health-care providers.
Goals	Maintain independence and stay connected with family.

- James, a tech-savvy senior in his mid-seventies from Sydney, Australia, values a balanced approach that integrates modern technology into his wellness routines while maintaining traditional values and personal connections.
- He prioritizes independence and strong family bonds, seeking wellness practices that align with his cultural background and ethical consumption preferences.
- James demonstrates adaptability and curiosity in exploring new technologies for healthcare management, yet he remains cautious of letting them overshadow face-to-face interactions.
- His wellness motivations are influenced by age-related concerns, family values, and a desire to stay informed and connected with loved ones.
- James prefers wellness products that blend reliability with modern conveniences, emphasizing sustainability and ethical production.
- Businesses have the opportunity to cater to James by offering wellness solutions that combine digital platforms with personal touch, ensuring a comfortable balance between tradition and innovation.



## Robert 'Community Wellness Champion'



Age range	60-64
Gender	Male
Location	Birmingham, UK
Personality traits	Extroverted and community-focused.
Pain points	Limited access to healthcare services in his community.
Behaviours	Organizes community wellness events and advocates for better local health services.
Goals	Enhance community health and access to wellness resources.

- Robert, a male in his early 60s from Birmingham, UK, is a dedicated and extroverted community leader focused on enhancing local health and wellness despite facing challenges like limited healthcare access and budget constraints.
- He actively organizes wellness events, advocates for improved health services, and seeks partnerships with local organizations to create a sustainable and engaged community environment.
- Driven by a holistic approach to wellness, Robert leverages social media and traditional support systems to promote awareness and participation, aiming to leave a lasting positive impact on his community's well-being.
- Robert's motivations are deeply rooted in improving local wellness and fostering community support, driven by a desire to empower others and enhance overall health.
- He values products that support community initiatives and local businesses, prioritizing affordable and value-driven options that align with his holistic well-being goals.
- Robert moderately uses social media to promote community events, connecting with other leaders and organizations to overcome budget constraints and engagement challenges in Birmingham.



## About Yabble AI

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Yabble's Virtual Audiences gives you the ability to create quality insights without the need for traditional sample. Yabble sets the context and trends from your chosen topic, creates the virtual audience, and goes about 'talking' with this audience to generate insights relevant to your project. You can customize the segments and the questions asked, and once the project has completed, you can talk directly with your virtual audience to ask follow-up questions. You can even securely add your own proprietary data to build on the research data and market segments you have already created.

While the audiences are not physical people, they have been created specifically in the context of real human behaviors and factual sources. They have been built to replicate the insights that a traditional panel would provide, and you can access the sources that influenced these insights at the completion of your project.

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