

Navigating the Complexities of Self-Care Culture



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Factor



CHASING THE NEXT BIG THING

The Wellness Frenzy

Healthy



Damaging

Body Positivity

Supplements

Natural Personal Care

Weight-Loss Drugs

VR Fitness

Meal-Planning Apps

Tik Tok Diagnosis

Melatonin Overuse

The **Lux MotivBase** platform exposes the natural patterns of language among millions of consumers to uncover **meaning**.

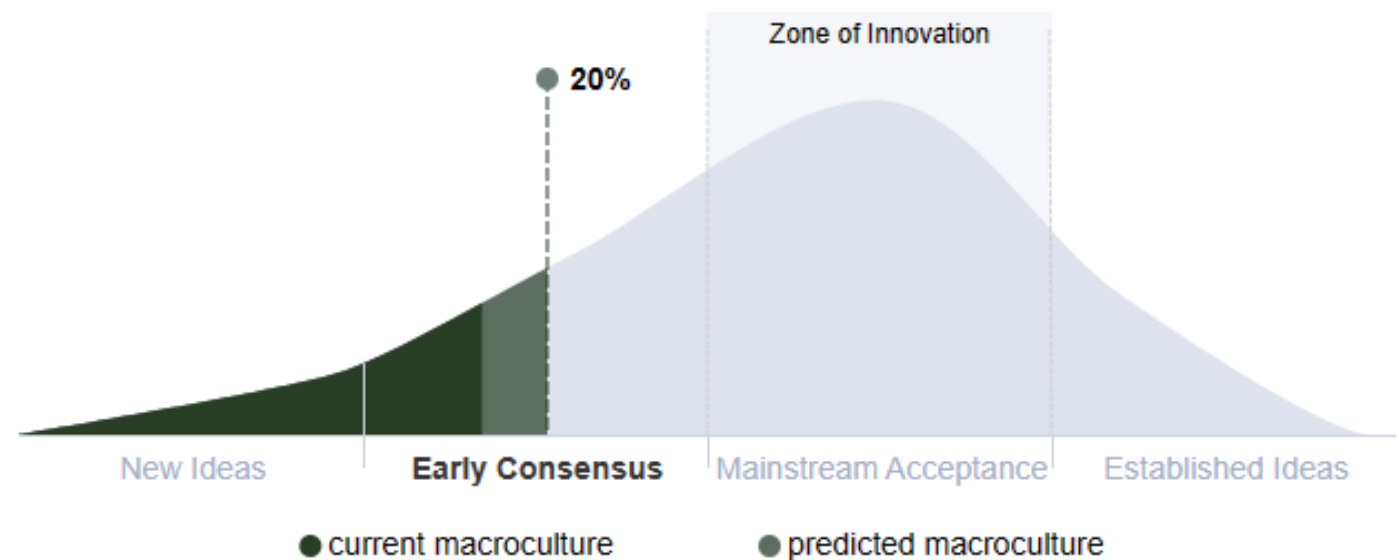
Lux MotivBase

Methodology

Maturity Curve

14.7%

current



**Wellness is anything but
a seamless part of our day.**



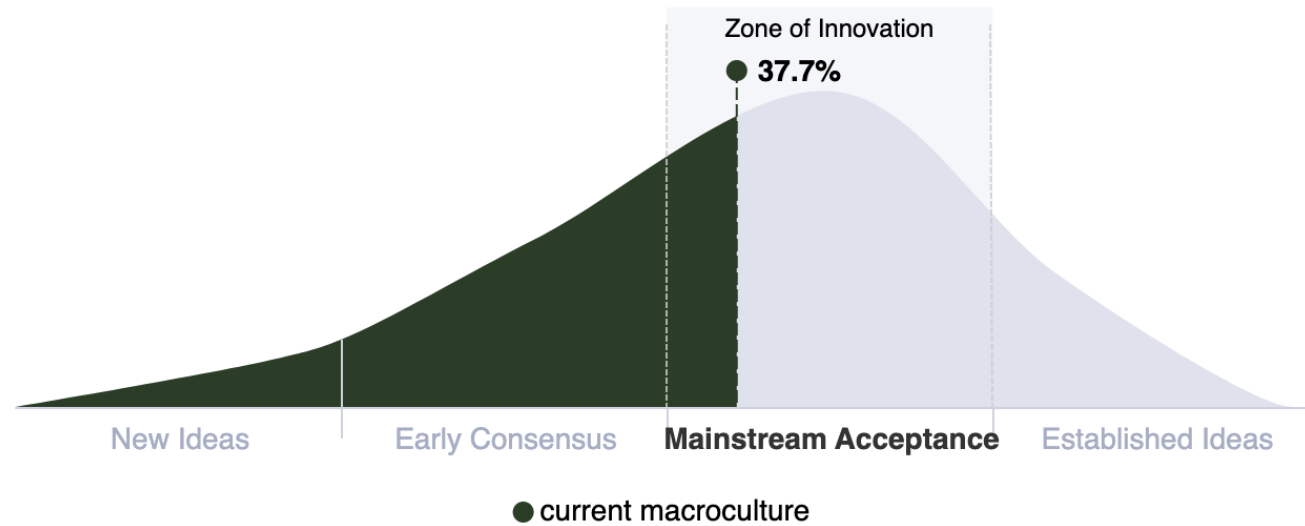
Wellness is going through a reset

Maturity

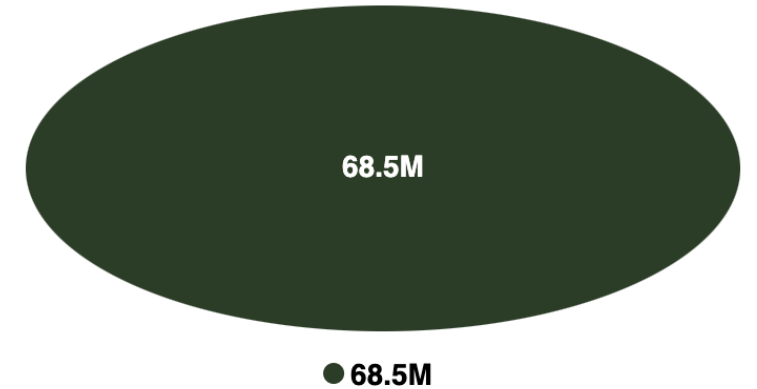
Macroculture: *wellness*

Maturity Curve

37.7%
current



Population



This topic scores **37.7%** on the [maturity curve](#).

This culture is currently relevant to **68.5M** [people](#).

This topic is exhibiting high [volatility](#) and therefore cannot be predicted.



PROACTIVE HEALTH MANAGEMENT



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Proactive health management is exhibiting volatility and no longer driving self-care culture forward

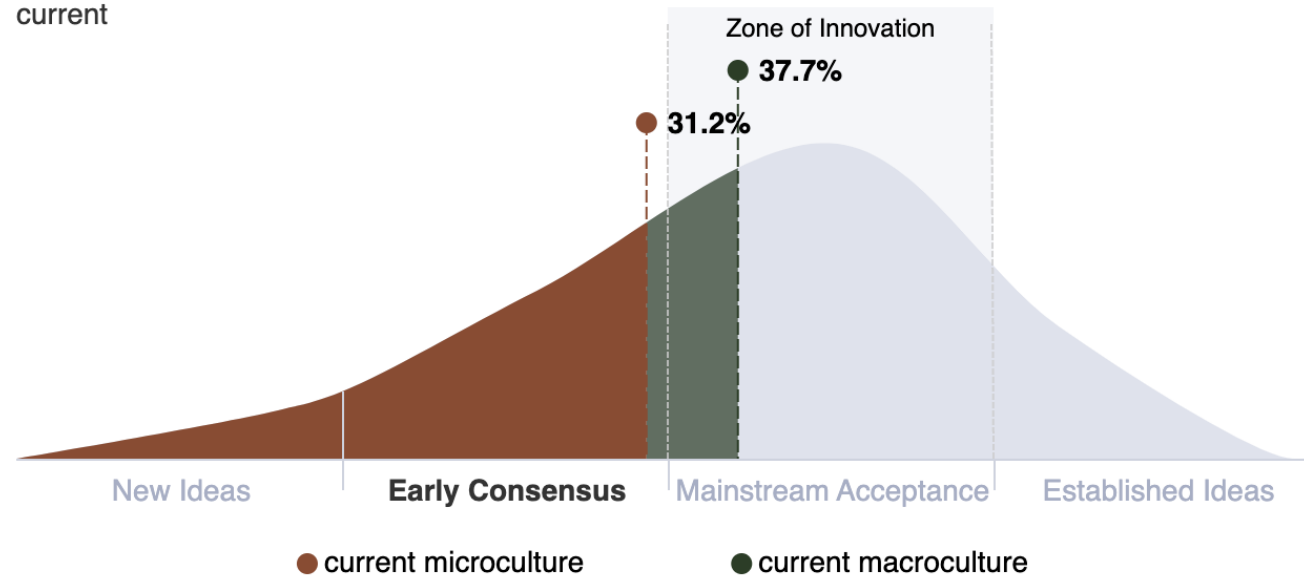
Maturity

Macroculture: *wellness* Microculture: *proactive approach, health*

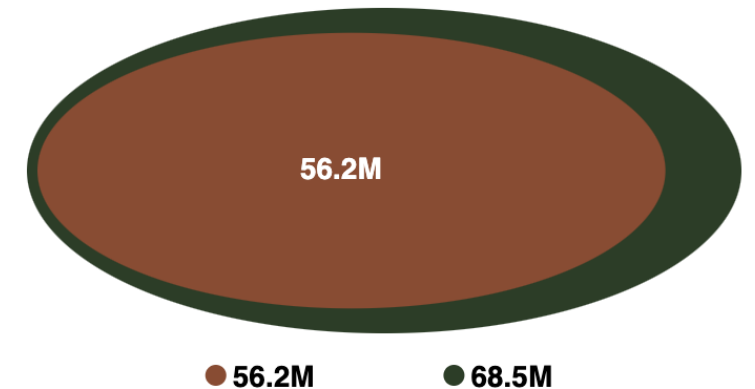
Maturity Curve

31.2%

current



Population



This topic scores 31.2% on the [maturity curve](#).

This culture is currently relevant to **56.2M** [people](#).

This topic is exhibiting high [volatility](#) and therefore cannot be predicted.

The tension between traditional and alternative approaches to proactive health management is a problem

Consumers are finding a lack of agreement on which direction will empower them with a sense of agency.

THEME:

Self-advocacy within the medical community

UNDERLYING SYMBOLISM:

Personal beliefs and needs prioritized

KEY INSIGHT:

Self-advocacy within the medical community signifies the importance of personal beliefs and needs in health decisions.



"I've been finding it really important to advocate for myself within the medical community. It's my body, my health, I need to make sure my beliefs and needs are being taken into account."

THEME:

Exploring multiple strategies to maintain health

UNDERLYING SYMBOLISM:

Openness to both traditional and alternative therapies

KEY INSIGHT:

Exploring multiple strategies, both traditional and alternative, to maintain health shows an openness to diverse therapies.



"I've been exploring all sorts of strategies to stay healthy, not just the traditional ones. I think it's important to keep an open mind and try different things, you never know what might work for you."

NATURE'S BOUNTY



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The tension of “drugs” to aid in our well-being continues to create stress around the value of *natural solutions*

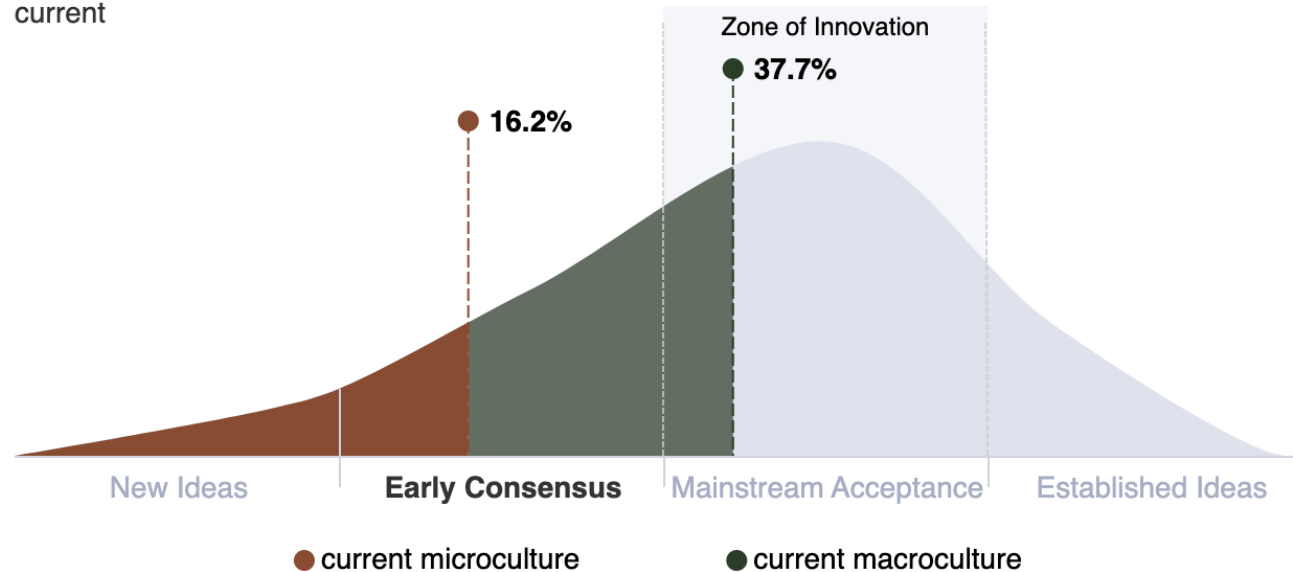
Maturity

Macroculture: *wellness* Microculture: *reduce caffeine*

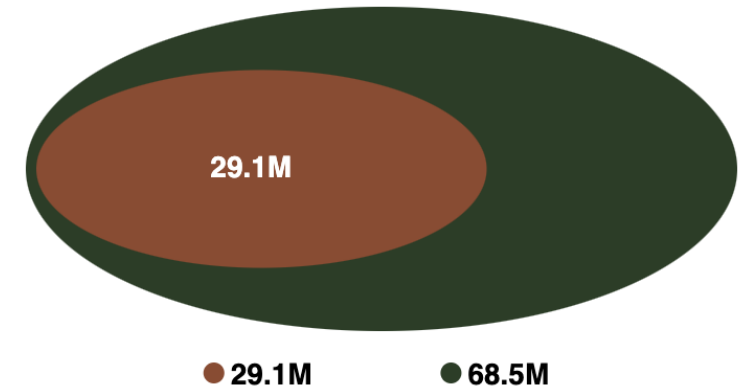
Maturity Curve

16.2%

current



Population



This topic scores **16.2%** on the [maturity curve](#).

This culture is currently relevant to **29.1M** [people](#).

This topic is exhibiting high [volatility](#) and therefore cannot be predicted.

Singling out caffeine isn't solving the wellness problem

While this trend is relevant, it's not a driver for the future of wellness because once again, it's not easy to do and requires a lot of active management.

THEME:

Avoiding jitters and energy crashes associated with high caffeine intake

UNDERLYING SYMBOLISM:

Need for steady, sustainable energy sources

KEY INSIGHT:

People are avoiding the jitters and energy crashes associated with high caffeine intake, highlighting the need for steady, sustainable energy sources.



"I'm so tired of the jitters and energy crashes from too much caffeine. I need to find a more steady and sustainable source of energy."

THEME:

Exploring earthy or herbal options with natural caffeine

UNDERLYING SYMBOLISM:

Preference for natural, gentle alternatives

KEY INSIGHT:

Consumers are exploring earthy or herbal options with natural caffeine when they're under the weather, showing a preference for natural, gentle alternatives.



"When I'm feeling under the weather, I've started exploring more earthy or herbal options with natural caffeine. It's a more natural and gentle alternative, which I really like."

HOLISTIC STRESS MANAGEMENT



 **LUX**
Research

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Holistic stress management is dominating the culture of wellness

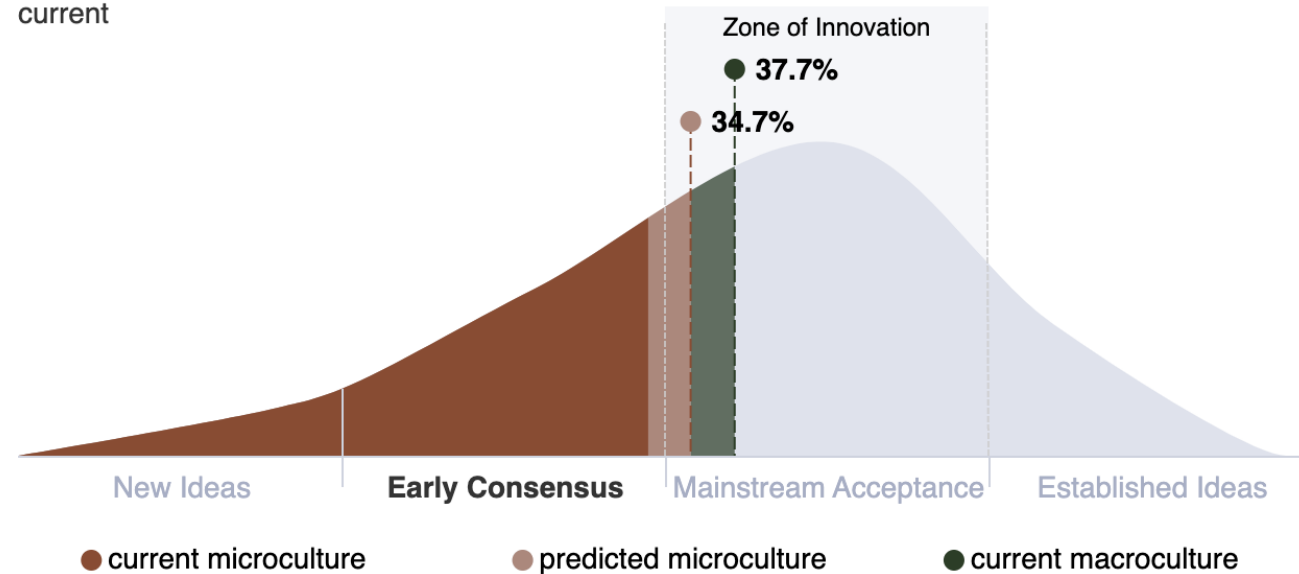
Maturity

Macroculture: *wellness* Microculture: *holistic approach*

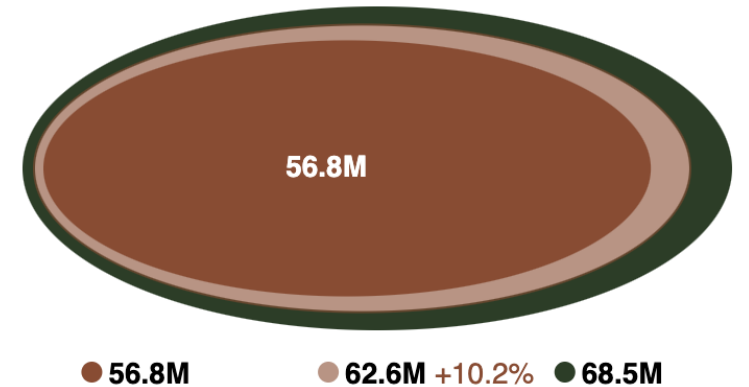
Maturity Curve

31.5%

current



Population



This topic scores 31.5% on the [maturity curve](#) and is expected to expand to 34.7% in 12-24 months.

This culture is currently relevant to 56.8M [people](#) and is expected to grow by 10.2% in 12-24 months.

A person wearing a white t-shirt is shown from the chest down, sitting in a meditative pose with their hands resting on their knees in a mudra. The background is a blurred yoga studio with other people. A dark green diagonal overlay covers the right side of the image, containing text.

HOLISTIC WELLNESS

Mind-Body Connection

- Sleep
- Natural Skin Care
- Exercise
- Nutrition
- Ancient Stress Management Practices



FROM BODY POSITIVITY TO BODY NEUTRALITY



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What is body neutrality?



Body neutrality differs from body positivity in that it doesn't involve always loving your body but is more about accepting it. Instead of concentrating on your physical appearance, the focus is more on the body's abilities and nonphysical characteristics.

Body neutrality is gaining relevance and exerting positive pressure, shaping the self-care narrative going forward

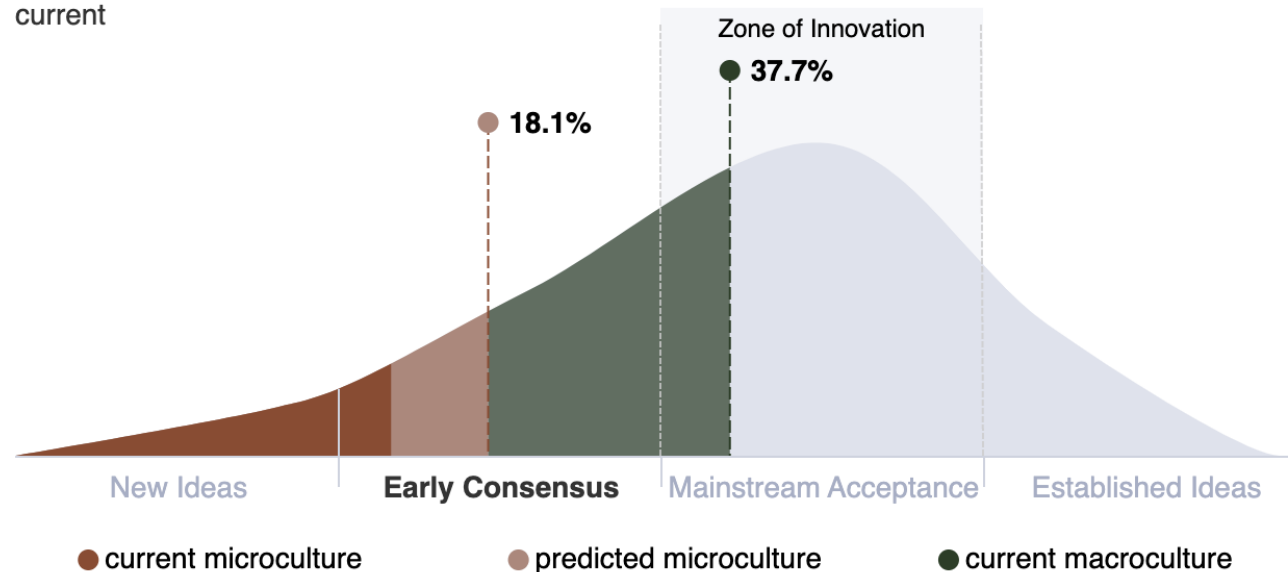
Maturity

Macroculture: *wellness* Microculture: *body neutrality movement*

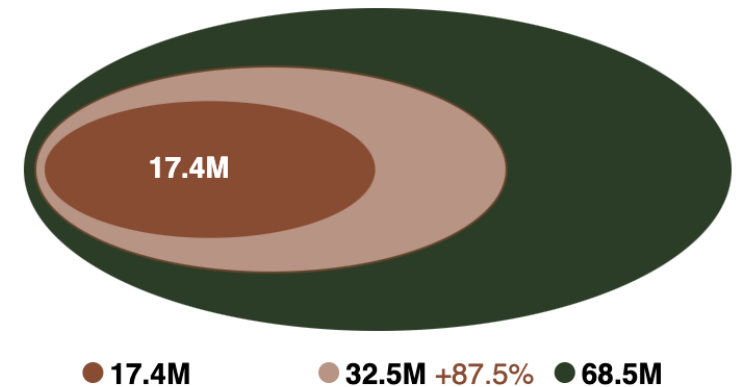
Maturity Curve

9.6%

current



Population



This topic scores **9.6%** on the [maturity curve](#) and is expected to expand to **18.1%** in 12-24 months.

This culture is currently relevant to **17.4M** [people](#) and is expected to grow by **87.5%** in 12-24 months.

SEAMLESS MEAL PLANNING



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Seamless meal planning is slowly emerging into relevance

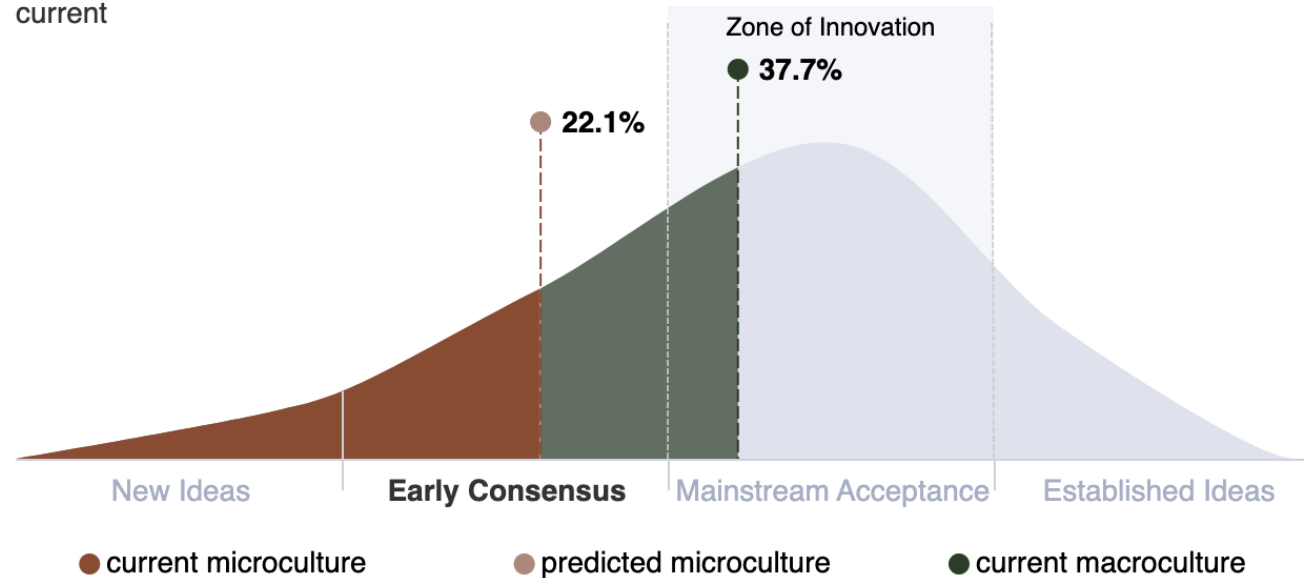
Maturity

Macroculture: *wellness* Microculture: *meal planning*

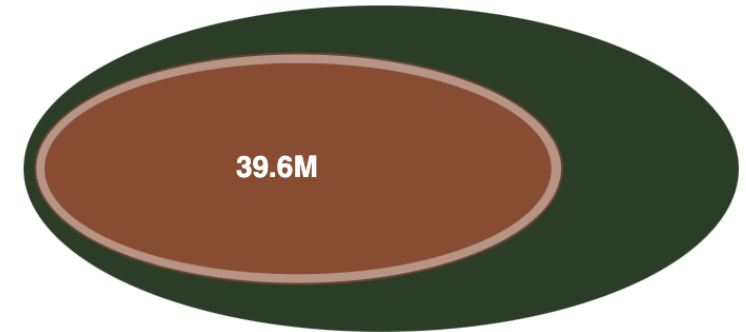
Maturity Curve

22%

current



Population



This topic scores **22.0%** on the [maturity curve](#) and is expected to expand to **22.1%** in 12-24 months.

This culture is currently relevant to **39.6M** [people](#) and is expected to grow by **0.5%** in 12-24 months.

Food anxiety is key

THEME:

Meal planning achieves balance between indulgence and nutrition

UNDERLYING SYMBOLISM:

Balance, holistic nourishment

KEY INSIGHT:

Meal planning is seen as a tool to achieve a balance between indulgence and nutrition, debunking outdated notions about restrictive eating and promoting a balanced, holistic approach to food.



"Meal planning has helped me find a balance between indulgence and nutrition. It's not about restricting what I eat, it's about eating a balanced diet and enjoying food in a healthier way."

THEME:

Meal planning helps avoid food anxiety and promotes mindful eating

UNDERLYING SYMBOLISM:

Mindfulness

KEY INSIGHT:

Consumers use meal planning to avoid food anxiety and promote mindful eating, emphasizing the importance of mental health in their wellness journey.



"Meal planning helps me avoid food anxiety. It's a way of practicing mindful eating and it reminds me that mental health is just as important as physical health in my wellness journey."

THEME:

Mealtime routine for mental health check-in

UNDERLYING SYMBOLISM:

Mental health awareness

KEY INSIGHT:

Consumers believe that having a mealtime routine can serve as a mental health check-in, highlighting the importance of mental well-being in their wellness journey.



"I like to think of my mealtime routine as a mental health check-in. It's a reminder that I need to take care of my mind as well as my body on this wellness journey."

In terms of maturity and adoption



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Where would you focus your efforts?



Seamless Wellness

Seamless wellness encapsulates the effortless integration of health and well-being practices into an individual's daily routine, rather than being seen as additional tasks.

KEY TAKEAWAYS

- 1** The wellness industry is going through a period of volatility and reset, making it crucial for companies to understand the current landscape and anticipate future shifts.
- 2** Body neutrality, meal planning, and holistic stress management offer opportunities for consumers to make wellness a more seamless part of their routine.
- 3** Eating more naturally (reducing caffeine, sugar) and taking proactive health steps are no longer driving the wellness space because they add stress.

Thank you

A link of the webinar recording will be emailed within 24–48 hours.

UPCOMING WEBINARS

JANUARY 18

Tech Innovation in 2024:
Themes and Technologies to
Monitor

FEBRUARY 8

The Future of Aviation:
Opportunities in SAFs,
Hydrogen, and Electric Aviation



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