

2022

Healthy Resolutions

With the beginning of a new year comes the kickstart of new wellness goals. Check out Healthline Media's predictions for the top 2022 New Year's resolutions, and learn how your brand can get involved in the goal-setting (*and getting*) of millions.



**THE
TREND
LINEUP**

FROM HEALTHLINE MEDIA

*Data*dreaming

Sleep goals will be upgraded this year: going from the simple desire to *achieve* quality Zzz's to the more complex desire of actually *understanding* them.

Expect **sleep tracking** to become a mainstream habit as well as a significant, driving influence on day-to-day health decisions — such as choosing when to exercise vs. when to pump the brakes.

94%

global search increase around sleep tracking topics — such as **free sleep tracker app**



Key Takeaway

The demand for data goes well beyond sleep. Products across all categories should lean into results-driven and science-backed messaging to resonate with the current mindset of wellness-seekers.

Healthline Media Approach

Healthline Sleep will launch in the new year, and address the evolving and diverse ways to approach sleep health with actionable steps and accessible to-do's.

Partial to Plants

Move over Dry January, there's a new reset in town. Expect more grocery carts, pantries, and plates than ever to ditch processed foods for whole foods and various plant-based alternatives.

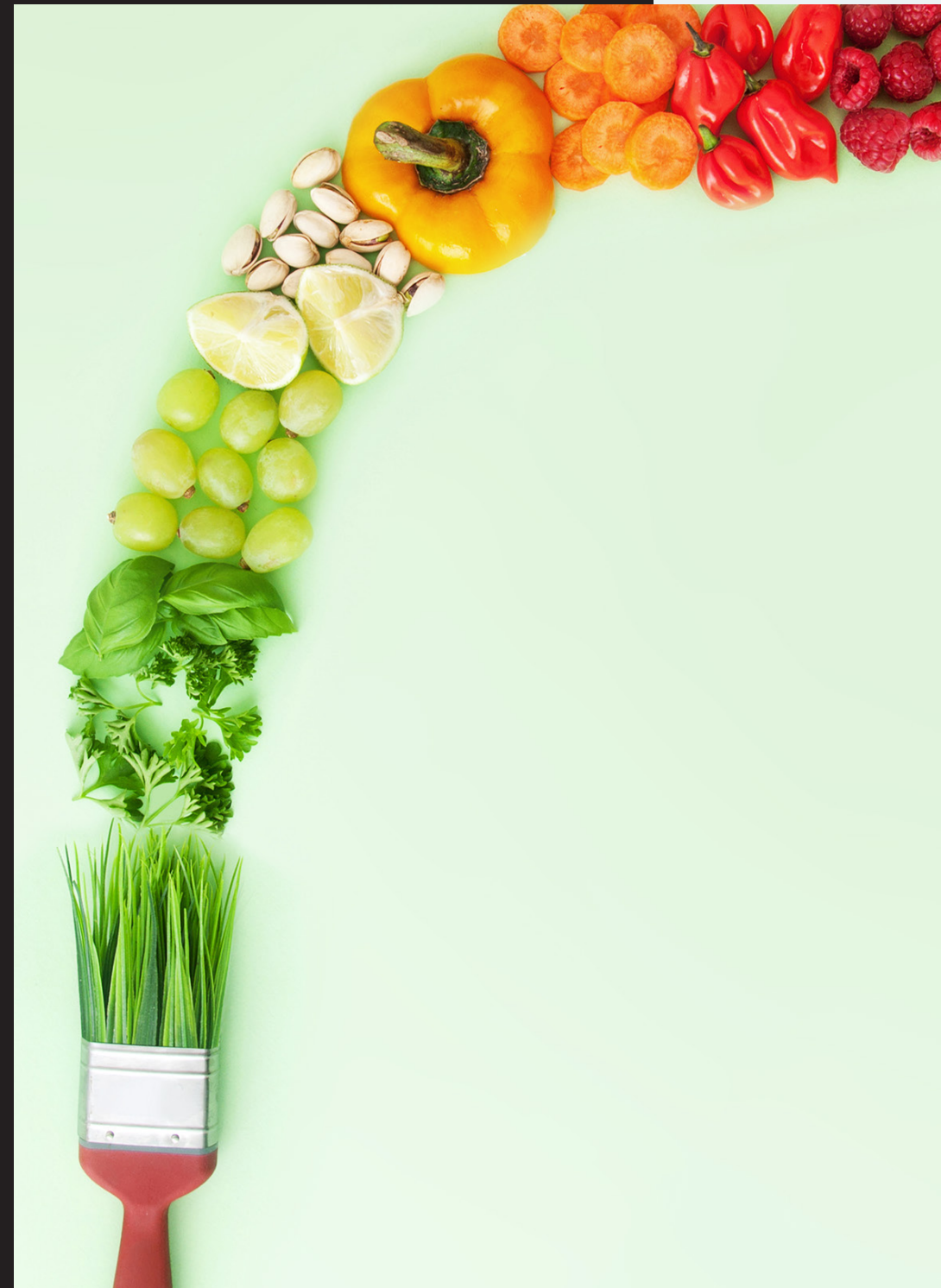
This shift won't be taken on as a *diet*, but as a *lifestyle*, and will be tried and tested as a means of reaching a wide spectrum of goals outside of traditional weight loss, such as increased energy, clearer skin, and a smaller carbon footprint, to name a few.

\$74.2B

valuation for the global plant-based food market by 2027

11.9%

compound annual growth rate



Plant proteins and fibers will be in high-demand. Look out for an influx in hemp, chickpea, and pumpkin-based solutions.

**Healthline Media Network Advisor:
Dietitian and Personal Trainer**

Key Takeaway

Acknowledge the fact that people want their healthy food choices to *work harder* and *go further*, as it pertains to their whole-person wellness. Lead with messaging that takes their entire lifestyle into consideration.

Healthline Media Approach

Veganuary, a nutrition campaign launching on Greatist in January, is designed for experimental foodies, and is focused on making the vegan diet both enjoyable and within reach for new year resets.

Finance in Focus

Looking back at the past year and a half, what used to be habitual spending behaviors have shifted quite dramatically. Fast forward to the present day, and as restaurants, shops, and travel destinations continue to open up, so do the wallets of excited patrons.

Expect financial fitness to be top-of-mind and top-of-lists for 2022 goal-setting as people actively seek to find their new financial footing.

60%

of US adults feel anxious when thinking about their personal finances

#1

Financial stress is the biggest mental health burden in the UK



Key Takeaway

Acknowledge the stress that comes with spending and counteract it with confidence by aligning with messaging that provides just as much empowerment as it does compassion.

Healthline Media Approach

Health Investors, a multimedia program across Healthline Media, honors the connection between finances and well-being, and helps people make more confident decisions for the long haul.

Testing the Waters

Supplements and health products that are sourced from the sea will have their moment this new year, and make their way onto the shopping lists of many. From buzzy nutrients like spirulina, to mainland alternatives like marine collagen, expect water-based wellness to be an experimental replacement for goals of all kinds.

110%

global search increase around the health benefits of spirulina

Source: Google Trends, Global, March 2021 vs. May 2021.



Key Takeaway

People are hungry for new ways to optimize their well-being. Drive the most impact while they're in experimental mindsets by delivering clear, unique, and differentiating benefits.

Healthline Media Approach

Product Roundups and contextually relevant **Shoppable Units** across our sites make it easy for people to get closer to achieving their goals by bridging information with action. We meet them during experimental and decision-making moments, and guide them with trusted solutions.

Money where the Mouth is

The intimate nature of a dentist appointment, service restrictions, and financial hits are only a few reasons why proactively taking care of teeth and gums took a back seat for many this year.

Expect a heightened desire to combat the wear and tear by kicking oral care into high gear this January. As dental hygiene and aesthetics grow to the top of resolution lists, it'll take on different shapes — from prioritizing professional care, to mastering at-home techniques, and a combination of them both.

140%

global search increase around dental care, such as **best teeth whitening products** and **local dentist near me**

Source: Google Trends, Global, March 2021 vs. May 2021.



Key Takeaway

Ignite confidence in navigating — and maintaining — new routines by aligning with tools and resources that take the intimidation out of wellness.

Healthline Media Approach

Healthline's **Single Resolution Wellness Guides** provide concise overviews on specific new year goals — with the first in its series to focus on oral care.

From Self-care to Stress-care

Preventing stress is...well...impossible, but managing stress is a more realistic feat, and one that will grace the top of seasonal resolution lists, as well as evergreen intention-setting plans.

Expect people to trade in the fanciful concept of self-care for the more tangible practice of stress-care.

Nearly **1 in 2** US adults have placed a stronger emphasis on prioritizing their stress management

Consumers are (now) even more prone to be driven to buy products that can help them stay calm and healthy.

— Mintel



Key Takeaway

Prove to your target audience that you support their mental well-being, and honor the interconnectedness that comes with it. Help them create moments throughout their day that shifts stress-care back into focus.

Healthline Media Approach

Chill Moments, a Healthline social series, not only reminds engaged audiences just how important it is to take moments of sans-stress rest, but how to actually implement those actions with accessible, realistic tips and tools.

Eco-Family

Smart homes caught on quickly, and sustainable homes are pacing to be next. Expect household decision makers to flex their power by setting shared sustainability goals for the whole family.

This new year, we'll see an emphasis on small steps in the home that lead to big change, such as experimenting with composting and shifting to eco-friendly cleaning products.

60%

of adults worldwide have made more environmentally friendly, sustainable, or ethical purchases since the start of the pandemic

9 in 10

plan to continue that behavior



Key Takeaway

Support your target audience by reminding them of the small wins they're achieving each day, and continue to celebrate with them throughout their journey.

Healthline Media Approach

Healthline's **Seasonal and Sustainable Eating** campaign dives deeper into the mindset of sustainability-seekers by offering tangible ways to introduce these habits into meal choices, purchasing behaviors, and beyond.

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About Healthline Media

As a global health leader, we inspire over 90 million people each month to take control of their well-being. We're committed to providing every individual with clear, credible, evidence-based information that's distinguished by its compassion for the human experience.