

New Year's Health & Wellness Audience Insights

The new year is right around the corner. It's new and exciting to plot all the ways you can better yourself with a fresh start. In 2022, outdoor fitness exploded, and in 2023 people are setting their sights on improving their minds, bodies, and souls. We discovered meaningful audience insights that highlight how much wellness and health are connected, both physically and digitally.

Did You Know?

- Members of Dstillery's Health and Fitness Book Readers Audience are 49x more likely to be At-Home Gym Intenders, 39x more likely to be Online Exercise Class Users, and 36x more likely Luxury Athletic Shoe Buyers. **The at-home gym is more popular than ever after people started working out at home during the pandemic.**
- Diving a little deeper into the At-Home Gym Intender Audience reveals a striking **149x likelihood of being a Weight Loss Researcher and a 108x possibility of being a Wellness Enthusiast.** Explosive crossover here!
- Online Exercise Classes Audience members are **111x more likely to be Online Health Researchers and 93x more likely to be Plant-Based Food and Vegan Diet Enthusiasts** than the average consumer.
- For our plant-based foodies, the Plant-Based Food and Vegan Diet Enthusiast Audience reveals some considerable overlaps across three other health-conscious audiences: **186x likely to be Food Allergy Researchers, 184x likely to be Home Kitchen Chefs, and 181x more likely to be Healthy Diet Researchers.**
- Finally, our Health Diet Researchers Audience members are **259x more likely to be Cooking Show Fans and 218x more likely to be Gourmet Food and Wine Researchers.** From the gym to the kitchen, these health-conscious and health-minded individuals will take 2023 by storm.

