

June 2023**Seniors' Wellbeing - China**

“Given the standards for healthy Chinese older adults emphasises the importance of helping seniors live healthily physically, psychologically and socially, these three aspects will become the future directions for companies and brands that wish to tap into the seniors' wellbeing sector. Companies and brands should also ‘listen to’ seniors' health ...

**Managing Emotional Wellbeing -
China**

“Stress ranks as the top cause of emotional issue of Chinese consumers. The jobless, low-earners, young generations, solo-living consumers and new moms are seen as more vulnerable to mental issues. Consumers now are seeking for emotional wellbeing through more relaxing and accessible ways, such as de-stress leisure activities, going to ...

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