

# WELLNESS AND THE INTERNET



Ericsson ConsumerLab

# WELLNESS: LOOKS & HEALTH

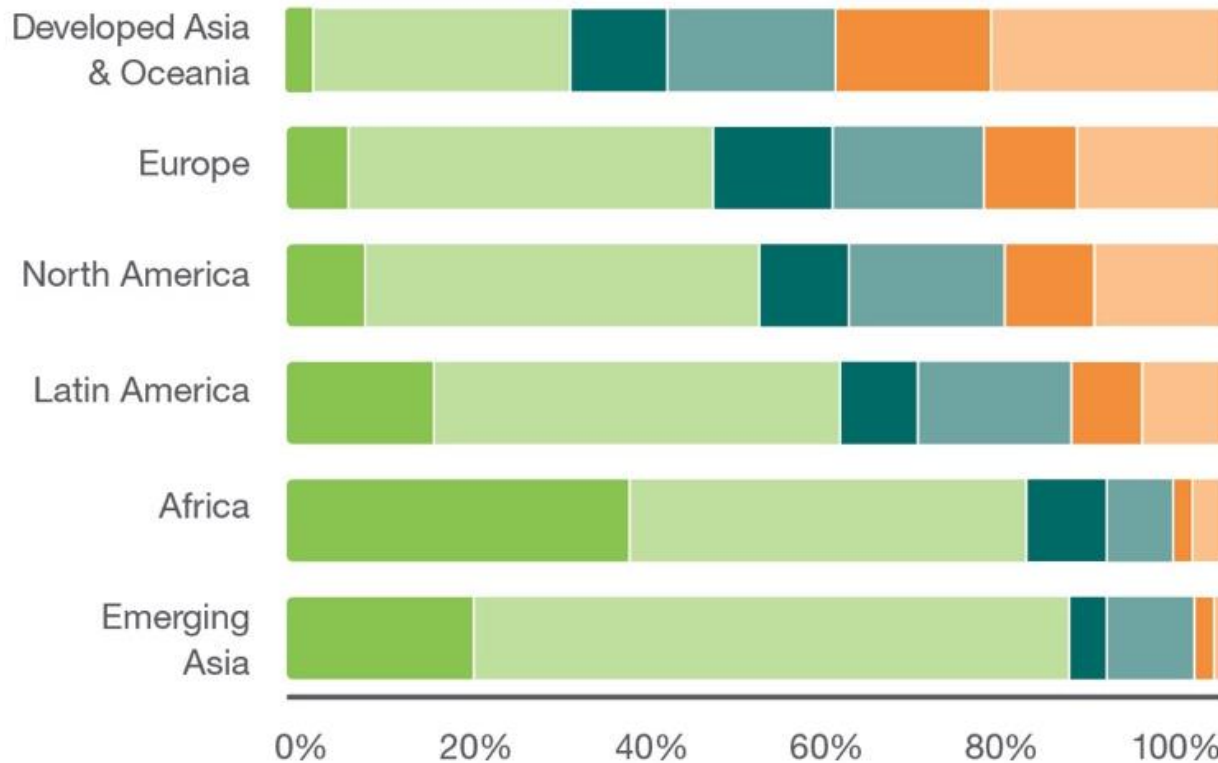


- › Consumers' views on their own wellness represented by **two related aspects**: satisfaction with their looks as well as with their health.
- › On a 5-point scale ranging from completely satisfied to not satisfied, 10 percent selected 'completely satisfied' with both health and looks.
- › Another 40 percent were at least 'satisfied' with both aspects – adding up to **50 percent of consumers being satisfied with their overall wellness.**

# THE SOCIALLY CONSTRUCTED BODY



Large regional differences in attitudes to wellness



● Completely satisfied with wellness

● Satisfied with looks only

● Neutral

● Satisfied with wellness

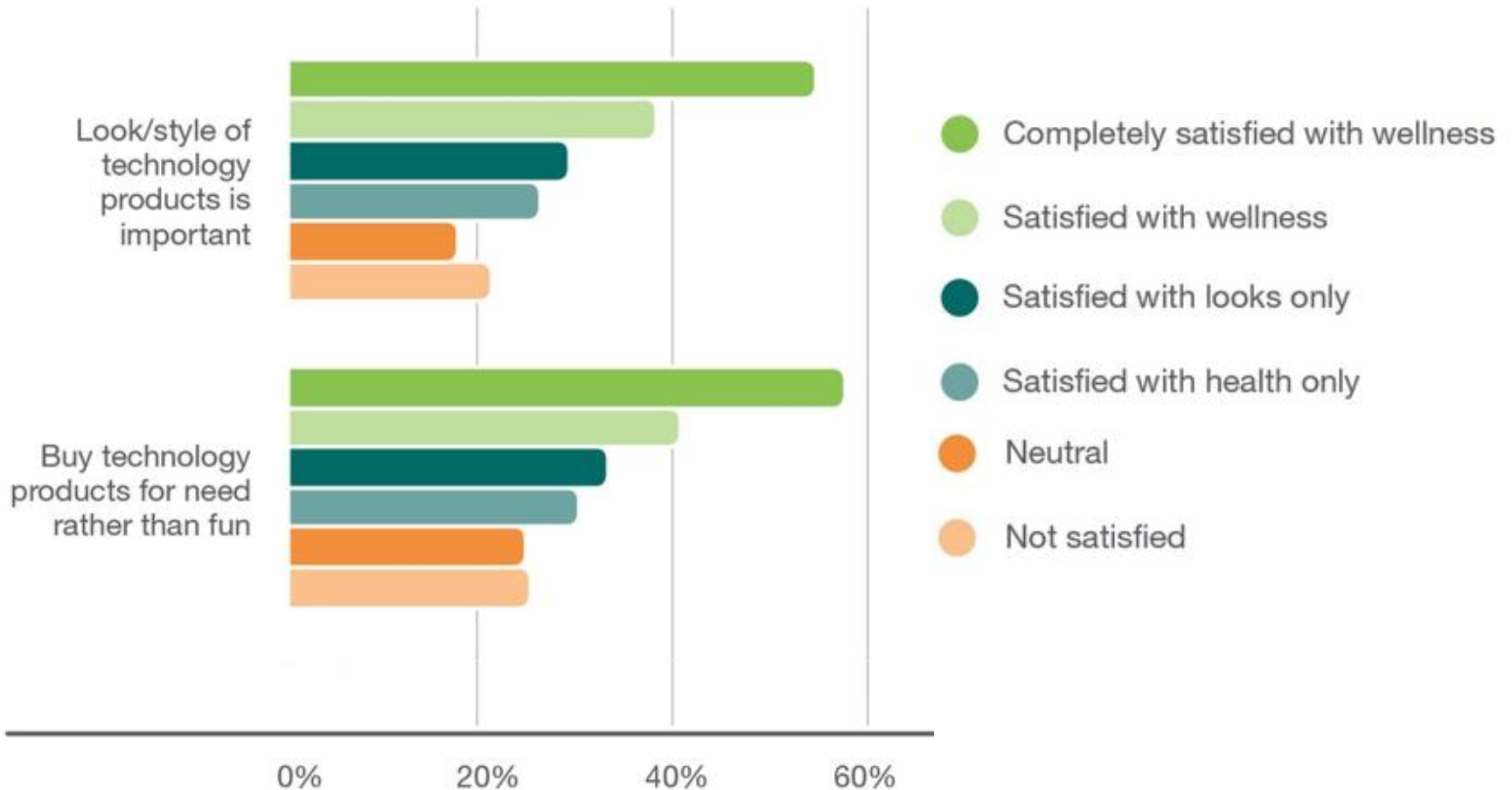
● Satisfied with health only

● Not satisfied

# WELLNESS → DESIGN + FUNCTION



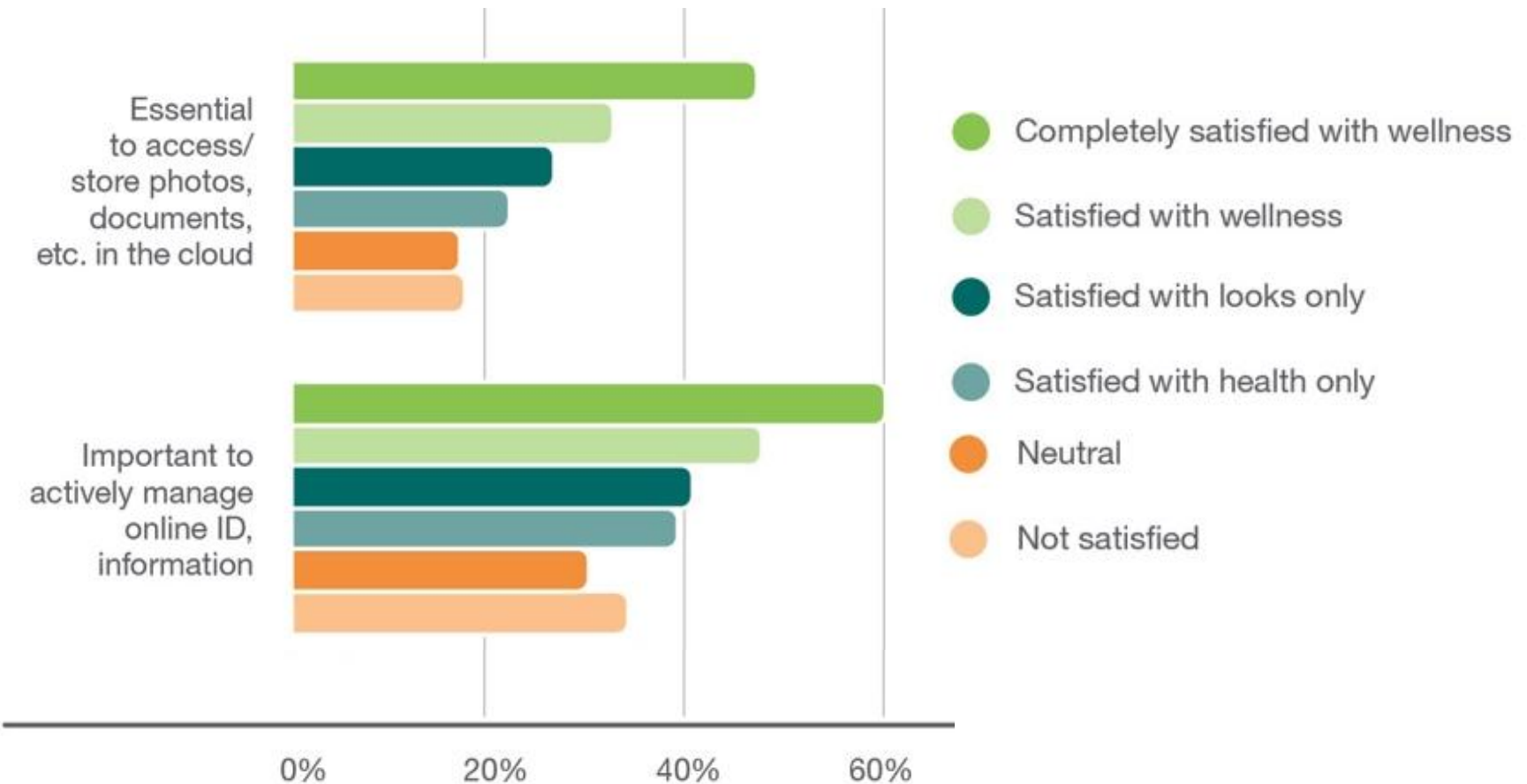
Among those who are completely satisfied with wellness, 55 percent think product design is important, yet 59 percent buy technology products to fulfill certain needs and not just for fun



# WELLNESS → CLOUD + INTEGRITY



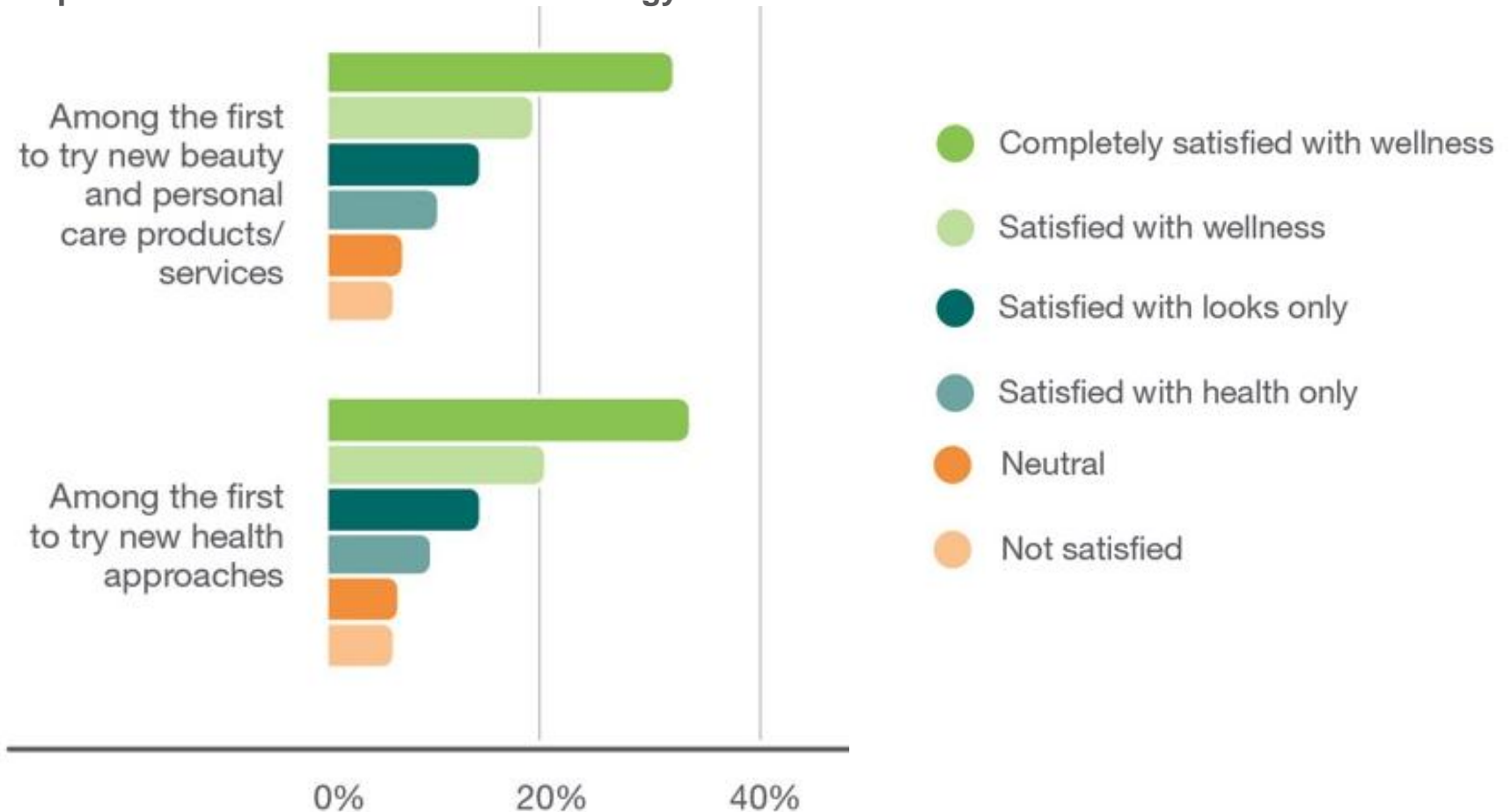
Among those who are completely satisfied with wellness, 47 percent see the cloud as being essential for storing personal information, while 60 percent say it is important to manage online information



# WELLNESS DRIVES ADOPTION



Those completely satisfied with wellness say they are the first to try new beauty/care products and services, as well as new health approaches. For this reason, we believe they will be early adopters of connected wellness technology



# SELF-QUANTIFICATION STARTS WITH WEARABLES



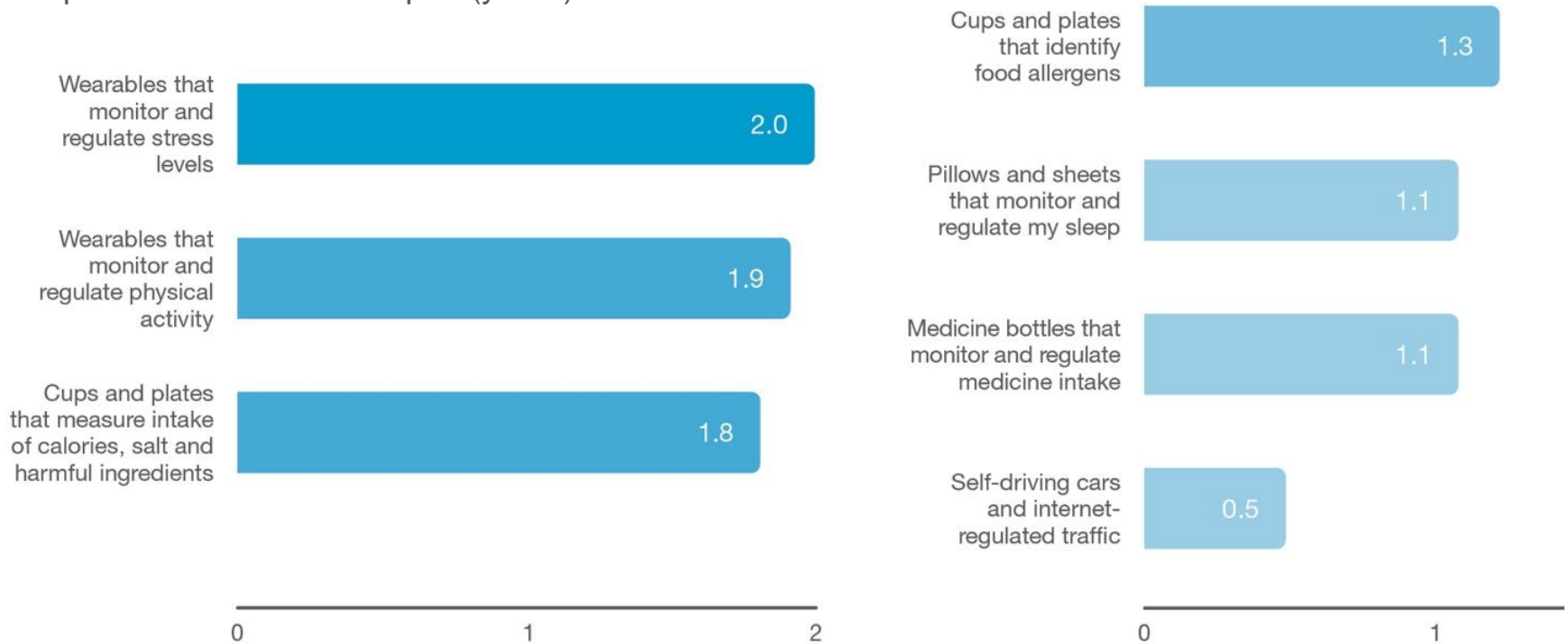
have the same level of  
interest in self-quantification  
as in wearables

- › 8% quantify themselves and use wearables every week
- › 12% are interested in quantifying behaviors and also interested in using wearables
- › 51% are currently neither interested in quantifying behavior nor in using wearables

# CONSUMERS EXPECT LONGER LIFE



## Expected increase in lifespan (years)

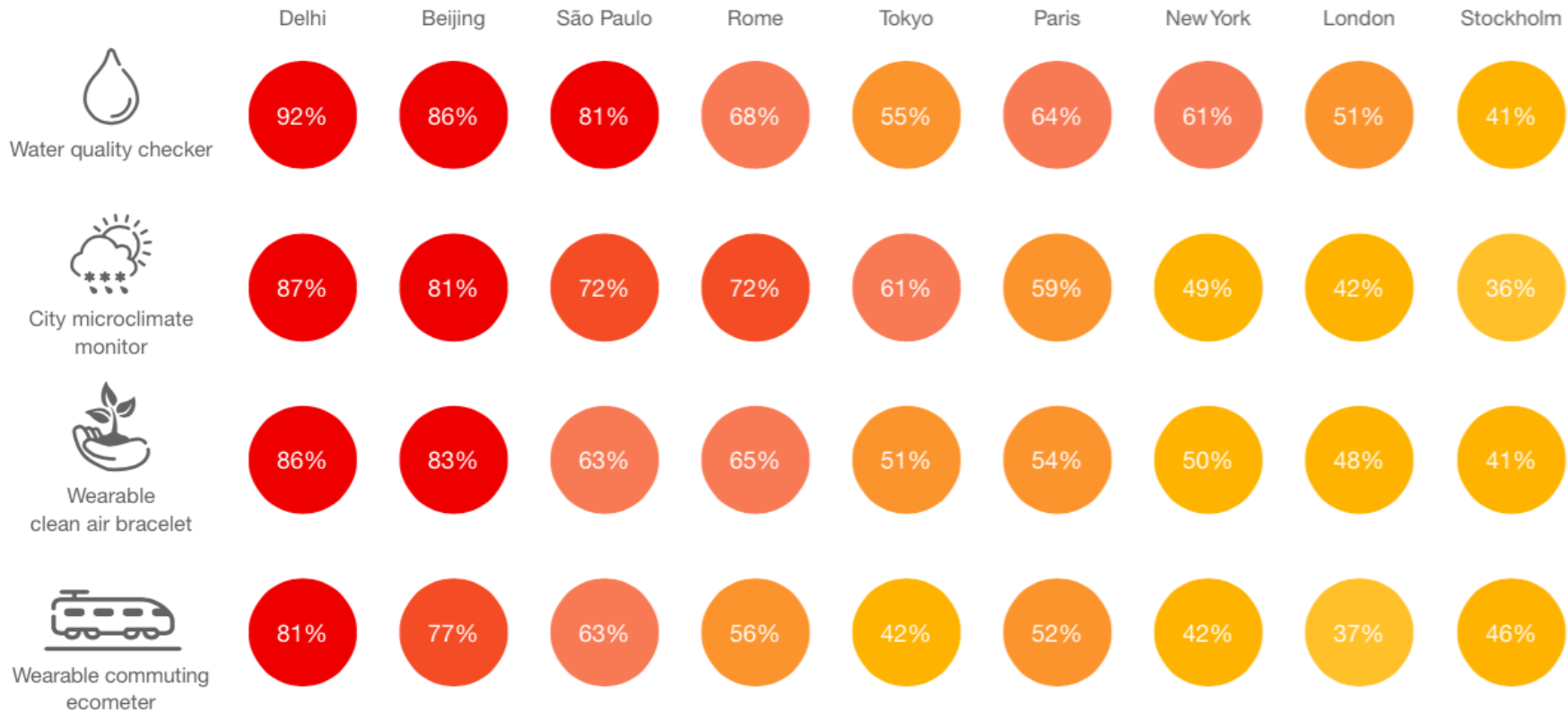


# WELLNESS: A SOCIETAL CONCERN



How useful do consumers see these concepts?

High Low



Source: Ericsson ConsumerLab Analytical Platform, September 2014  
 Base: 9,030 iPhone/Android smartphone users in Beijing, Delhi, London, New York, Paris, Rome, São Paulo, Stockholm and Tokyo

# HIGH PREDICTED USE FREQUENCY



Predicted daily use of wellness services



**42%**  
Heart rate  
monitoring ring



**33%**  
Digital health  
network



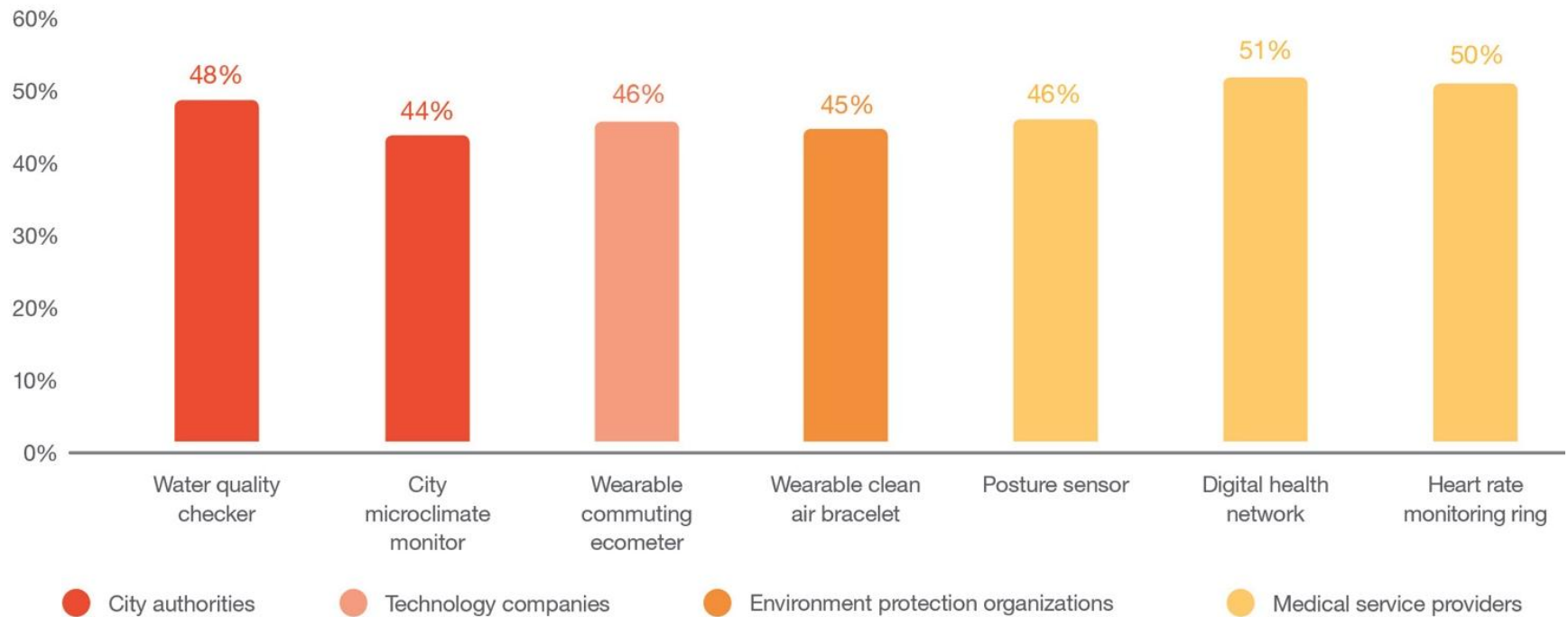
**48%**  
Posture  
sensor

Source: Ericsson ConsumerLab Analytical Platform, September 2014  
Base: 9,030 iPhone/Android smartphone users in Beijing, Delhi, London,  
New York, Paris, Rome, São Paulo, Stockholm and Tokyo

# A NEW ECOSYSTEM IMPLIED



Who is expected to be the main service provider?

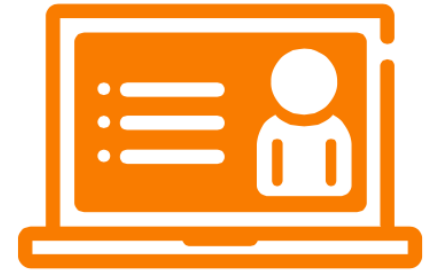


Source: Ericsson ConsumerLab Analytical platform, 2014  
Base: Those who predicted that the concepts will be available within 5 years, out of a total base of 9,030 iPhone/Android smartphone users in 9 cities

# WHO WILL HANDLE THE FLOW OF PERSONAL INFORMATION?



- › Three of the concepts tested were seen to be driven by medical service providers, two by city authorities, and the remaining two by tech companies and environmental organizations respectively.
- › As service providers are expected to differ widely, the ecosystem will be complex.
- › Who will be able to handle personal information in accordance with consumer expectations?



66%

want full control over the dissemination of their information by authorities

# KEY FINDINGS



- › Quantification of behaviors today starts with wearables. However, those who are very satisfied with their wellness need both style and function:
  - › 55 percent say product design is important, while 59 percent buy technology devices to fulfil specific needs
- › Smartphone owners expect quantifying and regulating stress will increase life expectancy by two years
- › Wellness also entails understanding societal health hazards. Interest in wellness on a personal level may therefore inspire transformation on a societal level



**ERICSSON**