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Health & Well-Being Report

Health, consumption habits, and supplement choices in Thailand and China



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Research design

Fieldwork

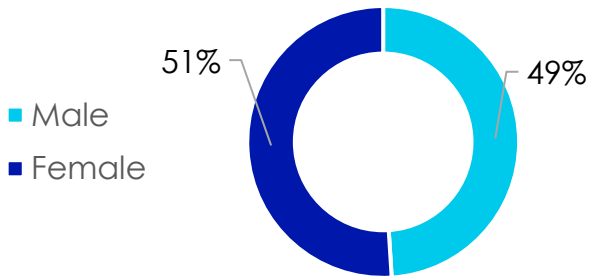
Fielded between:
Dec 2025 - Jan 2026

Country: Thailand

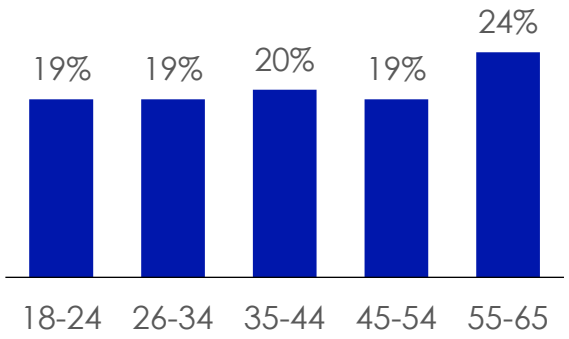
Sample

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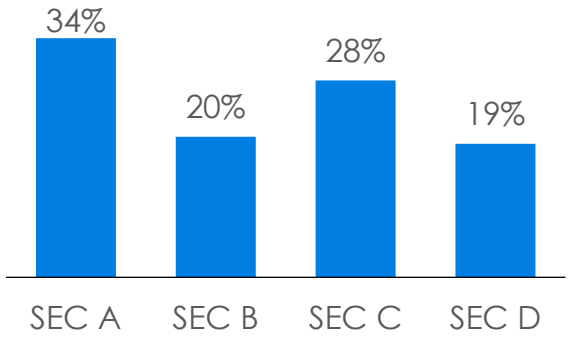
GENDER



AGE



HOUSEHOLD INCOME



Research design

Fieldwork

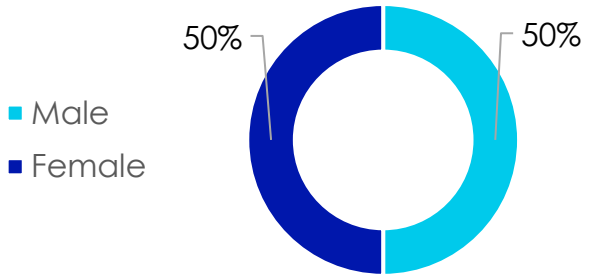
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Country: China

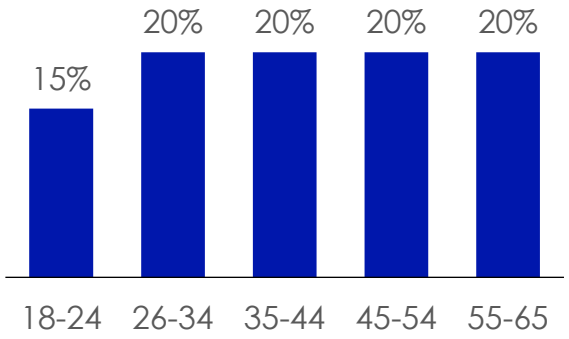
Sample

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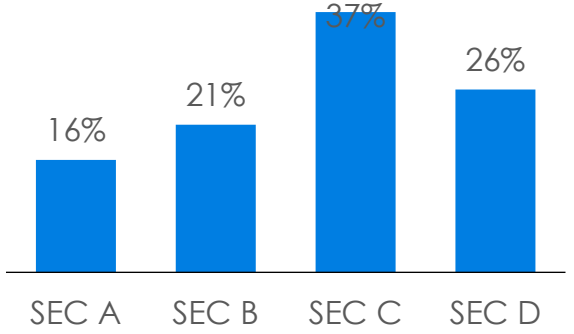
GENDER



AGE



HOUSEHOLD INCOME



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Snapshot summary of TH vs CN



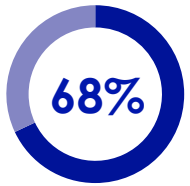
Despite broad satisfaction with their diets, Thais consume more unhealthy foods, driven by street-food culture and convenience, but indulgence is the shared barrier to healthy diets in both markets.

Similarity & Difference

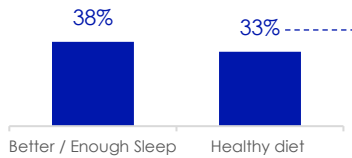
- **Thai consumers** report higher satisfaction with their overall health compared to **Chinese consumers.**
- Both markets focus on maintaining a healthy diet, and satisfaction with their current diet is **comparable between the two markets**.
- **Thais** consume **more unhealthy** food than **Chinese**, with their choices largely driven by convenience and a preference for street food.
- **Thais** and **Chinese** view **healthy eating as self-care** but often **trying to balance it with indulgence.**
- Post–unhealthy eating behaviors are largely similar among Thai and Chinese consumers, with comparable healthy eating occasions mainly centered around main meals and post-workout.
- However, while **Chinese** are more likely to **avoid unhealthy drinks** altogether, **Thais** tend to opt for **"lighter" versions** rather than abstain.

THAILAND

Health Satisfaction
(Rated 8 – 10)

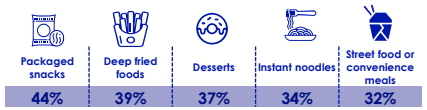


Top 2 Current Health Priorities



60% of Thai consumers are satisfied with their eating habit.

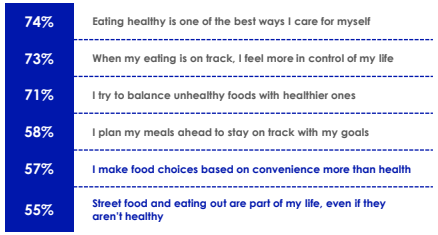
Regular Food Habit



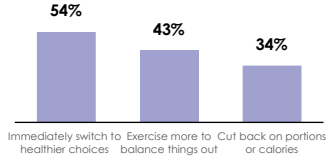
Top 2 Barrier to Eating Healthy



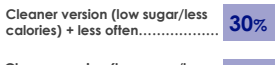
Relationship with Food



Post Unhealthy Eating Behaviour



Behaviour Towards Unhealthy Drinks

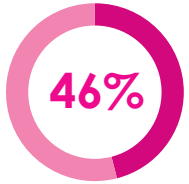


Occasion vs Food Habit

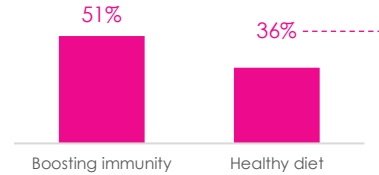


CHINA

Health Satisfaction
(Rated 8 – 10)

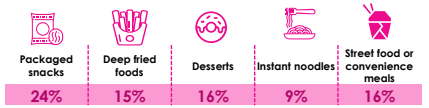


Top 2 Current Health Priorities



53% of Chinese consumers are satisfied with their eating habit.

Regular Food Habit



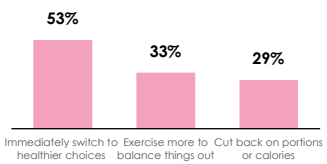
Top 2 Barrier to Eating Healthy



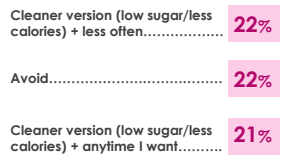
Relationship with Food



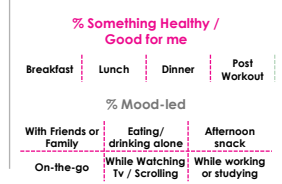
Post Unhealthy Eating Behaviour



Behaviour Towards Unhealthy Drinks



Occasion vs Food Habit



Similarity Differences

Supplement repertoires are similar in size, but differ in focus: Thais lean toward collagen and beauty, while Chinese prioritize probiotics. Cost limits uptake in Thailand, while choice overload and doubt are bigger barriers in China.

Similarity & Difference

- While the **average number of supplements consumed is the same** for Thais and Chinese, their preferences differ.
- Other than vitamins/ multivitamins that are commonly taken in China and Thailand, **Thai** consumers focus on **collagen and beauty** supplements, whereas **Chinese** consumers **prioritize probiotics.**

- The top benefits sought from supplements remain **largely similar** for both the countries, which most focus on **immunity, bones and joints, brain health and sleep.**

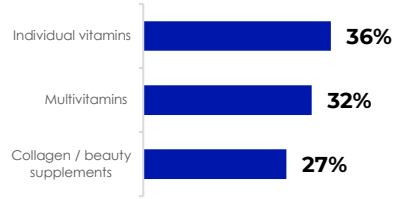
- For **Thai consumers**, **cost** is the main barrier to supplement consumption, whereas **Chinese consumers** are more likely to **feel doubtful** or **overwhelmed** by the choices available.

THAILAND

7 in 10

Agree to the fact that supplements act as a balancing element in life when they can't eat healthy.

Current Supplement Consumption (Top 3)

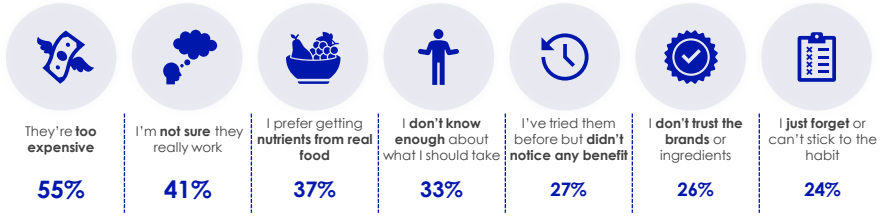


3.8
Average # of supplements taken

Benefit Sought from Supplement Consumption



Barriers for Supplement Consumption

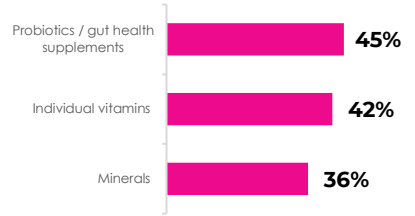


CHINA

6 in 10

Agree to the fact that supplements act as a balancing element in life when they can't eat healthy.

Current Supplement Consumption (Top 3)

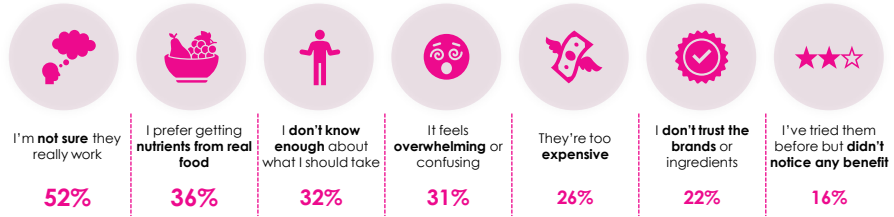


3.9
Average # of supplements taken

Benefit Sought from Supplement Consumption



Barriers for Supplement Consumption



Similarity Differences

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Key insights

Thailand



Snapshot Summary

Overall Health & Consumption Habit

Thais feel **generally satisfied** with their health, consuming healthy food, while **fried and packaged items** drive the most guilt.

Healthy eating is seen as **self-care and balance**, with **healthier choices** made during **breakfast**, **dinner** and **post workout**, and **indulgence** driven by **social occasions. Craving and cost** are the key barriers to eat healthy.

When feeling guilty, consumers rebalance through **healthier swaps, portion control, or exercise**, and many are now actively reducing consumption and choosing **healthier beverages**.

Supplement Choices

Thais primarily favor **daily foundational supplements** like multivitamins, with **collagen/ beauty-focused and functional supplements** growing.

They prioritize **holistic wellness**: stronger immunity, better sleep, cognitive support, digestion, and relaxation.

Key barriers include **cost**, uncertainty about **which supplements to take**, how they work, and a **preference for getting nutrients from food**.

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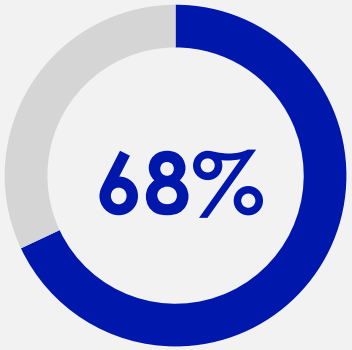
Overall Health & Consumption Habit



Overall, about 7 in 10 Thais say they are satisfied with their health, with the focus on better sleep, healthy diet, stress relief, and building immunity for resilience.

Health Satisfaction

(Rated 8 – 10)



Women are more likely to express neutral views about their health than Men

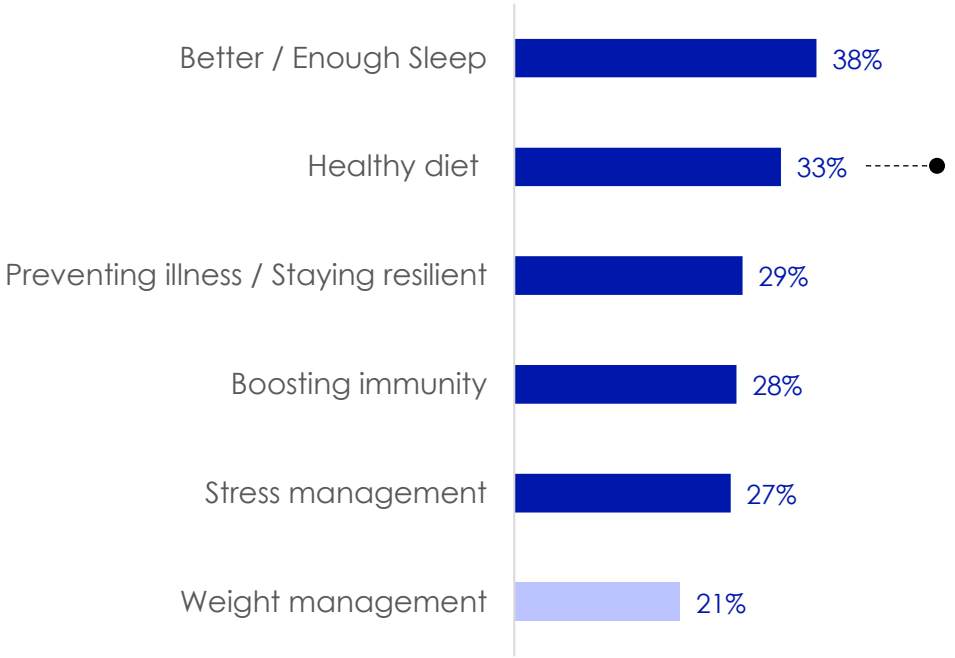
Male **76%**





Female **61%**

Which aspects of your health matter most today?





60%

of Thai consumers are satisfied with their eating habit, higher among Male, SEC A

4000A. How satisfied are you with your health today? I 4000b. Which aspects of your health do you care about most right now? (Rank up to 3) I 5001b. How satisfied are you with your current eating habits?

Thai consumers are consuming more of healthy food items like vegetables, fruits, protein and fresh homemade meals. Deep fried, packaged snacks, instant noodle top the guilt list.

Which of these do you consume regularly (3+ times a week)?



Vegetables

70%



Fruits

68%



Fresh home-made meals

66%



Protein-rich foods

62%



White rice

55%

Which of these do you wish to consume less?



Deep-fried foods

22%



Packaged snacks

18%



Instant noodles

16%



Desserts & confectionary

13%



White rice

12%



- **35+** consume more healthy food items (**Vegetables, Fruits, Homemade meals**) vs younger age group (18-34)



- **SEC A** consume more **Wholegrains** & **Protein-rich food**, while they also consumer more **Dessert & confectionary** items.

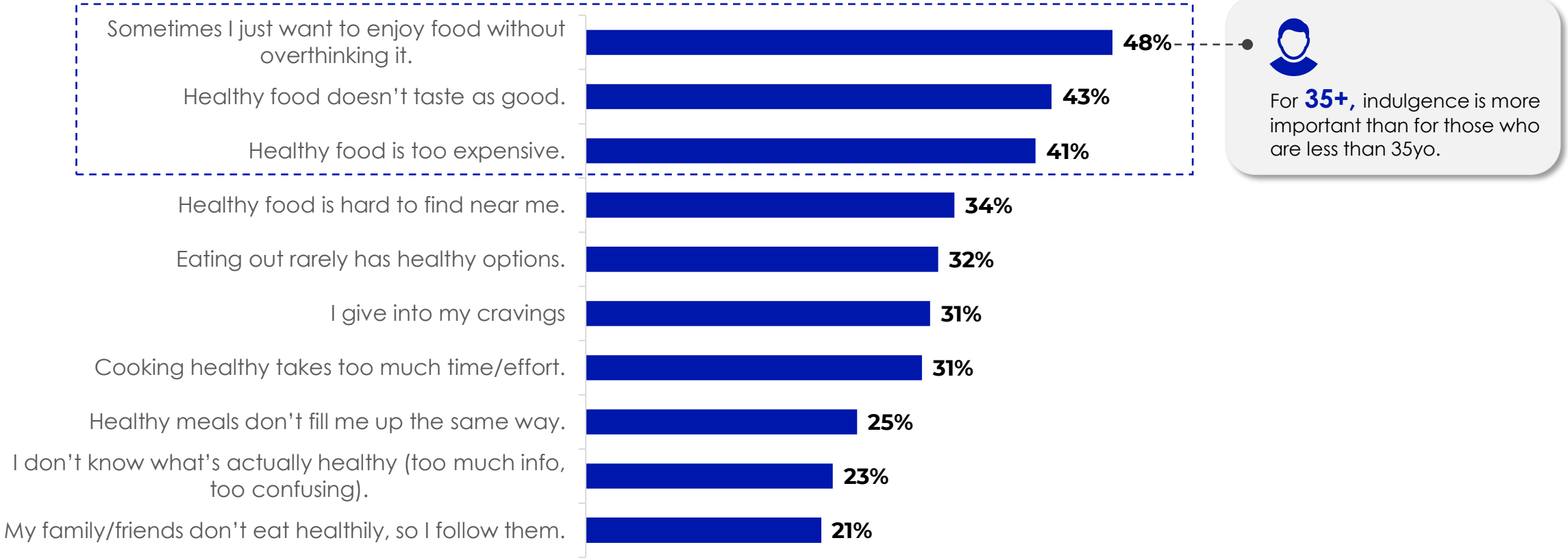


- **Married** consume more healthy (**Vegetables, Fruits**) and **Homemade meals** than Single

5000. Which of these do you consume regularly (3+ times a week)? (Please select all that apply) I 50012. And which of these do you wish you consumed less? You can choose up to 2 items that you wish you consumed less of.

Healthy Eating Loses Out to Indulgence and Cost.

What prevents you from eating healthier?



5005. What prevents you from eating healthier? Pick up to 5 top reasons.

Healthy eating is viewed as an act of self-care and control, with most consumers seeking a balance between nutritious and indulgent choices.

What does relationship with food look like for you during a normal week?

74% Eating healthy is one of the best ways I care for myself

73% When my eating is on track, I feel more in control of my life

71% I try to balance unhealthy foods with healthier ones

58% I plan my meals ahead to stay on track with my goals

57% I make food choices based on convenience more than health

55% Street food and eating out are part of my life, even if they aren't healthy

53% I enjoy traditional dishes from my culture more than "healthy" options

43% Sweet treats make me happy - health doesn't matter in that moment

For **35+ and SEC A&B,** eating healthy is more of a form of self care vs their respective counterpart (below 35+, SEC C&D)

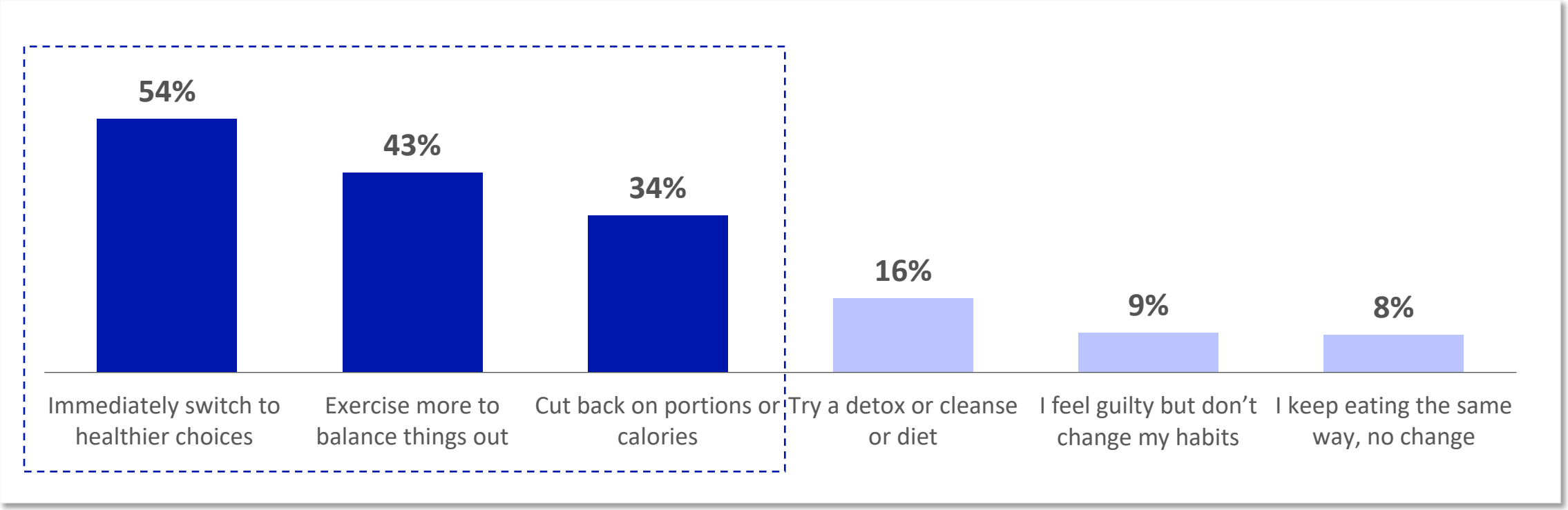
For **SEC A&B,** eating on track helps them feel more in track of their lives vs individuals from SEC C&D.

Females find themselves prioritise convenience more than health than males

5003. How much do you agree with the following statements about your relationship with food? Think about what you eat in a normal week — not just your "ideal" week.

When feeling guilty about food choices, Thais respond by switching to healthier options, cutting back on portions or exercising to restore balance.

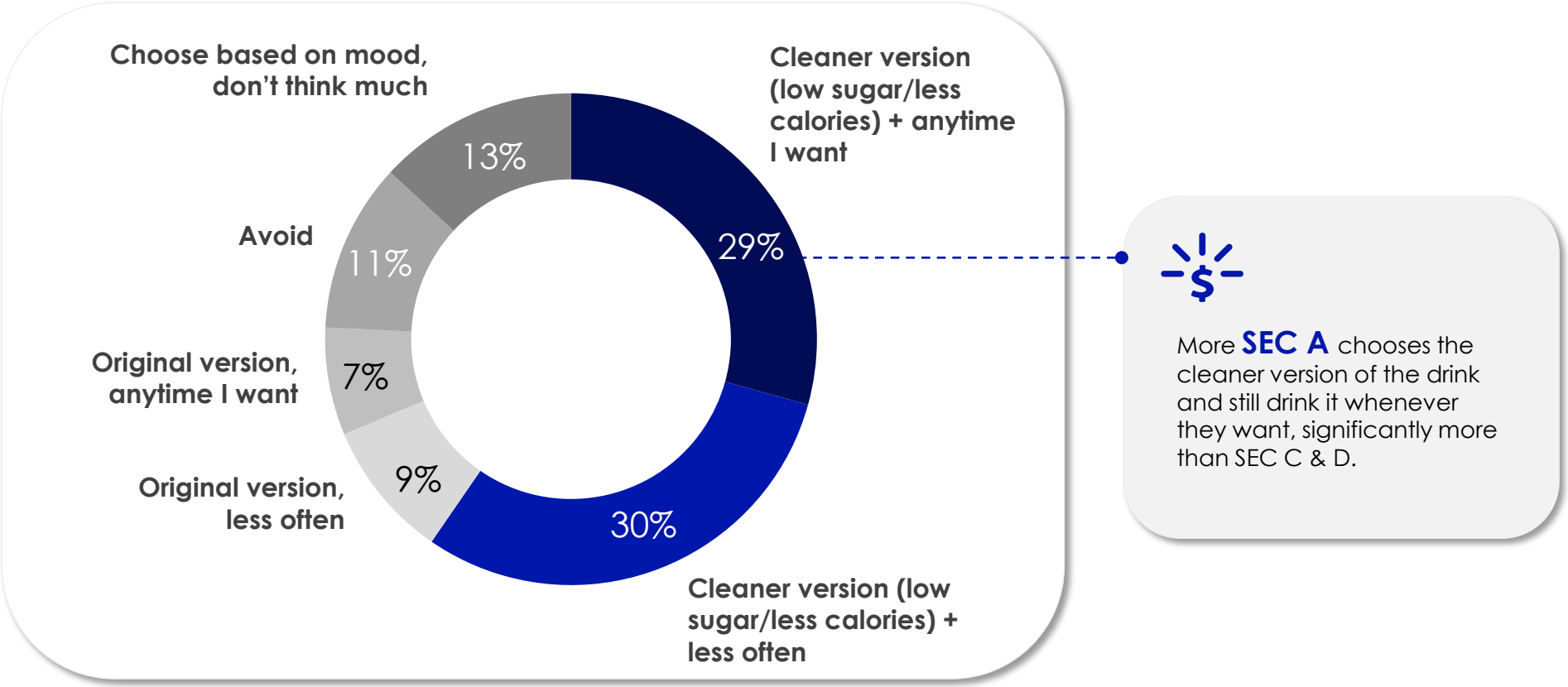
When you feel like you've eaten 'badly' for a few days, what do you do next?



Q5011. When you feel like you've eaten 'badly' for a few days, what do you do next?

Thai consumers are switching between opting for cleaner choices and cutting back on frequency

If you're having a drink that's not the healthiest, which best describes what you do?



Q50023. If you're having a drink that's not the healthiest, which best describes what you do?

Consumers integrate health into their everyday habits, reserving indulgence for moments of relaxation, alone or together.

On the following occasions, what do you usually crave or choose to eat/ drink?

Healthier Occasions

% Something Healthy / Good for me

- Breakfast..... 62%
- Dinner..... 43%
- Post workout..... 40%

Indulgent Occasions

% Something Indulgent/a treat

- With Friends/ Family..... 53%
- When Eating Alone..... 34%

Mixed

% Depends on the Mood

- On the Go..... 39%
- While Watching Tv / Scrolling..... 39%
- Afternoon Snack..... 36%
- While Working Or Studying..... 31%

Consumers use lunch as both a treat moment and a health-focused occasion

Noon/ Lunch.....

Something Healthy 30% I Something Indulgent 38% I Depends on the Mood 29%

5007a: On the following occasions, what do you usually crave or choose to eat?

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Supplement Choices



Thai consumers turn to supplements to make up for less healthy eating, primarily through daily vitamins and multivitamins. Collagen/ beauty supplements and other functional supplements are gaining traction.

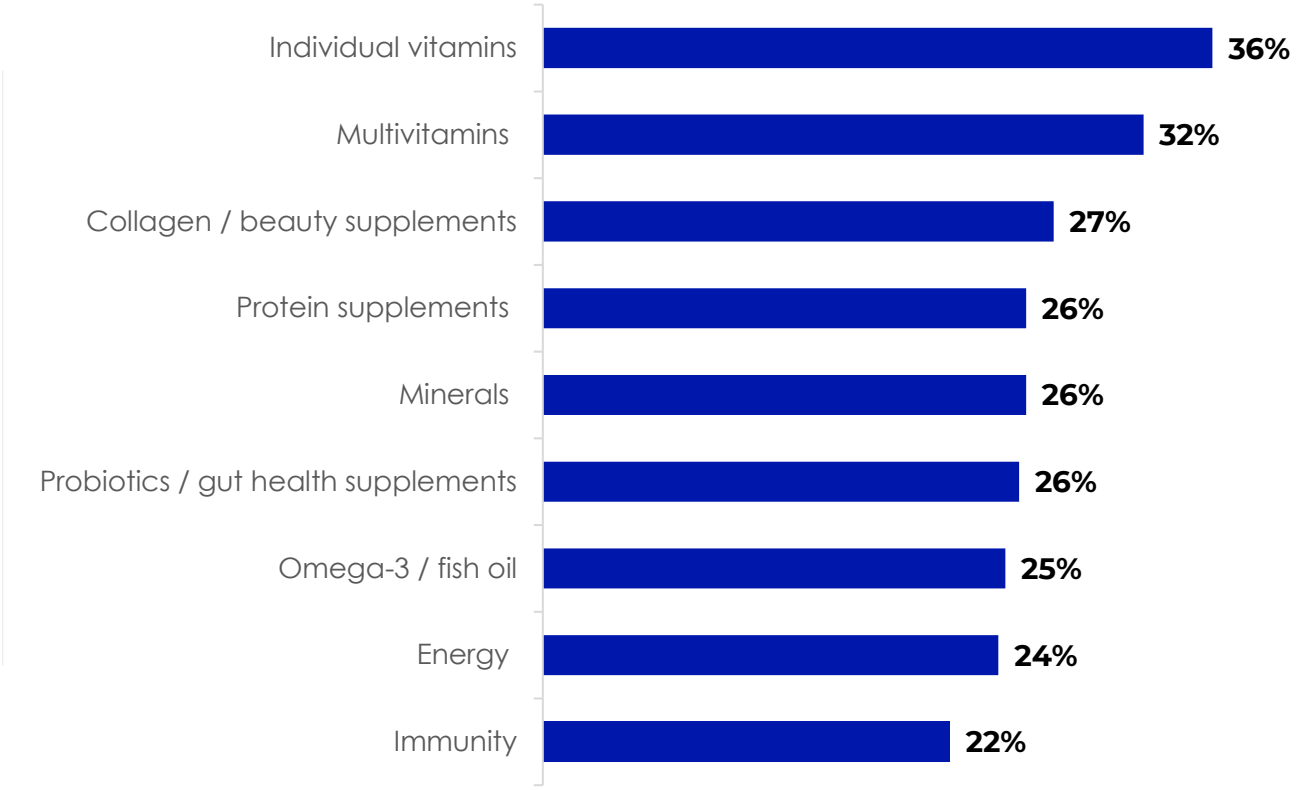
Which of these supplements have you been taking recently?

7 in 10

Agree to the fact that supplements act as a balancing element in life when they can't eat healthy.

3.8

Average # of supplements taken



Collagen/ beauty supplements are more commonly used by **females**.

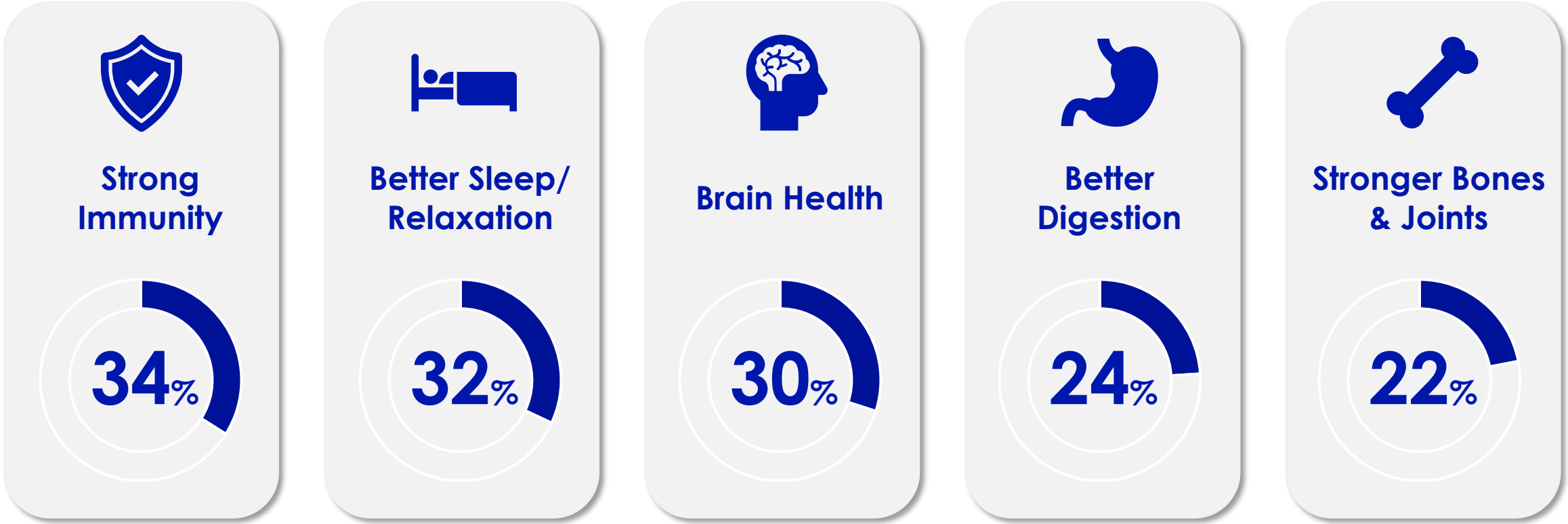
35+ are taking more vitamin and protein while younger consumers are focusing on immunity and stress relief.

Working individuals focus on immunity as compared to non working individuals.

Q6001. Which of these supplements have you been taking recently for the past 6 months ?

Thais are prioritizing holistic wellness, seeking stronger immunity and better sleep, alongside solutions for cognitive health, digestion and relaxation.

Which of these health outcomes would you want to get from supplements? (Top 5)



Q6005. Which of these health outcomes would you want to get from supplements, even if you don't take them today?

Cost is the main barrier to supplement use, followed by uncertainty about what to take and how they work, and a preference for getting nutrients from food.

What stops you from taking supplements OR taking them more regularly?



They're **too expensive**	I'm **not sure** they really work	I prefer getting **nutrients from real food**	I **don't know enough** about what I should take	I've tried them before but **didn't notice any benefit**	I **don't trust the brands** or ingredients	I **just forget** or can't stick to the habit
55%	**41%**	**37%**	**33%**	**27%**	**26%**	**24%**

Q6006. What stops you from taking supplements OR taking them more regularly?

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Key Insights

China



Snapshot Summary

Overall Health & Consumption Habit

Chinese consumers feel **fairly satisfied** with their health and are paying greater attention to immunity and healthy eating. Yet **accessibility and indulgence often override healthy intentions**.

People increasingly choose **fresh, homemade meals, vegetables, fruits, and protein**, while foods like white rice trigger guilt. When they do indulge, they often **rebalance through healthier foods, portion control, or exercise.**

Healthy eating is viewed as **self-care and personal control**, but indulgence still occurs in **social settings**. Consumers frequently self-correct with **low-sugar/low-cal options** to maintain balance.

Supplement Choices

Supplements serve as a **nutritional safety net**, with consumers relying on **probiotics, vitamins, and minerals** to fill perceived nutritional gaps.

Consumers are adopting a **holistic wellness mindset**, seeking support for **immunity, cognition, bone strength, digestion, and relaxation** in addition to general nutrition.

Confusion remains the main barrier. Consumers are often **unsure if supplements work, uncertain** about which to choose, and some prefer **getting nutrients from food** instead.

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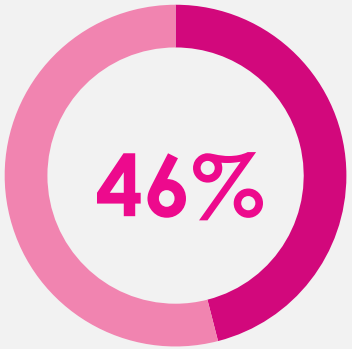
Overall Health & Consumption Habit



Around half of the Chinese consumers are satisfied with their health. Immunity leads health focus, with healthy diet gaining attention.

Health Satisfaction

(Rated 8 – 10)



Working individuals are more likely to express positive views about their health than Non-Working

Working **52%**

Non-Working **26%**

Which aspects of your health matter most today?



53%

of Chinese consumers are satisfied with their eating habit, higher among Male

4000A. How satisfied are you with your health today? I 4000b. Which aspects of your health do you care about most right now? (Rank up to 3) I 5001b. How satisfied are you with your current eating habits?

Chinese consumers are consuming more of healthy food items fresh homemade meals, vegetables, fruits and protein. White rice tops the guilt list.

Which of these do you consume regularly (3+ times a week)?

Fresh home-made meals	Vegetables	Fruits	White rice	Protein-rich food
78%	72%	64%	63%	62%

Which of these do you wish to consume less?

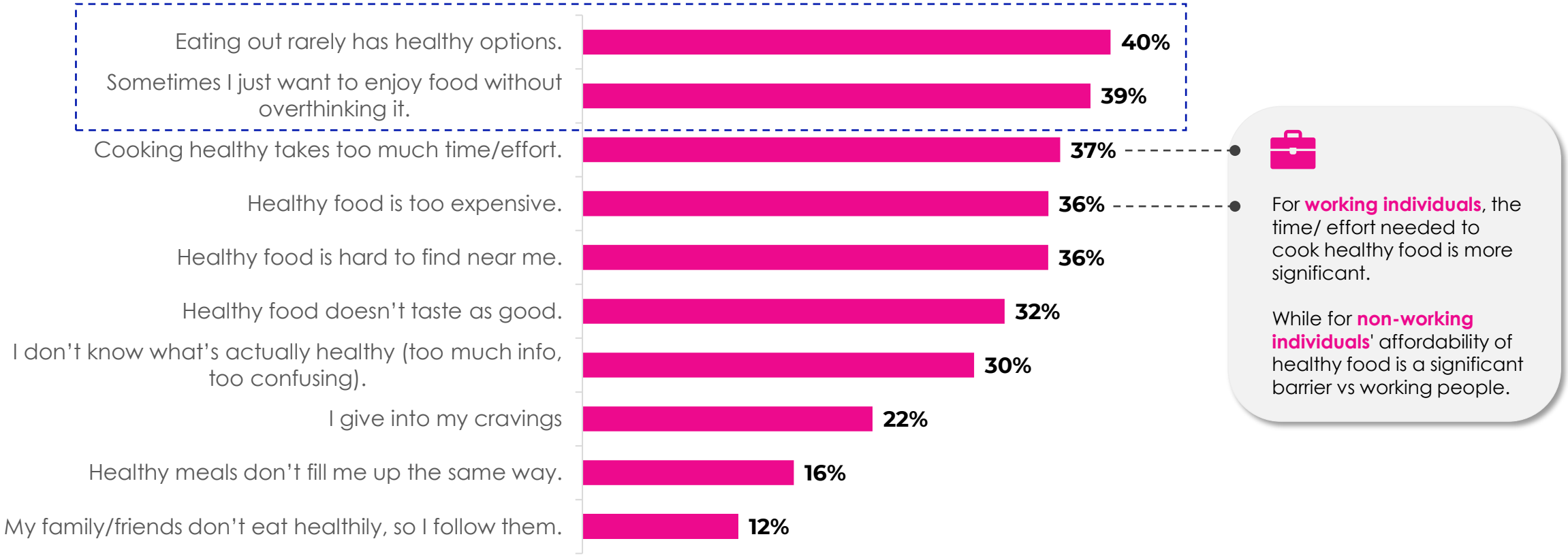
White rice	Packaged snacks	Desserts & confectionary	Deep fried foods	Street food
23%	11%	9%	6%	6%

- **35+** consume more Whole grain vs younger age group (18-34) while the younger age group consumes more deep fried food.
- **SEC A** consume more **healthy food items [vegetables, fruits, whole grains, protein-rich food]** as compared to SEC C&D.
- **Working individuals** consume more of convenience meals while non-working individuals are eating a lot more of fresh homemade meals.

5000. Which of these do you consume regularly (3+ times a week)? (Please select all that apply) I 50012. And which of these do you wish you consumed less? You can choose up to 2 items that you wish you consumed less of.

Healthy Eating Loses Out to Accessibility and Indulgence.

What prevents you from eating healthier?



For **working individuals**, the time/ effort needed to cook healthy food is more significant.

While for **non-working individuals**' affordability of healthy food is a significant barrier vs working people.

5005. What prevents you from eating healthier? Pick up to 5 top reasons.

Healthy eating is viewed as an act of self-care and control, with most consumers seeking a balance between nutritious and indulgent choices.

What does relationship with food look like for you during a normal week?

76% Eating healthy is one of the best ways I care for myself

For **35+**, eating healthy is more of a form of self care vs younger individuals aged 18-35 YO.

64% When my eating is on track, I feel more in control of my life

For **SEC A** eating on track helps them feel more in control of their lives vs individuals who are from SEC C&D.

58% I try to balance unhealthy foods with healthier ones

SEC A, balances their eating habits significantly more than SEC B,C&D

56% I plan my meals ahead to stay on track with my goals

35+ plan ahead on their meals more vs individuals who are 18 – 35YO.

53% I enjoy traditional dishes from my culture more than "healthy" options

37% I make food choices based on convenience more than health

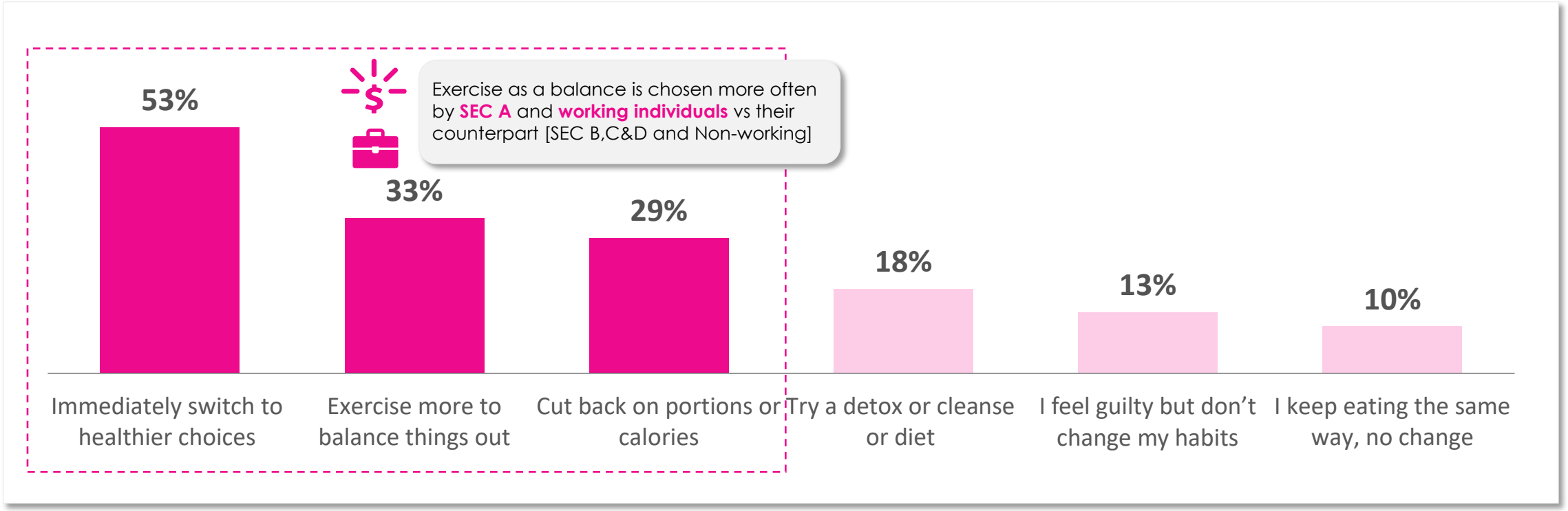
35% Street food and eating out are part of my life, even if they aren't healthy

34% Sweet treats make me happy - health doesn't matter in that moment

5003. How much do you agree with the following statements about your relationship with food? Think about what you eat in a normal week — not just your "ideal" week.

When experiencing guilt about their food choices, Chinese individuals tend to compensate by opting for healthier foods, exercising to regain balance, or reducing their portion sizes.

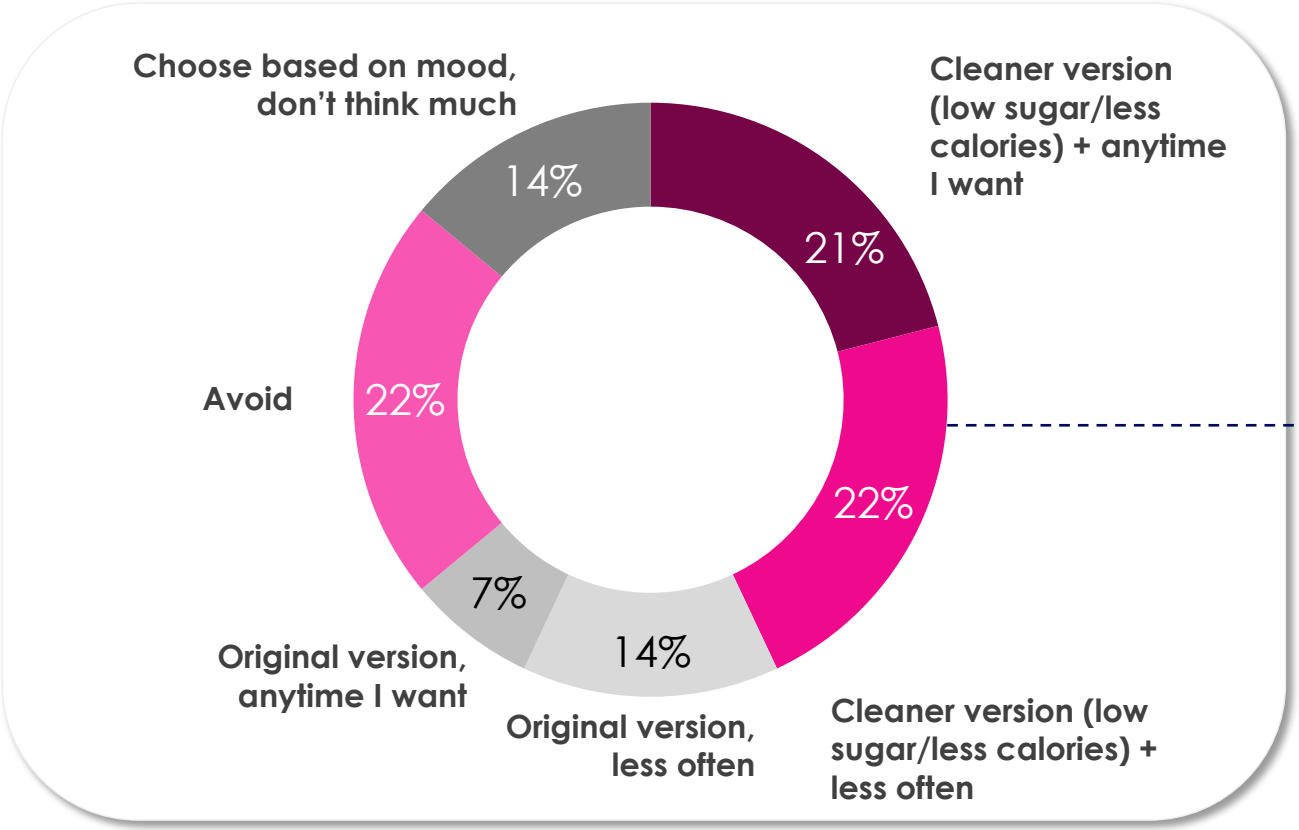
When you feel like you've eaten 'badly' for a few days, what do you do next?



Q5011. When you feel like you've eaten 'badly' for a few days, what do you do next?

When faced with indulgence, Chinese consumers are self correcting by choosing low-sugar/low-cal versions or avoiding it completely.

If you're having a drink that's not the healthiest, which best describes what you do?



More **SEC A** chooses the cleaner version of the drink and drink it less often they want, significantly more than SEC B, C & D.

Q50023. If you're having a drink that's not the healthiest, which best describes what you do?

While healthier habits anchor day-to-day meals, food choices in other occasions loosen and shift with mood or social dynamics.

On the following occasions, what do you usually crave or choose to eat/ drink?

Healthier Occasions

% Something Healthy / Good for me

- Breakfast..... 66%
- Lunch..... 48%
- Dinner..... 62%
- Post workout..... 37%

Situational

% Something Indulgent/a treat
% Depends on the Mood

With Friends/ Family

Something Indulgent/a treat: 32%
Depends on the Mood: 36%

Mood-led

% Depends on the Mood

- While eating or drinking alone..... 43%
- Afternoon Snack..... 41%
- On the go..... 41%
- While Watching Tv / Scrolling..... 38%
- While Working Or Studying..... 35%

5007a: On the following occasions, what do you usually crave or choose to eat?

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Supplement Choices



Supplements act as a nutritional safety net for Chinese consumers, who turn to probiotics, vitamins and minerals to make up for unhealthy eating habits.

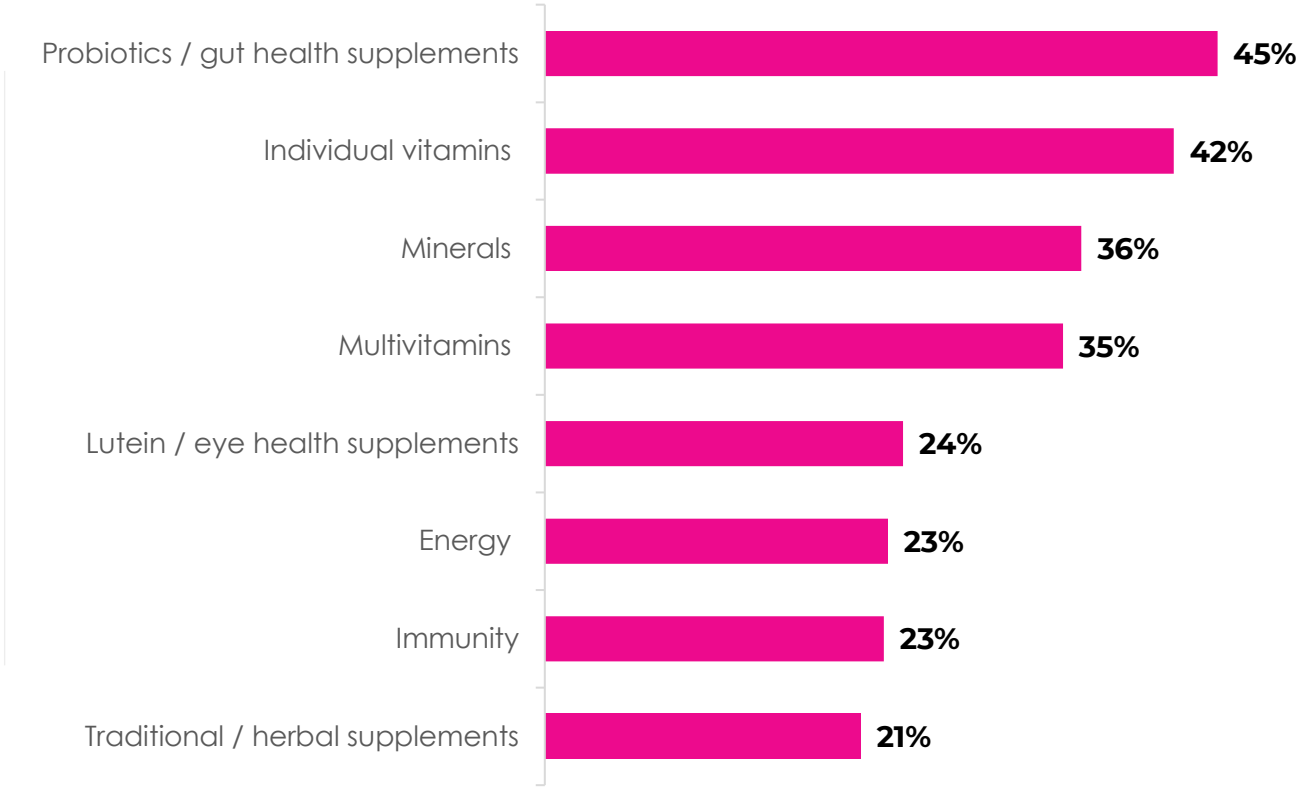
Which of these supplements have you been taking recently?

6 in 10

Agree to the fact that supplements act as a balancing element in life when they can't eat healthy.

3.9

Average # of supplements taken



SEC A **5.4** vs **SEC B,C&D** **3.8**

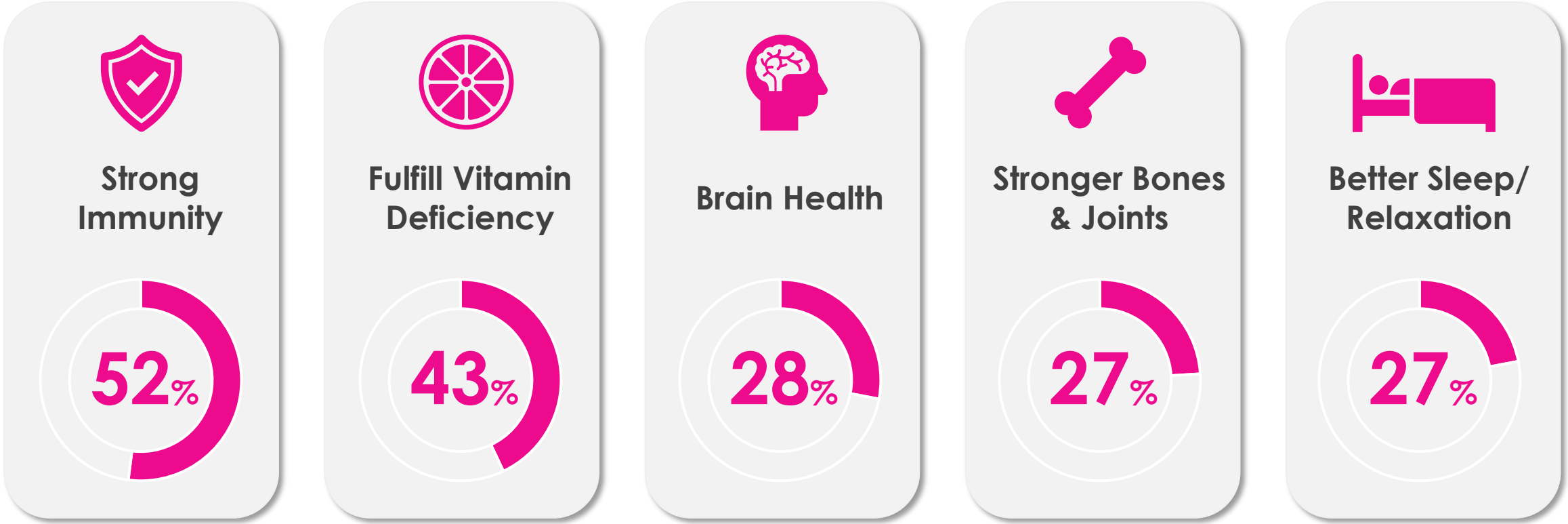
Average # of supplements taken

On an average, **SEC A** consumes more supplements than **SEC B, C & D.**

Q6001. Which of these supplements have you been taking recently for the past 6 months ?

Chinese consumers are embracing a more holistic view of wellness, actively seeking immunity support and filling nutritional gaps, while also looking for solutions that aid cognition, bone strength and relaxation.

Which of these health outcomes would you want to get from supplements? (Top 5)



35+ focus more on stronger immunity vs 18 – 35YO.

35+ focus more on stronger bones vs 18 – 35YO.

Q6005. Which of these health outcomes would you want to get from supplements, even if you don't take them today?

The main barrier stopping people from taking supplements regularly is that they're unsure if they work, feel confused about what to choose, and often prefer getting their nutrients from real food instead.

What stops you from taking supplements OR taking them more regularly?



I'm **not sure** they really work	I prefer getting **nutrients from real food**	I **don't know enough** about what I should take	It feels **overwhelming** or confusing	They're too **expensive**	I **don't trust the brands** or ingredients	I've tried them before but **didn't notice any benefit**
52%	**36%**	**32%**	**31%**	**26%**	**22%**	**16%**

Q6006. What stops you from taking supplements OR taking them more regularly?

If you'd like to schedule a call with the team to walk through the findings, please reach out to:

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