

# THE HEARTBEAT OF PROGRESS

International consumer study on personal health technology

September 2023

A business of Marsh McLennan



# KEY RESULTS OF THE STUDY



Digital health technologies are **currently in the acceleration phase** – start-up funding is 10x up vs. 2015, new technologies are being tested (e.g., non-invasive glucose measurements), >80% of consumers interested



**Many consumers already track 4 or more** of their personal health metrics – led by China and the US (67%, 60%) vs. Germany and UK (44%, 45%), **independently of gender and medical situation**



As penetration rates (tracking 4+ metrics) are especially high among young and senior consumers and many tools are just recently gaining traction, **penetration will likely go up from ca. 50% to 70%** in the next 10 years



Personal health **goes far beyond step tracking or blood pressure** – esp. more **advanced physical measures** such as skin analysis and body composition are fast gaining popularity



Consumers still have concerns about digital health tools – largely focused around **reliability, data trustworthiness and the quality of personalized advice**



For large **consumer and medical technology brands**, there is a clear chance to win in this market – as **consumers trust them far more** (50-60%) than the start-ups currently driving the market (32%)

# THIS STUDY WAS CONDUCTED IN AUGUST 2023

Joint study by GFU  
and Oliver Wyman

Representative online  
consumer survey,  
conducted in 4 countries  
in August 2023

## Sample size by country



# PERSONAL HEALTH TECH MEASURES AND TRACKS BODY METRICS AND ACTIVITIES

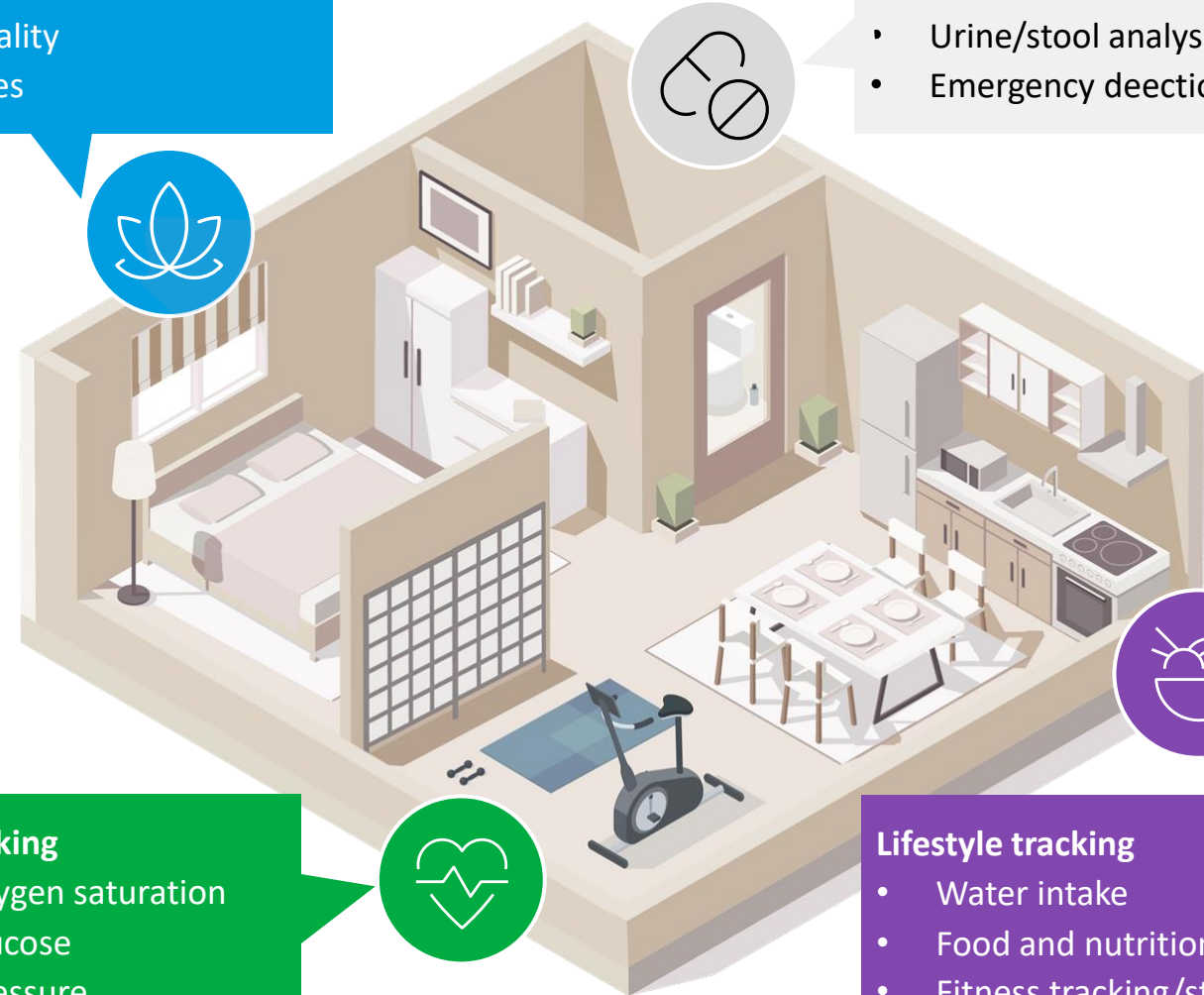
## Psychological tracking

- Mental health
- Mindfulness and meditation
- Sleep quality
- Hormones



## Medical tracking

- Skin analysis/mole detection
- Intake of medication
- Urine/stool analysis
- Emergency detection (e.g. falls)



## Physical tracking

- Blood oxygen saturation
- Blood glucose
- Blood pressure
- Body composition



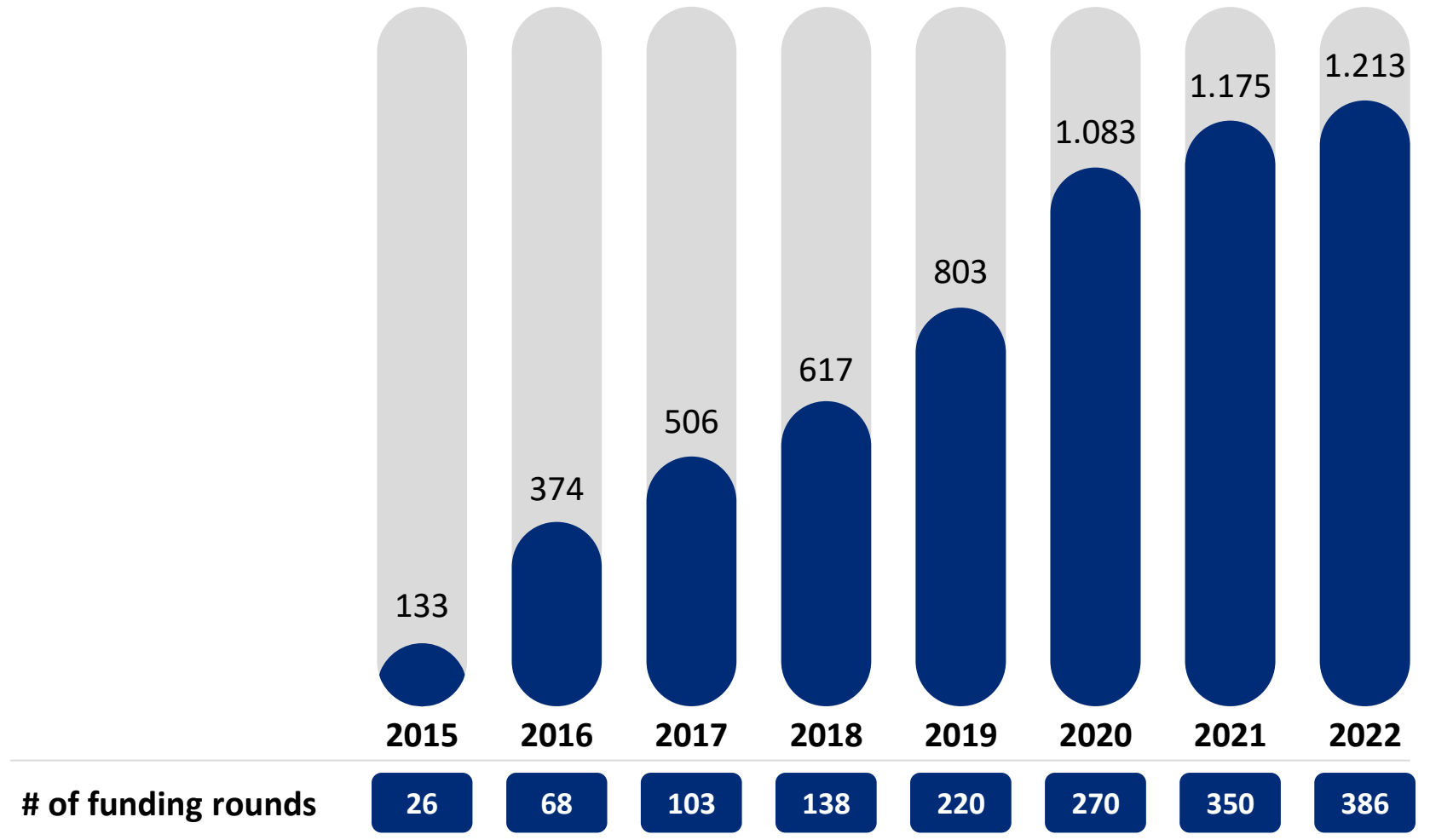
## Lifestyle tracking

- Water intake
- Food and nutrition intake
- Fitness tracking/step counting
- Ovulation



**TECHNOLOGIES ARE  
IN ACCELERATION  
PHASE:  
INVESTMENTS  
ARE BEING POURED  
INTO START-UPS**

**Annual funding of 'personal health' start-ups, global, 2015-23E**  
\$bn



Source: Crunchbase; Oliver Wyman analysis

# ALSO ESTABLISHED PLAYERS MOVE (FURTHER) INTO PERSONAL HEALTH

Honor reveals the Earbuds 3 Pro with temperature monitoring features

*The Earbuds 3 Pro have been unveiled by Honor at MWC. The new headphones will feature a dual-driver design and a temperature sensor to help you monitor your health.*

*Polly Allcock, Published 03/01/2022 PT 11:00 AM* Accessory Audio Launch



*Honor has unveiled the Earbuds 3 Pro at MWC. (Image source: Honor)*



TECH ADVICE | Home | Tech Advice | Apple Watch Series 9 Rumors: Will It Get a Blood Glucose Monitor?

## APPLE WATCH SERIES 9 RUMORS: WILL IT GET A BLOOD GLUCOSE MONITOR?

BY MATTHEW LINCH | JULY 27, 2023 | 9



FITBIT | GOOGLE PIXEL WATCH 2

## Ahead of Pixel Watch 2, Google explains how Fitbit's cEDA stress tracking sensor works

Abner Li | Jun 2 2023 - 10:12 am PT

2 Comments



CES / GADGETS / TECH

**Withings wants you to pee on its latest device** / The U-Scan is a noninvasive device that you stick in your toilet to monitor metabolic and reproductive health.



*The U-Scan is a noninvasive urinalysis test that you stick in your toilet. Image: Withings*

SAMSUNG / TECH / SMARTWATCH

**Samsung teases better sleep, fitness, and safety features for its next Galaxy Watch** / A One UI 5 Watch beta program will open up for Galaxy Watch 4 and 5 users later this month.



*A new UI is coming to town when the Galaxy Watch 6 launches later this year. Photo by Victoria Song / The Verge*

PERSONAL TECH

36

**This won't hurt a bit: Amazon now a US healthcare provider**

Closes takeover of One Medical, has your shopping habits and medical info

Brandon Vojtarski

Thu 23 Feb 2023 - 01:00 UTC



Source: <https://www.notebookcheck.net/Honor-reveals-the-Earbuds-3-Pro-with-temperature-monitoring-features.605244.0.html>  
<https://www.theverge.com/2023/5/4/23710024/samsung-one-ui-5-watch-galaxy-watch-wearable-smartwatch>  
<https://www.thetechedvocate.org/apple-watch-series-9-rumors-will-it-get-a-blood-glucose-monitor/>  
<https://www.theverge.com/2023/1/3/23537085/withings-u-scan-urinalysis-health-ces-2023>  
[https://www.theregister.com/2023/02/23/amazon\\_one\\_medical\\_merger/](https://www.theregister.com/2023/02/23/amazon_one_medical_merger/)  
<https://9to5google.com/2023/06/02/pixel-watch-2-stress-tracking-sensor/>



# A LARGE SHARE OF CONSUMERS TRACK THEIR PERSONAL HEALTH

## Share of consumers actively tracking at least 4 health metrics



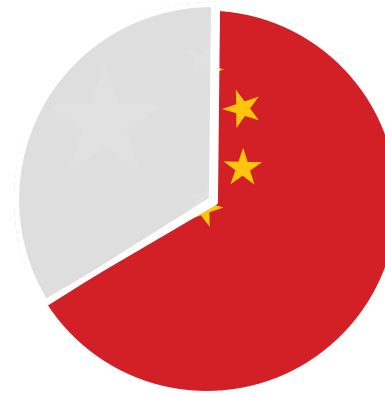
**44%**  
Germany



**45%**  
United Kingdom



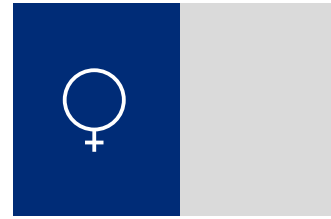
**60%**  
USA



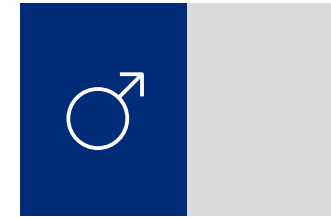
**67%**  
China

# PEOPLE OF ALL BACKGROUNDS USE PERSONAL HEALTH

## Share of consumers actively tracking at least 4 health metrics



**54%**  
Woman



**53%**  
Man



**53%**  
No chronic disease



**54%**  
Chronic disease



**66%**  
Very healthy lifestyle



**33%**  
Rather unhealthy  
lifestyle

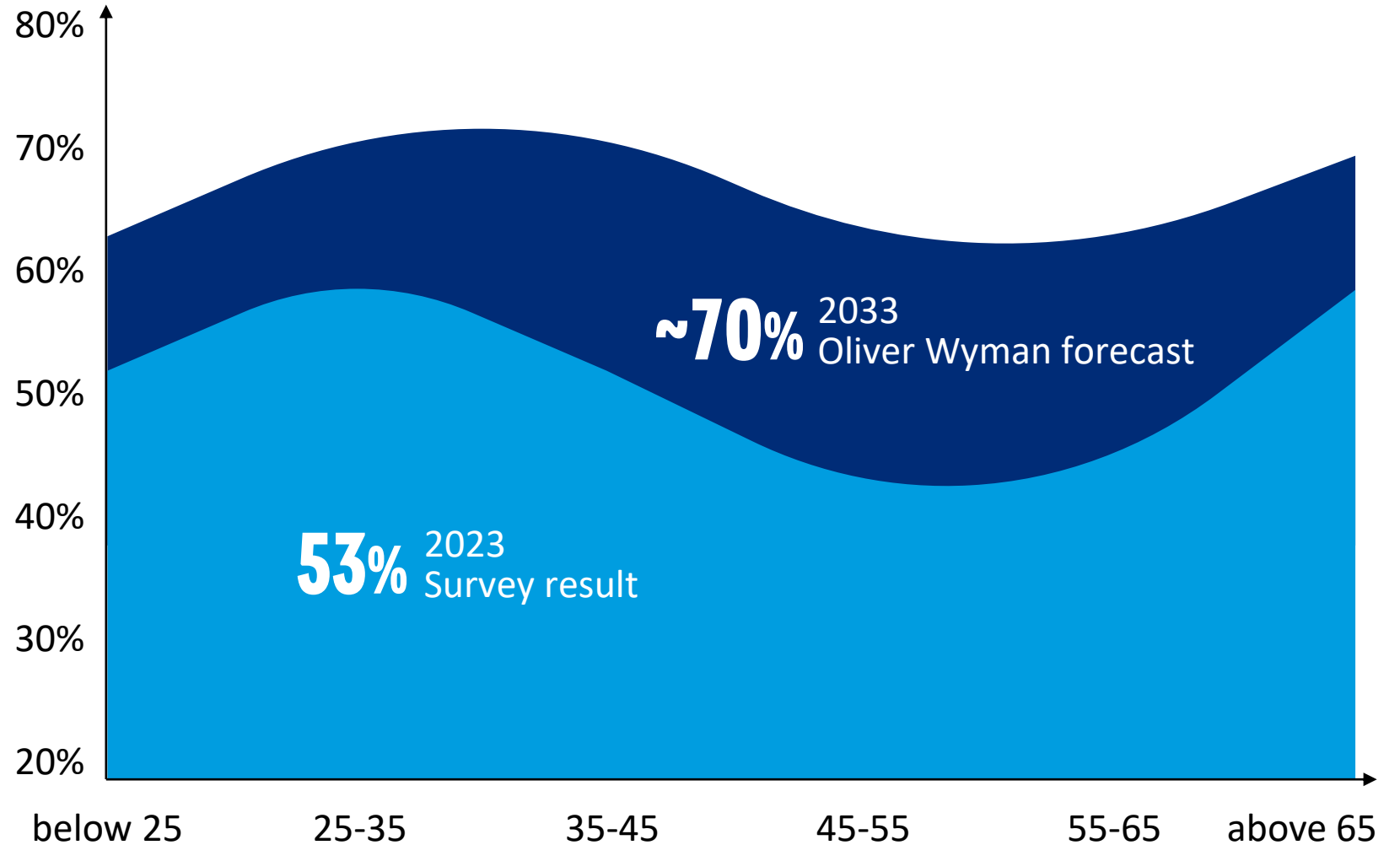
Source: Oliver Wyman Consumer Survey 2023, n=4,000



# THIS INCLUDES ESPECIALLY MILLENNIALS AND 65+ GENERATION

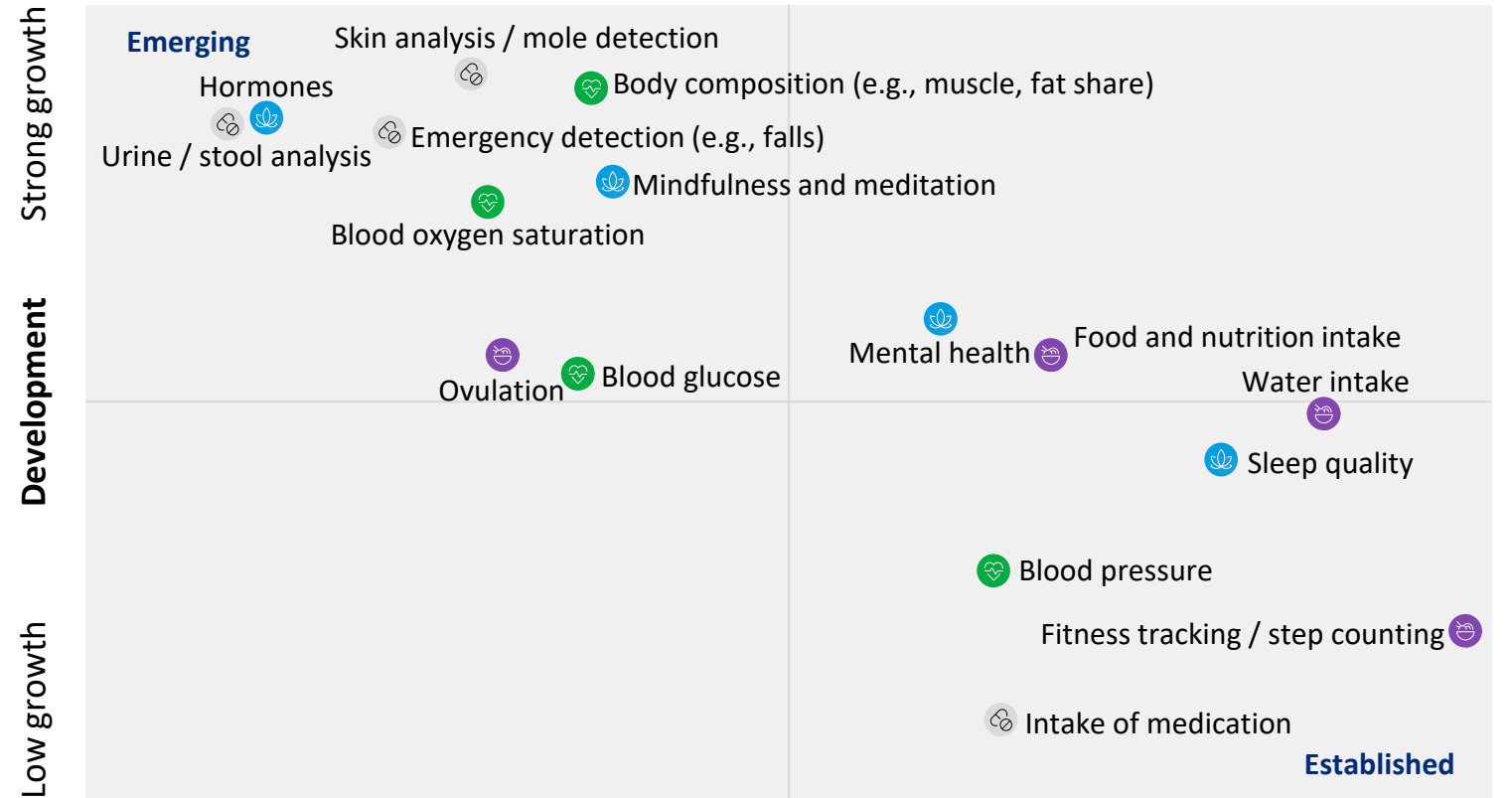
Penetration will likely  
grow close to 70%  
in the next 10 years

## Use of digital health tools across age groups (4 or more health measures tracked)



# EMERGING AREAS ARE ESPECIALLY AROUND DEEP PHYSICAL AND MEDICAL TRACKING

## Use of digital health tools across age groups (4 or more health measures tracked)



Source: Oliver Wyman Consumer Survey 2023, n=4,000

# DIFFERENT CULTURAL TASTE ON 'HOW' TO TRACK

Germans prefer a separate device, while in China smartphones and smartwatches are more popular

## Cultural differences in device use

Less usage ← → High usage

Smartphone



Separate, dedicated device



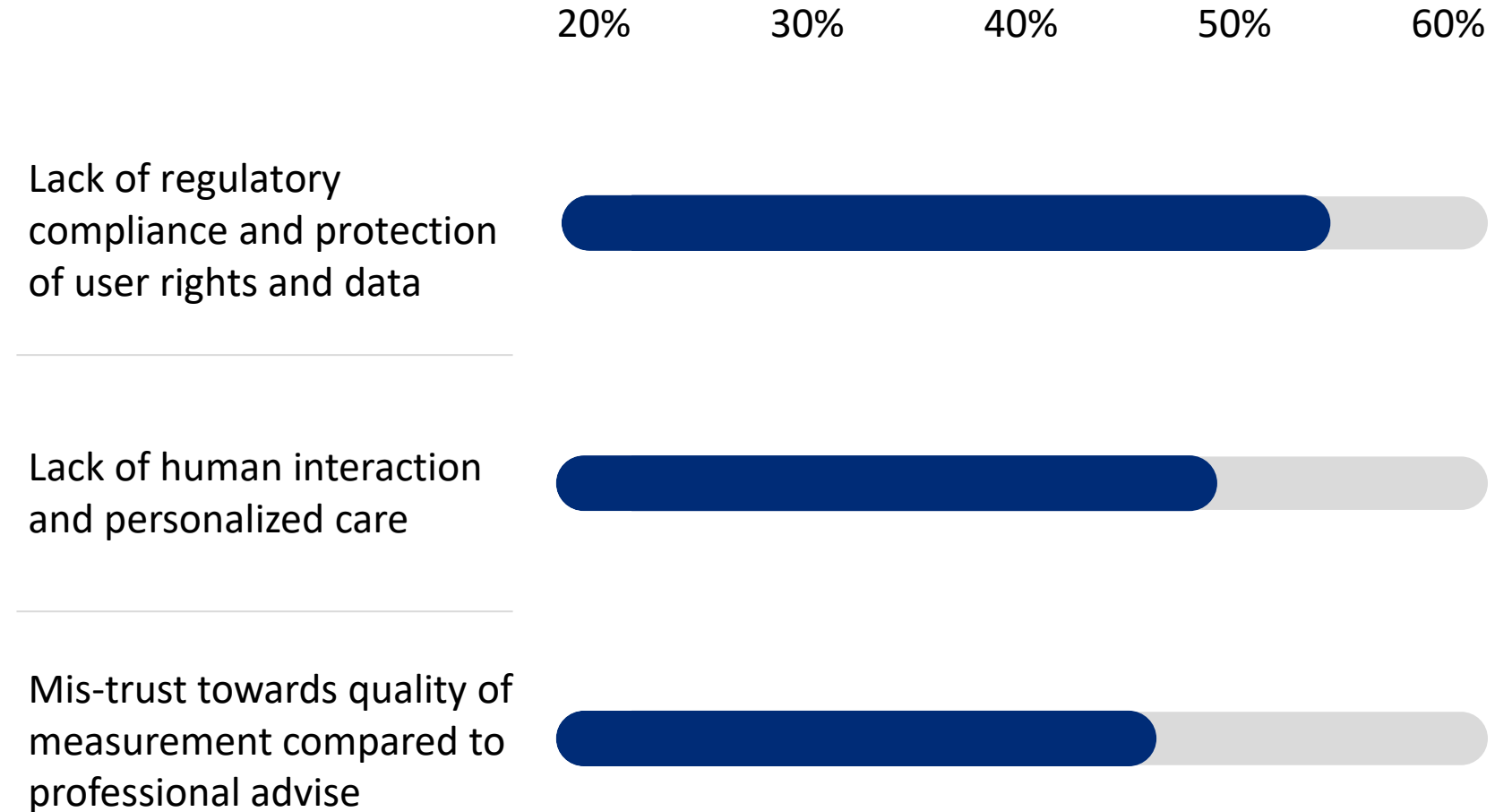
Smartwatch



Source: Oliver Wyman Consumer Survey 2023, n=4,000

# KEY CONCERNS AGAINST PERSONAL HEALTH ARE ROOTED IN A MIS- TRUST AGAINST RELIANCE ON TECHNOLOGY

## Top 3 concerns users have regarding digital health tools



Source: Oliver Wyman Consumer Survey 2023, n=4,000

# CONSUMER SENTIMENT SHOWS: BRANDS NEED TO BUILD TRUST



*It's great and helpful to check your own health independently and see an expert just in case. Generally, I think that apps to track **personal health should be more transparent about not misusing personal data**; especially for the older generation*



*It's good to move forward with technology but I **still prefer personal advise from my family doctor***



*Having my watch count my steps is a fun gadget, but I **wouldn't rely on it to give me actual medical advice***

Source: Oliver Wyman Consumer Survey 2023, n=4,000

# CONSUMERS TRUST LARGE BRANDS MORE WITH THEIR HEALTH THAN STARTUPS

“I would trust this type of company with my personal health”

Medical device manufacturers

61%

Health insurances

60%

Technology companies

59%

Fitness and wellness brands

54%

Retailers

54%

Pharmaceutical companies

50%

Personal care and wellness brands

49%

Telecommunication companies

44%

Startups

32%

# WHAT'S NEXT? GEN Z IS CONVINCED DIGITAL TOOLS WILL BE INSTRUMENTAL IN THEIR FUTURE HEALTH

“Looking at 2030...”



**69%**

believe they largely eat what their smartphone suggests them to eat, based on their nutrition needs.



**69%**

believe they will less likely suffer from diseases thanks to digital tools.



**68%**

believe they will be safer from accidents thanks to digital tools.



**43%**

believe they have a chip implanted, which tracks their personal health statistics.

Source: Oliver Wyman Consumer Survey 2023, n=4,000 (across all age groups)



# CONCLUSIONS WE ARE DRAWING FOR CONSUMER & HOME ELECTRONICS BRANDS



## Now is the time

Consumer interest is peaking, M&A targets are available, and no household name is yet established – while the market is ready to lift off



## Look to Asia and America

China and USA provide a glimpse into the future of consumer interest in personal and digital health and applications which will become relevant in Europe



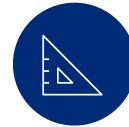
## Think broad

Digital / personal health goes far beyond step tracking. Brands should look into emerging applications, from physical tracking to mindfulness



## Build a trusted platform

Consumers still have concerns on data protection and quality of tracking / advise. Trustworthy brands will win in the market



## Big is beautiful

Start-ups have been successful in developing new technologies, but many consumers are waiting for their trusted brands to enter the market – assess M&A options to achieve the best of both worlds

