



Hartman Group Discovers Hidden Countertrend: A Substantial Portion of Americans Feel Their Health and Wellness Improved During the Pandemic

Its new report updates Hartman's perspective on the American health and wellness landscape in the wake of the pandemic and delivers insights into how consumers envision and enact health and wellness in our new normal.

Bellevue, WA — Much has been written about the heightened public attention to the pandemic's negative effects on consumers' health. Now, a new report from The Hartman Group, the leading authority on consumer behavior and the health and wellness market, reveals that widely reported rising rates of anxiety and depression across the U.S. hide a *countertrend of improved mental health* among those who have found the slower pace of life under the pandemic beneficial to their emotional well-being.

In its [***Health & Wellness 2021: Reimagining Well-being Amid COVID-19***](#) report, Hartman analysis uncovered that while extensive media coverage has been about the rising rates of anxiety, stress and depression symptoms, there are also many Americans who feel better about life due to lower stress. A full third of consumers feel their overall health has improved over the past year, whereas only a fifth say they are now worse off in these areas.

"Given the reporting of all the negative effects of COVID-19 on people's health (beyond actually contracting coronavirus disease), we expected the overall balance of health and wellness shifts to be toward "worse" — in particular, mental health," said Laurie Demeritt, CEO of The Hartman Group. "But we found the opposite. There are definitely households that have suffered greatly, but many have found the opportunity within our shared experience to draw something positive out of it for themselves."

Hartman's report finds that COVID-19 has focused a spotlight on Americans' state of health, which has evolved in divergent directions over the past year based on individual consumers' experiences of the pandemic.

[***Health & Wellness 2021: Reimagining Well-being Amid COVID-19***](#) examines consumers' current health and wellness goals and priorities, the approaches they use to address them, and the ways they learn about and source health and wellness solutions.

About The Hartman Group

Since 1989, [The Hartman Group](#) has been translating consumer behavior and food culture into strategic growth opportunities for our clients. We are 100 percent focused on the food and beverage marketplace and our clients' interests. We deliver smart, strategic, and tactical advice, engaging collaborative experiences, and comprehensive research and analysis that lead to positive outcomes for our clients. For more information, visit www.hartman-group.com

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