

# The rise of health & wellness

Getting to know the fitness fanatics and those creating healthier habits in 2024



# January continues to drive Q1 health & fitness engagement

Interest in health & fitness grows by 33% MoM as we enter the new year

Reach  
**6M**  
health & fitness enthusiasts in January



# More health conscious readers than ever are engaging with Ozone's publishers

**63M**

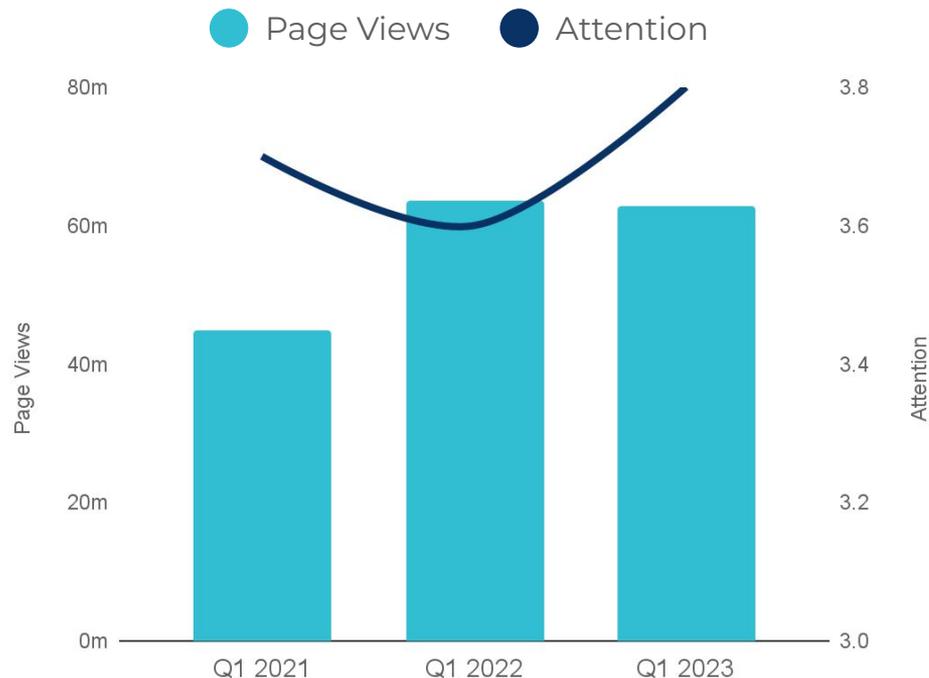
Page views reached 63M in Q1 2023, which was -1% down YoY. However, there was significant growth in the following quarters

**+6%**

Although total page views were down, frequency of engagement increased by +6% YoY, with attention levels reaching just under 4

**TAKE ACTION**

Q1 continues to be a key period for health and wellness, with readers turning to publishers for advice and guidance more than ever



# Seasonality has shifted with the rise of ‘wellness’

**+39%**

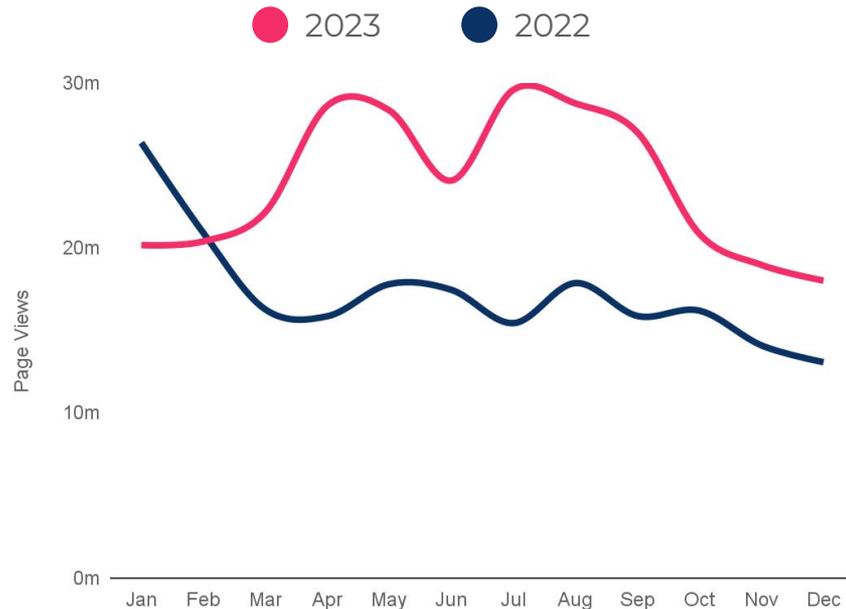
While Q1 engagement fell slightly YoY, the year as a whole saw an enormous boost, up nearly +40% YoY. For the first time ever, Q1 was not the largest quarter for health interest, with seasonality shifting

**58%**

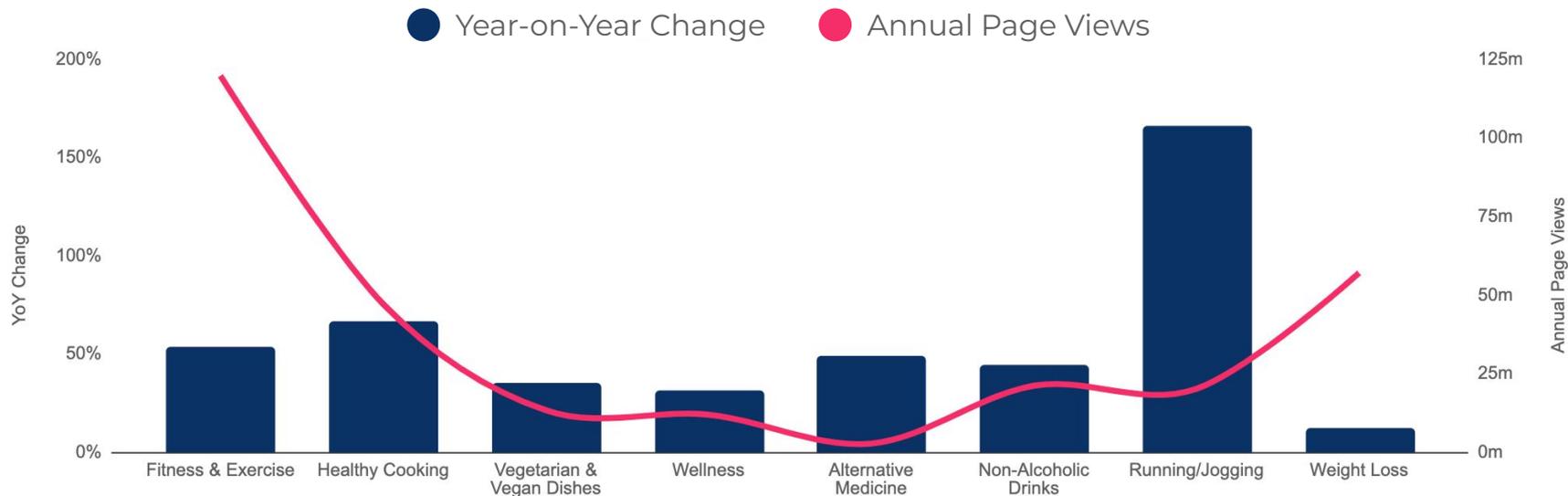
With significant growth across a variety of health & wellness subcategories - that are not as dictated by the ‘new year new me’ phase - Q2 and Q3 are now the largest quarters, driving nearly 60% of annual page views

**TAKE ACTION**

Q1 is still the largest month for trials and signups, however look beyond this highly competitive period to build brand consideration and preference at the moments when readers are most engaged.



# New healthier habits drive growth



Overall fitness and exercise editorial continues to drive the majority of engagement, accounting for around 40% of total annual page views, and continuing to grow each year.

However, 2023 saw the rise of the runner, with 165% increase in annual page views. Most popular articles include reviews and inspirational stories of success.

The focus on building healthier habits also continues on from 2022, with significant increases in healthier cooking options and non-alcoholic drinks.

# The major tournament trend

The year's biggest sporting events deliver huge increases in engagement across healthy living categories



Olympics & Paralympics  
increases healthy  
cooking & eating  
**+105%**

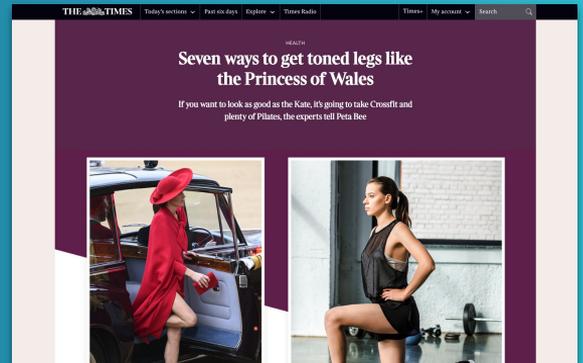
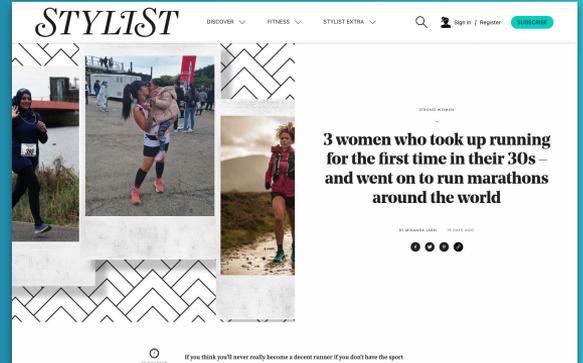


Euros increases  
fitness & exercise  
**+300%**



Wimbledon increases  
sports equipment  
**+40%**

# Leverage Ozone's 63m health & fitness page views in Q1



# From fitness fanatic to 'New Year, New Me', reach your audience with Ozone's unique first-party data

Targeting the right health, fitness and other highly relevant segments dependant on your brand and key messaging

Ozone first party behavioural and contextual segments

## **New Year, New Me**

*Own the relevant editorial and target those showing a new interest in exercise, weight loss, stopping smoking and new year's resolutions*

**11.8M Unique Users/month**

Ozone first party behavioural and contextual segments

## **Fitness Fanatics**

*Own the relevant editorial and targeting users who are highly engaged with fitness & exercise, reading about it multiple times a week*

**4.1M Unique Users/month**

Ozone first party behavioural and contextual segments

## **Healthier Choices**

*Own the relevant editorial and targeting users reading about healthy recipes, wellness, non-alcoholic drinks and vegan/vegetarian dishes*

**4.9M Unique Users/month**