

2021 Cold, Flu, and Immunity Forecast

As the world watched COVID-19 cases skyrocket in winter 2020, we simultaneously witnessed flu infections plummet. What does this rollercoaster mean for the next cold and flu season, and how people will navigate their immunity to come?

Check out how Healthline Media will approach these shifts and learn how your brand can get involved in boosting the whole person well-being of millions.



**THE
TREND
LINEUP**

FROM **HEALTHLINE MEDIA**

Homing in on Hybrid

Just as hybrid diets are catching steam (*a la flexitarianism*), so are hybrid approaches to acute care. The lines have blurred between lifestyles that previously stuck to *just* natural products, such as herbs and tinctures, or *just* tried and true products, such as over-the-counter cold and pain relief. Expect medicine cabinets to reflect this combination of holistic and traditional formulas, for both proactive and reactive care.

57%

of adults surveyed worldwide report being more concerned about their immunity as a result of COVID-19

15%

increase in vitamin purchases by U.S.-based Millennials



Key Takeaway

Satiate people's desire to choose their own wellness adventures by empowering them to achieve health through various methods, outlets, and formulations.

Healthline Media Approach

We work with a wide range of **experts** and **influencers** with diverse experiences and perspectives in order to help people find what uniquely works for them.

Our **Interactive Infographics** cater to the curious reader who is looking to experiment in wellness.

Mental Maintenance

Thanks to increased screen time and the hesitancy toward taking time off, the working-from-home-wave led many to burnout. Now a year-plus in, both employees and employers are learning just how detrimental that can be on mental health — and ultimately, whole person well-being. Expect a stronger emphasis on mental wellness, as the connection between stress and immunity becomes more heightened.

70%
of US adults are actively seeking ways to reduce stress

72%
of UK adults say their stress levels negatively impact their health



*For the past **two** years, global traffic to Healthline's **stress-related content** has **peaked** during prime **cold & flu** months.*

Key Takeaway

Acknowledge the critical connection between mental and physical health. Support and normalize people's renewed commitment to mental well-being by encouraging breaks and regular self check-ins.

Healthline Media Approach

Your 5-Minute Read for Boosting Immunity, a Healthline **Wellness Guide**, provides a concise overview on all things immunity, including relevant subtopics for deeper, whole person education and understanding.

Spice it Up

Flavor will be just one added benefit to the use of spices this winter. Home chefs and newbies alike will experiment now more than ever with powerhouse spices and herbs for long-term health and symptom prevention.

242%

increase in global search interest for beneficial spices and herbs such as astragalus root, cinnamon, and ginger



We'll see people create unique ways to take herbs for cold and flu in formats that are more palatable.

Healthline Media Medical Expert Advisor

Key Takeaway

Wellness is more than a collection of choices in time — it's a lifestyle. Resonate with (and empower) health-seekers and caretakers by offering health upgrades that fit seamlessly into their already established wellness routines — from cooking, to supplementing, and beyond.

Healthline Media Approach

Healthline's original social video series, **Foods That Fix**, empowers viewers with ways to boost their health through food choices, ingredient swaps, and delicious recipes.

Interactive Recipes across Healthline Media sites grab the attention of foodies and inspire action in the kitchen.

Convenience is King

From drone deliveries to concerts from the couch, expectations for convenience and technology from brands and services of all kinds have never been stronger. Expect this demand to carry over into how people choose the pharmacies, products, and professionals they turn to for acute care this winter.

18.4%

projected CAGR for the prescription delivery services market, reaching a valuation of **\$434MM+**



The global telemedicine market is projected to be a \$175.5 billion market by 2026 — nearly 4x its value in 2019

Key Takeaway

Provide convenient, accessible resources that make your target audience's lives **easier**. Make lasting impact by prioritizing their time and simplifying their routines.

Healthline Media Approach

Product Roundups across Healthline Media sites make it easy for people to learn and shop all in one place. Our comprehensive reviews and suggestions account for varying lifestyles, goals, and budgets, and empower readers to feel confident in their well-being-based purchase decisions.

Pride in Prevention

*If you boosted your immunity today,
and didn't post it on social — do you
even get the benefits?*

Showcasing preventive measures in-feed has become a social currency — and not just for influencers. We've seen that a boost in wellness comes with a boost in pride, so expect an uptick in people not just posting their own wellness routines, but the new ways they've gotten their children, families, and pets on board, too.



I love adding ginger to family breakfast!
[#immunebooster](#)

*People will take a more active
personal responsibility —
whatever that may be — in their
own health and well-being.*

Healthline Media Medical Expert Advisor

Key Takeaway

Focus on shareability. Health-minded individuals join the conversation when they feel their voice will be heard and acknowledged. Engage with them as they share their own experiences.

Healthline Media Approach

Healthline's **Challenge Series** fuels our audience's desire to try (*and easily share*) new wellness tricks by prompting participants with daily, accessible to-do's.

Take It (All) to Go

While people are surely ready to travel again, they're not ready to leave behind any of their newly adopted wellness routines. From vitamin packs to surface cleaners, expect purchase priorities to lie in travel-friendly offerings well over brand preference or familiarity.

127%

increase in global search interest for travel size cleaning products, such as disinfectant spray and laundry detergent



Key Takeaway

Evolve with your target audience as they transition back to activities outside the home. Be a voice of stability and support as they navigate a post-pandemic world.

Healthline Media Approach

Healthline's editorial initiative, **The No Nonsense Guide to Travel in the "New Normal,"** will empower readers to feel confident in their future plans, while keeping wellness at the forefront.

E-Essentials

There's no denying that shoppers have gotten comfortable this year shifting from brick-and-mortar retail purchases to online buying. Whether for convenience sake, or for the lack of contact that comes with it, adoption of online shopping isn't going anywhere, especially for essentials-related categories, like OTC medicine and personal care. These small yet mighty products will continue to arrive on more doorsteps as both treatment and prevention.

44%

growth in online purchase intent for OTC medicine

80%

plan to try new methods of digital shopping even after the pandemic subsides



Key Takeaway

Evolve with your target audiences' new shopping preferences and behaviors. Meet them where they are with rich experiences and differentiated messaging.

Healthline Media Approach

Contextual, shoppable high impact ad units make for immersive and engaging experiences for readers looking to take action in their wellness journeys.

Ferment Fever

Gut health has been a buzzy topic for years, but awareness of its connection to immunity is picking up speed. Expect that to come to life via **fermentation experimentation**.

Whether in the form of a new hobby, or simply something new for the tastebuds, people will recognize fermentation as a means of upping their immune system.

25%

of global consumers suffer from digestive health issues

1 in 2 of them say it has moderate or severe impact on their overall health

106%

global increase in fermentation-related search interest



Key Takeaway

Engage with your audience while in mindsets of experimentation. Encourage exploration as a means to optimizing health.

Healthline Media Approach

Plant-Based Planet, a cross-brand custom content marketing program, celebrates the widespread benefits of plant-based living, and its connection to whole person, whole world wellness.

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About Healthline Media

As a global health leader, we inspire over 90 million people each month to take control of their well-being. We're committed to providing every individual with clear, credible, evidence-based information that's distinguished by its compassion for the human experience.