

FROM ACTIVE LIVING TO PREVENTIVE CARE: ACTIVATE HEALTH-CONSCIOUS HISPANIC AUDIENCES

Hispanic audiences are increasingly focused on preventive care, active lifestyles, and long-term wellness. From fitness and healthy aging to chronic condition management, they represent a highly engaged and fast-growing segment in the U.S. health and wellness market. Powered by Canela Audience Solutions (CAS), pharma, OTC, and wellness brands can reach verified bilingual households with precision targeting across CTV, social, display, and more.



HEALTH & WELLNESS AUDIENCE SNAPSHOT

69% of Canela Audiences intend to purchase health and beauty products.*

48% of Canela Audiences identify as sports and fitness enthusiasts.*

51% of Canela's Audience searched for health information online.**

+57% Canela's Audience is more likely to have shopped online for diet products in the past 6 months.**

*Canela Audience Solutions, (April 2026) | **Scarborough USA+ (Current 6 months) 2025 Release 1 Total (Jul 2024 – May 2025), Canela Media Audience, Past 30 days

THE WELLNESS MINDSETS DRIVING CONSUMER DECISIONS



- 1. HEALTHY HABITS:** Consumers focused on nutrition, movement, and everyday choices that support long-term well-being.
- 2. ACTIVE LIVING:** Audiences who prioritize fitness, walking, outdoor activities, and maintaining an active lifestyle.
- 3. RECOVERY & SELF-CARE:** Consumers seeking better sleep, stress management, recovery, and overall balance in their daily routines.
- 4. PREVENTIVE WELLNESS:** Health-conscious audiences taking proactive steps toward better health through fitness, nutrition, and preventive care.
- 5. HEALTHY AGING:** Consumers focused on maintaining vitality, mobility, strength, and quality of life through every life stage.

CANELA
AUDIENCE SOLUTIONS

Through **Canela Audience Solutions (CAS)**, brands can connect with **wellness-focused consumers** through curated audience segments, **available across preferred buying platforms**.

SAMPLE SEGMENTS

- > Metabolic Wellness Enthusiasts
- > Weight Management Considerers
- > Heart Healthy Lifestyle
- > Healthy Living
- > Great Outdoors
- > Walking

- > Aerobics
- > Active Aging and Bone Wellness
- > Men's Wellness and Vitality
- > Wellness and Prevention Lifestyle
- > Proactive Wellness 45+
- > Health and Beauty Products Buyers