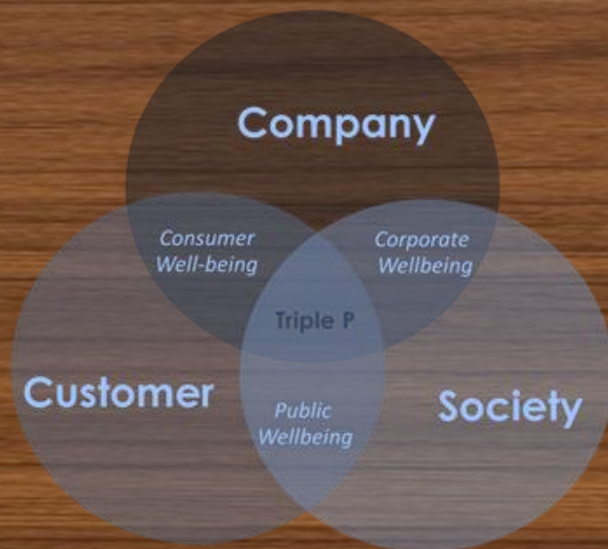




# **HUMAN AFTER ALL**

## ***Closing Asia's Well-being Gaps***

Dr.Dangjaithawin (ORM) Anantachai  
Executive Chairman, INTAGE Thailand



## Shared Well-being

When companies, customers, and society align to create **betterment for all** - balancing People, Planet, and Profit.

## MANY NEW MARKETING CONCEPTS in THIS NEVER-NORMAL ERA



De-Marketing



Societal  
Marketing



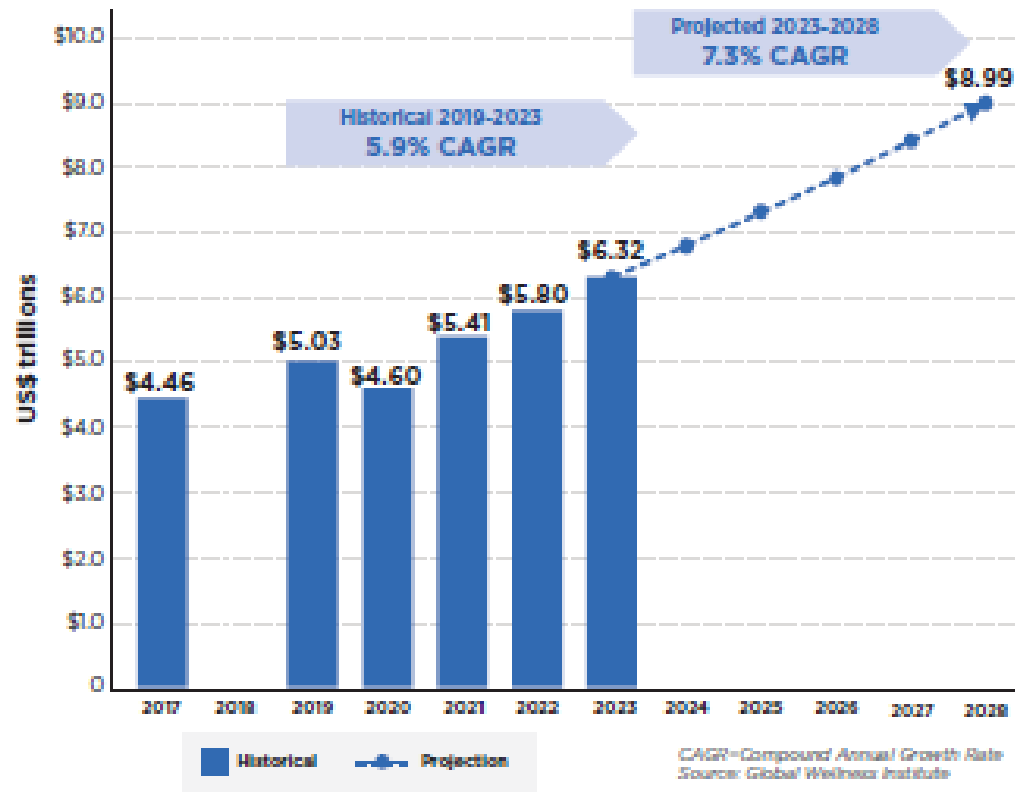
Regenerative  
Marketing



# Well-being is both a growth market and a productivity lever globally

Demand is outpacing supply, and the ROI is measurable. The global wellness economy is projected to approach US\$9 trillion by 2028 (GWI, 2024).

Global Wellness Economy Market Size and Growth Projections, 2017-2028



Source: Global Wellness Institute

**What does well-being mean to Asians?**

**Which aspects truly make the biggest difference to our well-being?**

# WHY this study matters

Asian consumers today seek more than products - they seek meaning, connection, and resilience in their everyday lives. This study aims to develop a well-being blueprint: ***a roadmap for brands to become life partners, not just product providers.***

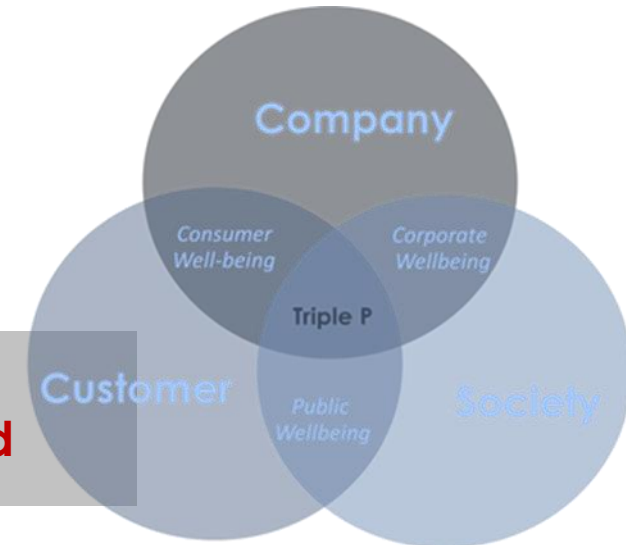
Enable habits, not just activities



Shift from product-centric to **purpose-aligned**



Become a Daily relevance & Long-term brand love.



# HOW

## From Everyday Lives to a Holistic Well-being Score

### SCORE

Gather 2,500 consumer voices from 4 countries across six dimensions of well-being: physical, mental, social, financial, environmental, and purpose.

### CONNECT

Find hidden patterns and links revealing true drivers of well-being.

### WEIGH

Some drivers matter more than others. We assign weights based on proven impact on overall well-being.

### INDEX

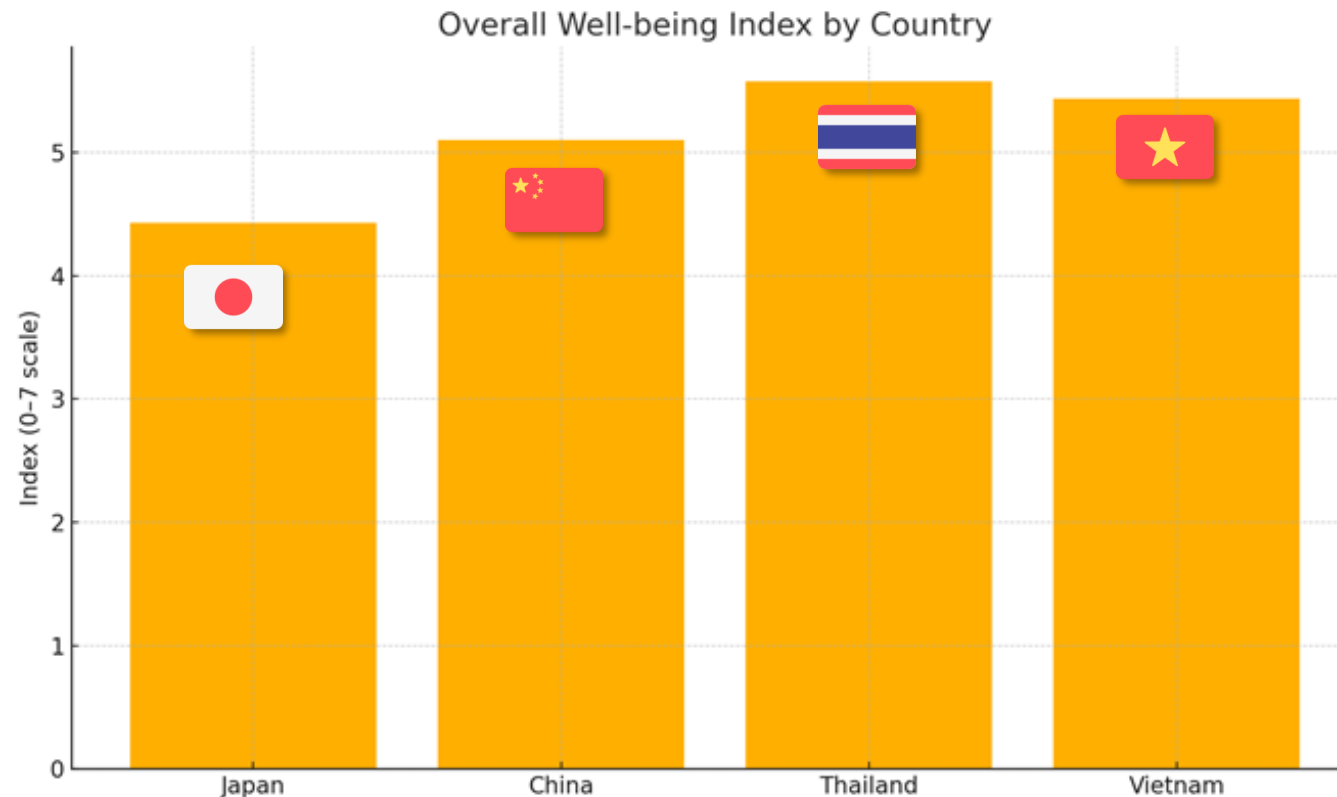
Blend all weighted drivers into one holistic Well-being Index score, by country or generation.

Composite Dimension Scoring ➡ Factor Structuring ➡ Regression Weighting ➡ Index Synthesis



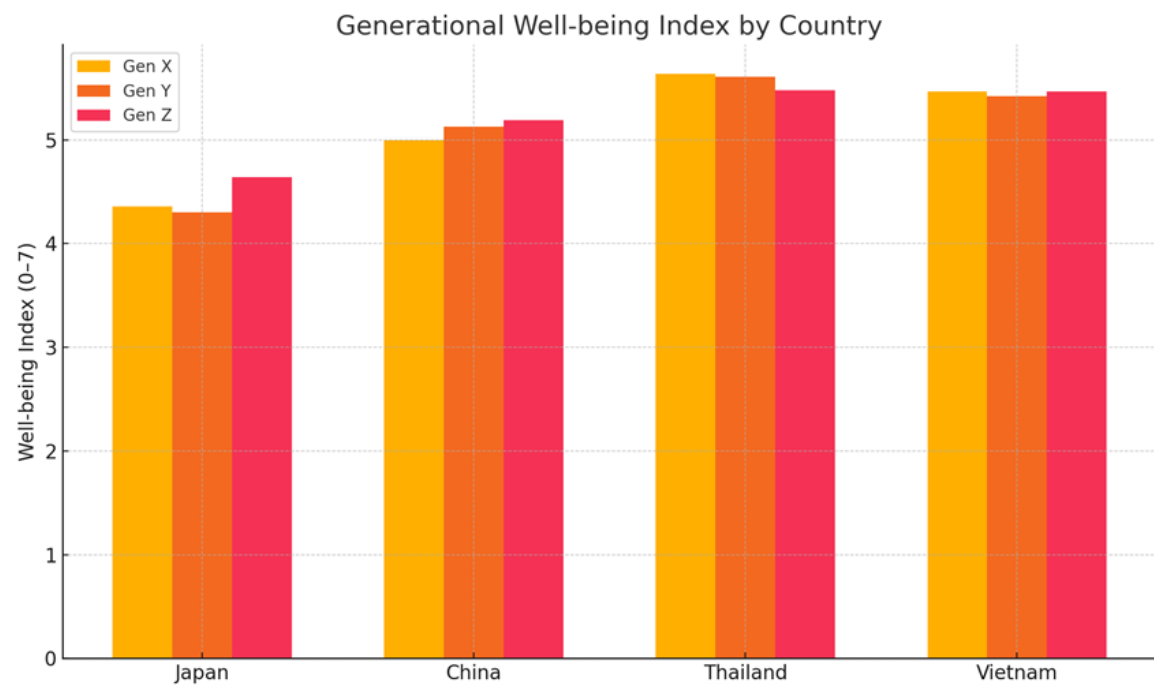
## Well-being in Asia is Uneven and Under Pressure

Well Being Index varies by country, tension is highest in Japan. While Thailand and Vietnam illustrate better scenario but still show soft spots among younger generation.



# Mind the Gap: Generation-by-Generation Whitespace

Generally, while Gen Z shows more aspiration but needs grounding, Gen Y desires connection and balance and Gen X values routine and stability.

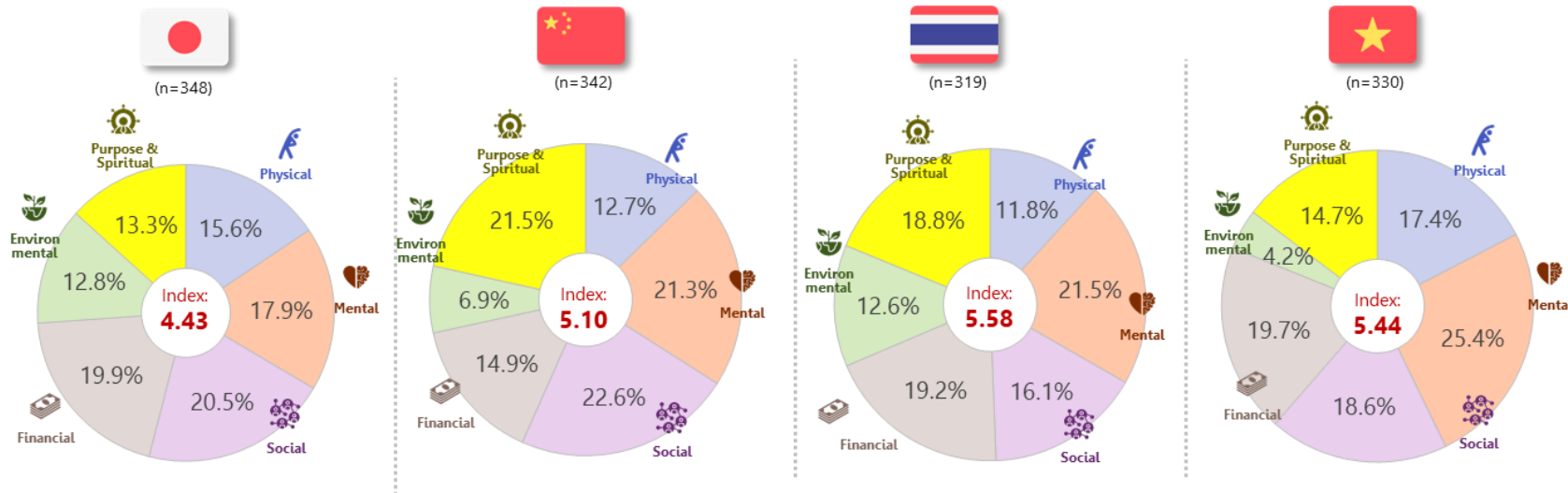


| Country  | Total | Gen X | Gen Y | Gen Z |
|----------|-------|-------|-------|-------|
| Japan    | 4.43  | 4.36  | 4.30  | 4.64  |
| China    | 5.10  | 5.00  | 5.13  | 5.19  |
| Thailand | 5.58  | 5.64  | 5.61  | 5.48  |
| Vietnam  | 5.44  | 5.47  | 5.42  | 5.47  |

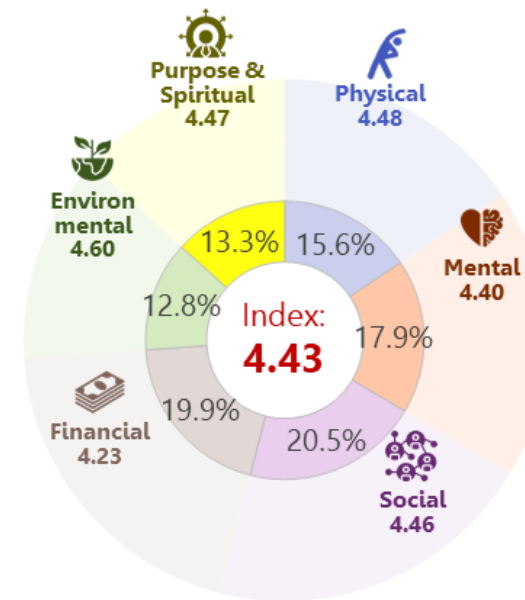
# Well-being is not one-size-fits-all

It's a **multi-dimensional composition**, with **different weight** among countries and generations

-  **Physical:** health and active living
-  **Mental:** peace of mind, freedom from stress
-  **Social:** family, belonging, community trust
-  **Financial:** stability, ability to plan for the future
-  **Environmental:** clean, safe surroundings, sustainable choices
-  **Purpose/Spiritual:** meaning, self-growth, contribution



# Japan: Belonging and Peace of Mind Are the Missing Links

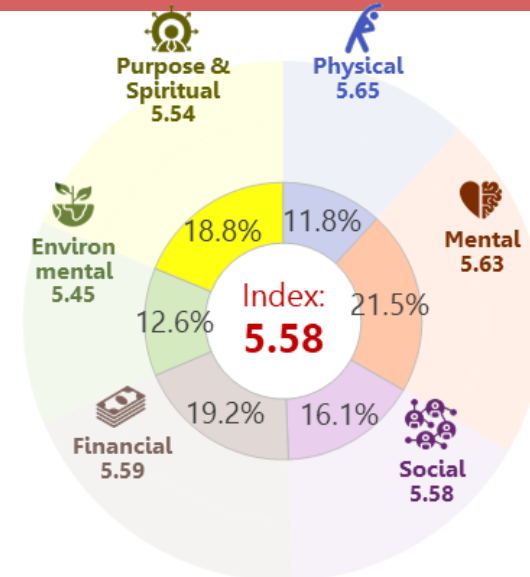


## Top 3 contributors to Well-being Index:

- **Social (20.5%)** – importance of belonging, family and community.
- **Financial (19.9%)** – stability and security remain critical.
- **Mental (17.9%)** – peace of mind is highly valued, but hard to maintain.

# Thailand: High Optimism, Hidden Overwhelm.

Spiritual and cultural grounding makes purpose and self-growth highly salient.



## Top 3 contributors to Well-being Index:

- Mental (21.5%),
- Financial (19.2%)
- Purpose (18.8%)

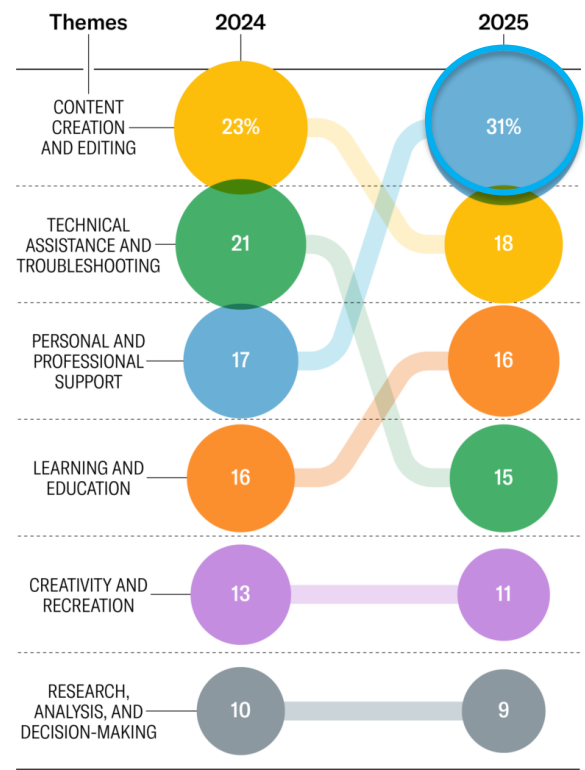
Generational gap: Gen Z is the lowest-scoring segment despite Thailand's overall lead signaling hidden stress beneath the positive picture.

# MENTAL-WELLBEING

Mental well-being ranks in the top 3 most impactful dimensions across all countries and generations

|                               | Total<br>(n=1,339)<br>%                                    | <br>JP<br>(A)<br>(n=348)<br>% | <br>CN<br>(B)<br>(n=342)<br>% | <br>TH<br>(C)<br>(n=319)<br>% | <br>VN<br>(D)<br>(n=330)<br>% |
|-------------------------------|------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
|                               | <div><div>■ Important</div><div>■ Satisfaction</div></div> |                                                                                                                  |                                                                                                                  |                                                                                                                  |                                                                                                                  |
| Stress management             | <div>77.8</div> <div>67.4</div>                            | <div>71.6</div> <div>45.1</div>                                                                                  | <div>70.2</div> <div>66.7A</div>                                                                                 | <div>83.1AB</div> <div>79.3AB</div>                                                                              | <div>87.3AB</div> <div>80.3AB</div>                                                                              |
| Emotional resilience          | <div>77.4</div> <div>71.2</div>                            | <div>69.0</div> <div>45.7</div>                                                                                  | <div>74.3</div> <div>73.4A</div>                                                                                 | <div>81.2AB</div> <div>82.8AB</div>                                                                              | <div>85.8AB</div> <div>84.8AB</div>                                                                              |
| Work-life balance             | <div>76.4</div> <div>68.7</div>                            | <div>66.7</div> <div>44.8</div>                                                                                  | <div>71.1</div> <div>70.5A</div>                                                                                 | <div>80.9AB</div> <div>80.9AB</div>                                                                              | <div>87.9ABC</div> <div>80.3AB</div>                                                                             |
| Self-reflection & mindfulness | <div>68.9</div> <div>66.2</div>                            | <div>52.3</div> <div>41.4</div>                                                                                  | <div>62.3A</div> <div>62.6A</div>                                                                                | <div>83.1AB</div> <div>82.8AB</div>                                                                              | <div>79.7AB</div> <div>80.3AB</div>                                                                              |

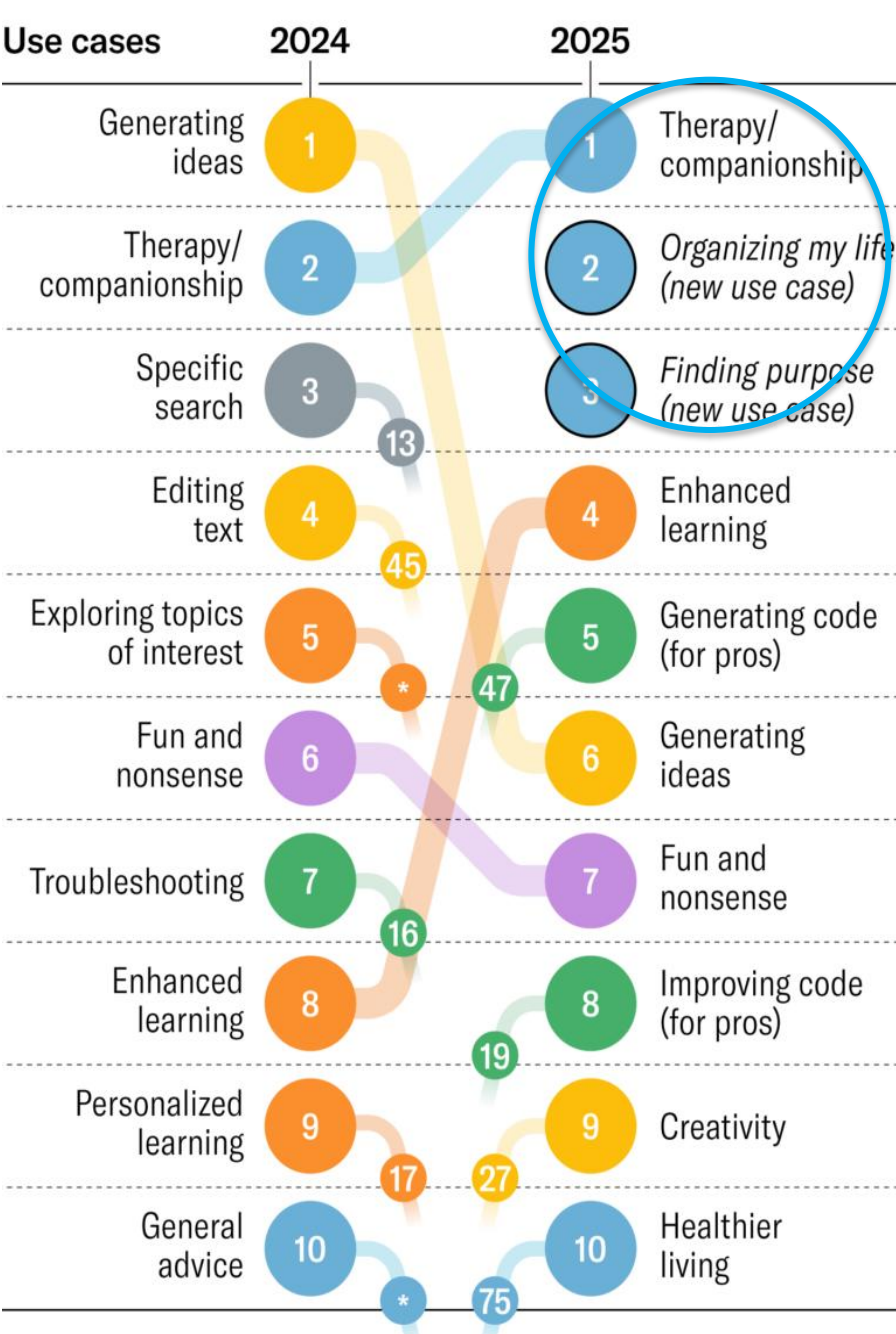
# Can AI help?



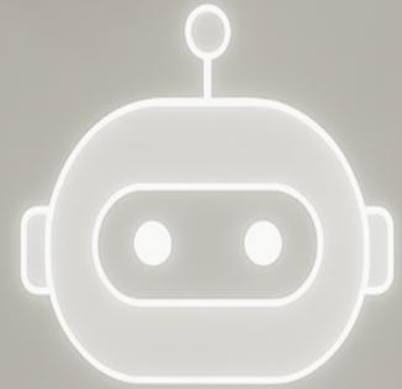
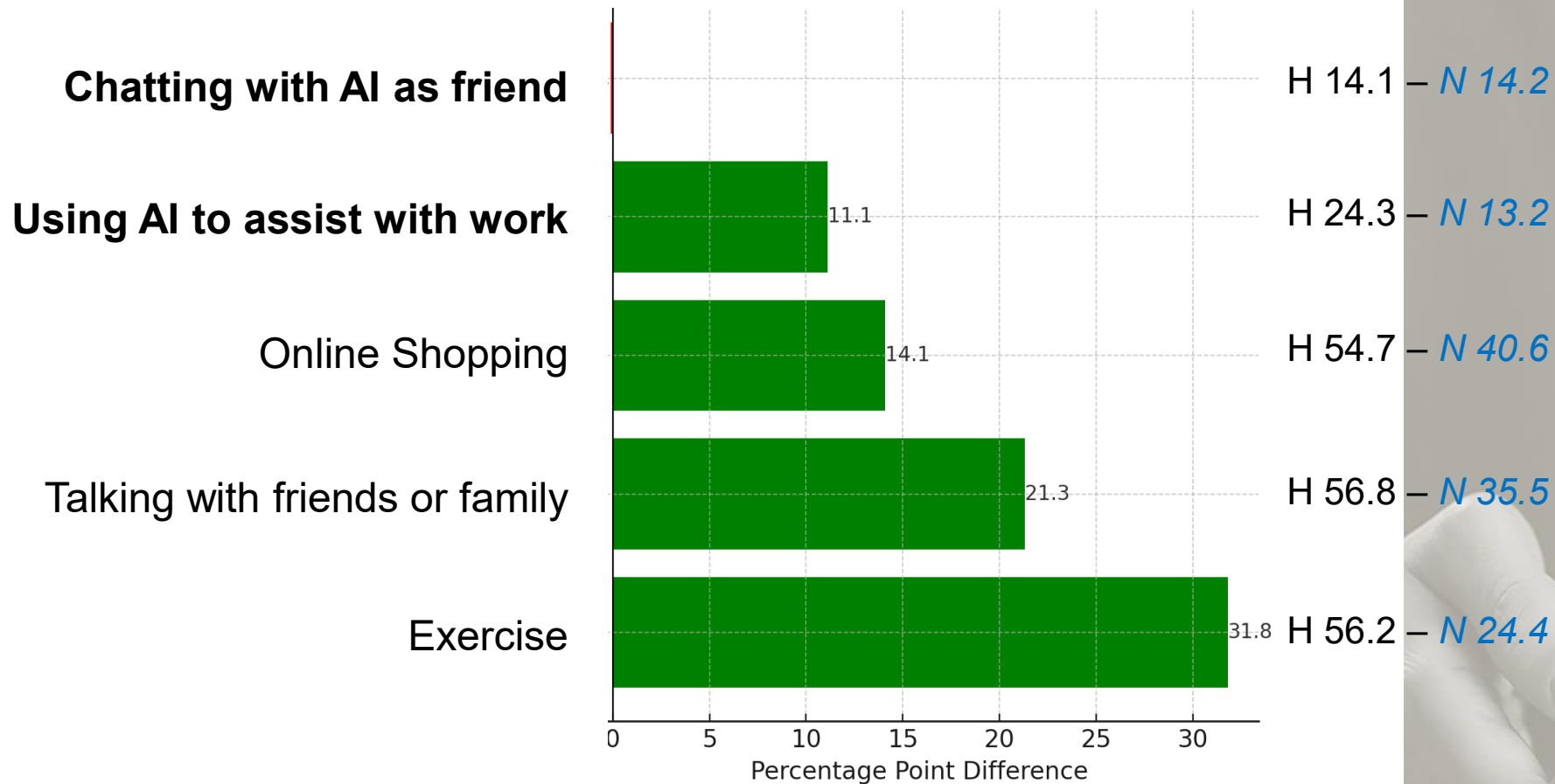
Source: Filtered.com

HBR

Source: Harvard Business Review



# Activities Gap (Happy % - *Non-happy %*)



Companionship

Organizing life

Finding purpose

**AI** runs on  
automation

Well-being runs on  
**ACT**ION

**ACT**

# Strategic Takeaways for Brands

**A**

**Align & Integrate Across Well-being Dimensions**

**C**

**Create Communities, not just Campaigns**

**T**

**Trigger Generational Motivation/Pain**

A

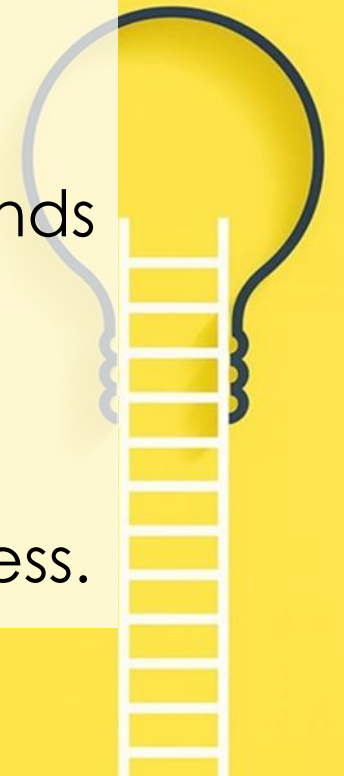
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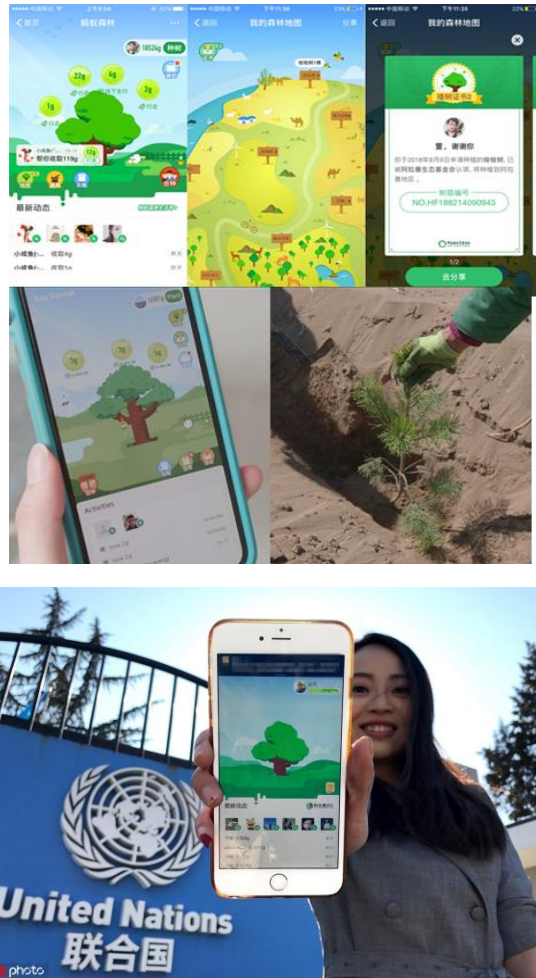
#1

## Align & Integrate across dimensions

Consumers don't separate mental, social, financial, physical, spiritual, and environmental well-being. Brands should design **holistic solutions** that weave these dimensions together — from campaigns to customer journeys — ensuring they feel connected and seamless.



# Case Study 1



Picked for the 2019 "Champions of the Earth" award on Thursday in the "Inspiration and Action" category, Ant Forest is motivating a half-billion people to jointly protect the environment by turning their green deeds into an afforestation campaign, the award says.

Alipay Ant Forest (China): A multi-dimension blueprint touching environmental, physical, social, and purpose with spillovers into local livelihoods.

Users earn “green energy” for low-carbon acts; virtual trees become real trees in arid regions (~600M by Earth Day 2025). The app rewards walking/cycling/transit, tracked via Alipay and partners, reinforcing daily movement.

Social mechanics - friend energy sharing, leaderboards, co-watering, visible “real-world tree” milestones keeping engagement sticky. Planting with NGOs/government in desertification zones creates rural jobs and stewardship, anchoring the program in local culture and economics.

500 million users



Equivalent to the combined populations of the US, Germany and France

100 million trees, covering 933 sq km, have been planted



Equivalent to 500 times the number of trees in Central Park, New York

Equivalent to 130,000 soccer pitches combined

Beneficial regions

- Inner Mongolia
- Gansu
- Qinghai
- Shanxi



How to grow a virtual tree and make it real



- 1 Engage in low-carbon activities
- 2 Earn green energy points
- 3 With enough points, Ant Forest and their philanthropic partners will plant a real tree

Other fun features

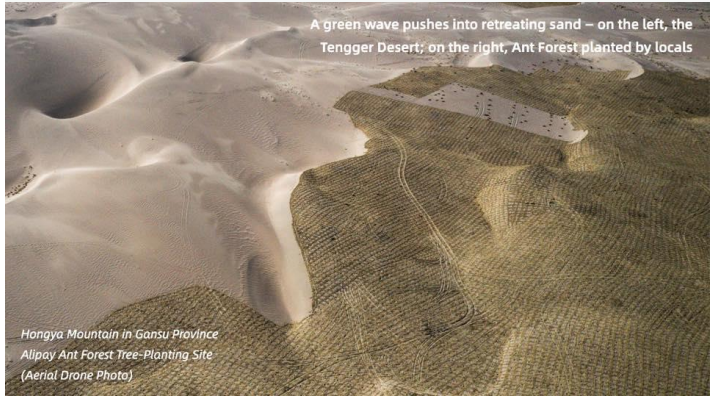
- Co-planting with family, friends and loved ones
- Collecting energy from friends
- Watering trees for friends



Electronic Scarecrows in Alipay Ant Forest shoot photos every day and send them back



Farmers planting trees for Alipay Ant Forest



A green wave pushes into retreating sand – on the left, the Tengger Desert; on the right, Ant Forest planted by locals

Hongya Mountain in Gansu Province  
Alipay Ant Forest Tree-Planting Site  
(Aerial Drone Photo)

A

C

T

## #2

## Create communities, not campaigns

Build always-on communities that enable contribution, learning, and emotional connection. Brands must move beyond one-off campaigns and nurture long-term communities where **consumers feel supported, heard, and able to contribute to shared values**



## Case Study 2

*VinFast (Vietnam): Treats infrastructure as a community system that maps to multi-well-being levers (environmental, social, mental, physical, financial). VinFast runs active owner forums (charging, maintenance, tips, troubleshooting) that **turn users into mentors** and reduce EV anxiety.*

***Owner-led content and brand partnerships create continuous sharing and recruitment.** Community-impact recognition reframes participation as civic contribution, not mere fandom.*



## #3

## Trigger Generational Motivation/ Pain

Each generation expresses well-being differently. While older generations value structure and legacy, Gen Z craves purpose and activism.

Gen Z in APAC already leads on preventive, retail, and digital health pathways (Bain, 2023). Convert long-term goals into present-tense micro-wins to engage each cohort.

## Case Study 3

Pokémon Sleep (Japan): Turns a health behavior into a low-friction game loop. Place your phone by the pillow (or pair a watch/GO Plus+); sleep is categorized (Dozing/Snoozing/Slumbering/Balanced) to unlock daily rewards. Mechanics map to cohort triggers: Gen Z rallies around monthly social events (“we do this together”), Gen Y enjoys cozy self-care and collectible unlocks, Gen X values automation and control via seamless device integrations.



When brands **stop talking** about well-being  
and start running it with clear measures and cultural care,

**they stop chasing trends  
and start setting trends.**

# Final Case Study



Loopers (Thailand) is a **sustainable fashion resale platform** that helps people sell quality secondhand fashion in a way that feels premium, sustainable, and community-driven

**A**

Loopers doesn't just sell secondhand clothes — it brings together: **Environmental well-being** (reduce waste, circular economy), **Social well-being** (community of buyers & sellers) and **Financial well-being** (extra income for individuals).

**C**

Instead of running short-term promotions, Loopers **creates a shared sense of belonging** around sustainable fashion. Sellers and buyers are not just participants, they are part of a **movement**.

**T**

Loopers directly appeals to **Gen Z and Gen Y**, who care deeply about Self-expression through fashion yet affordable with Eco-values. **Making Sustainability becomes cool and aspirational.**



Asian consumers are redefining what it means to live well.

It's no longer only about wealth and health.

It is about connection

**with others and with oneself**



AI powers our work  
but only WE power our lives

Let's **ACT**

**HUMAN AFTER ALL**