

Australia

66/66

Global findings show we are stuck in a perpetual wellbeing cycle where the more pressure people feel to be well, the less well they feel. In Australia, people feel especially challenged by loneliness, lack of purpose and burnout. In response, many are stepping away from social media, swapping time for nature and prioritising movement.



Top Ways Australians Support Their Wellbeing

(Showing top 3 activities selected per dimension among total)

Physical

- Walking
- Getting enough sleep
- Eating nutritious meals

Mental

- Spending time outdoors/ in nature
- Spending time listening to music
- Spending time with loved ones

Social

- Vocalizing their needs with friends, family, or romantic relationships
- Setting-up catch-up time with family and friends
- Participating in real or virtual communities

Australians are embracing movement to boost their wellbeing and build community.

75%

feel that physical wellbeing is important for their social wellbeing

44%

use physical activity as an opportunity to socialize with others

38%

are interested in joining group workouts to meet like-minded people

With participants reporting higher overall wellbeing by:

+17%

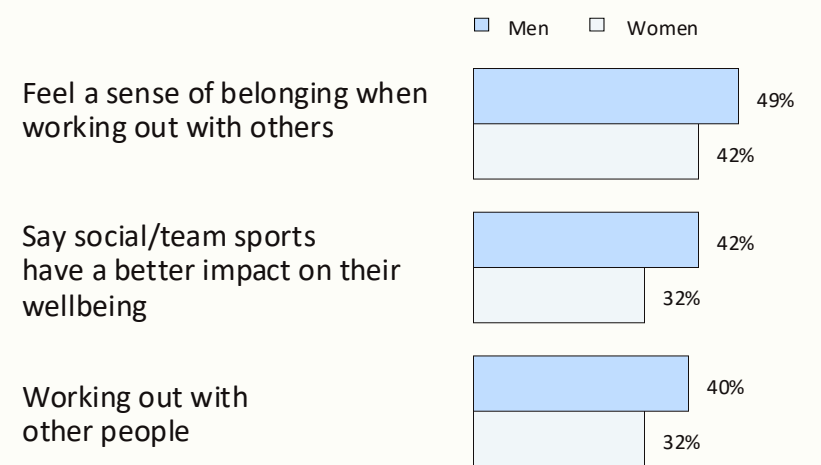
+24%

+11%



Men are also more likely than women to prioritize both physical and social wellbeing.

Men are more likely to prioritize physical and social wellbeing, and as a result, are more likely to move with others.



Australian men are taking charge of their physical health, aware it's key to boosting mental and social wellbeing.

85%

of men agree physical wellbeing is important for their mental wellbeing

74%

of men agree physical wellbeing is important for their social wellbeing

80%

of men are prioritizing their physical wellbeing

79%

of men are moving their body a little bit at a time throughout the day

40%

of men are working out with others

Doing these increase mental wellbeing for men by:

+32%

+17%

+12%

Meanwhile, women prioritize feeling unconstrained when moving.

86%

of women are prioritizing comfort in what they wear

76%

of women want to feel unconstrained and free when they choose to be physically active

Australians are grappling with a surge in loneliness, burnout, and lost purpose, with women and Gen Z feeling the hardest hit.

4 in 10

are experiencing loneliness at least sometimes.

Higher among women (52%) and Gen Z (61%)

5 in 10

feel a negative impact on their mental wellbeing when they are lonely

Higher among women (60%) and Gen Z (65%)

4 in 10

would like to find a purpose but don't know where to start

Higher among women: (45%) and Gen Z (58%)

8 in 10

feel that lack of purpose contributes to burnout

Higher among Gen Z (85%)



55% are experiencing wellbeing burnout



21% are experiencing social burnout specifically

Higher among women (26%) and Gen Z (27%)

Australians are reclaiming their 'right to disconnect,' deepening social ties and retreating into nature.

74%

are setting boundaries in their personal life (i.e., with friends, family, etc.)

63%

are stepping away from digital platforms / social media to be more present

57%

are saying no to social events to slow down the pace of their life

Doing these increase wellbeing by:

+15%

+6%

+10%

84%

say that they are spending time outdoors or in nature for their mental wellbeing

81%

say spending time in nature is good for their overall wellbeing

74%

say spending time in nature allows them to feel more connected with themselves and the world around them

* Percent difference represents the increase in reported wellbeing for those who take the wellbeing action vs. those who do not. See footnotes for full details.

Methodology: lululemon commissioned an online survey managed by Edelman Data & Intelligence (DXI) that was fielded in 15 markets (United States, Canada, United Kingdom, France, Spain, Germany, South Korea, China Mainland, Hong Kong S.A.R., Singapore, Japan, Thailand, Malaysia, Australia, New Zealand) between April 22, 2024 – May 30, 2024. Not all percentages sum to 100% due to rounding, and total global percentages have a margin of error of <1%. / Base Sizes: 2024 Global Total (n=15,938); Australia Base Sizes: Total (n=1,000), Men (n=494), Women (n=396), Gen Z (n=153), Experiencing burnout (n=731).