

Health & Well-being in a Changing Climate

A GlobeScan Shared Research Initiative

September 2026



Foreword

This report presents selected findings from GlobeScan's Health & Well-being Shared Research Initiative, focusing specifically on the relationship between health and well-being and climate and environmental issues. The initiative brought together a group of companies with a shared interest in understanding how people think about health and well-being today, the factors that influence their everyday experiences, and the role that different institutions can play in supporting healthier lives. The participating organizations represent a range of sectors with different connections to health and well-being, coming together to explore a common set of questions through shared research.

Health and well-being are shaped by many aspects of daily life. Alongside physical and mental health, people's experiences are influenced by access to care, products and services, the affordability of healthy choices, food and nutrition, and the information available to them. They are also shaped by everyday choices, routines, and circumstances that can either support or hinder the ability to maintain health and well-being. Increasingly, people's health and well-being are affected by environmental and climate-related issues, which influence both their everyday experiences and the actions they take to protect and maintain their health.

The initiative was created to provide an evidence-based understanding of how people experience these influences in their daily lives. To explore these questions, GlobeScan surveyed 10,000 people across ten global markets, examining the factors that have the greatest impact on health and well-being, the barriers people face in maintaining it, the relationship between food and health, the impacts associated with environmental and climate-related issues, and the sources they trust for health information.

This report highlights select findings from the research focused on climate and environmental issues. Together, they provide insights into how people are experiencing the health and well-being impacts associated with climate and environmental change, the actions they are taking in response, and the challenges they expect these issues to create in the future.

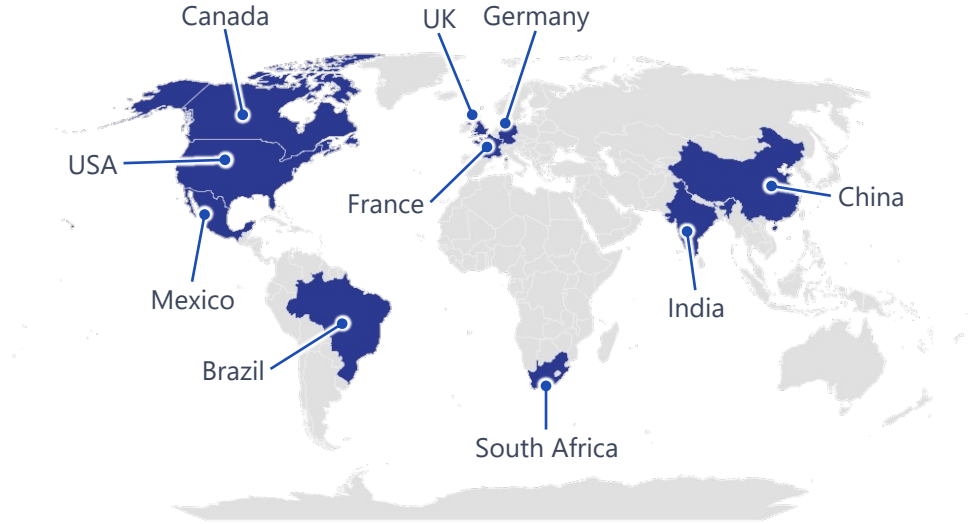
This research was sponsored by several partners, including the companies named below. We thank these and all the companies for their collaboration and support of this shared research initiative.

- Haleon
- Kenvue
- PepsiCo
- Reckitt

About the Research

Online Survey

- Online survey of $n=10,000$ general public respondents across ten global markets (Brazil, Canada, China, France, Germany, India, Mexico, South Africa, USA, UK)
- Respondents were recruited from online panels, and the survey was available in Portuguese, Spanish, French, Mandarin, and German.
- Sample was designed and weighted to be nationally representative.
- In field June 11–21, 2026





**Climate is
making health a
resilience issue**

Climate change has become a health story, and people are already acting on it

1. Climate change is becoming a personal health issue

Three in four people report at least one health impact they associate with climate or environmental change, and four in five have already changed a behaviour in response. Extreme heat and poor air quality are the most widely reported issues, driving practical actions such as avoiding outdoor activity, adjusting routines, and spending more to stay cool and protect health. Climate and health are increasingly connected in people's daily lives.

2. Climate-related health impacts vary across markets

The health impacts people report are not the same everywhere. Extreme heat is the most widely reported issue in many markets, but air pollution leads in India and China, water-related issues stand out in South Africa, and changes in allergens are most prominent in the USA. Local context shapes which climate-related health challenges people experience most.

3. Generations share concerns about cost, but anticipate different impacts

Higher costs for everyday items that support health and well-being are a concern across all generations. Beyond this shared concern, younger adults are more likely to anticipate stress and challenges maintaining healthy routines, while older adults are more likely to expect heat-related health issues and greater pressure on healthcare services.

Climate change is becoming a personal health issue.

Extreme heat and poor air quality are the climate-related health impacts people report experiencing most often. Around three in four people report at least one health or well-being impact linked to climate or environmental change, and many have made changes in response. More than a third have avoided going outside at certain times because of extreme weather, while others report changes to hygiene routines, how they manage heat at home, or the products they use to protect their health.

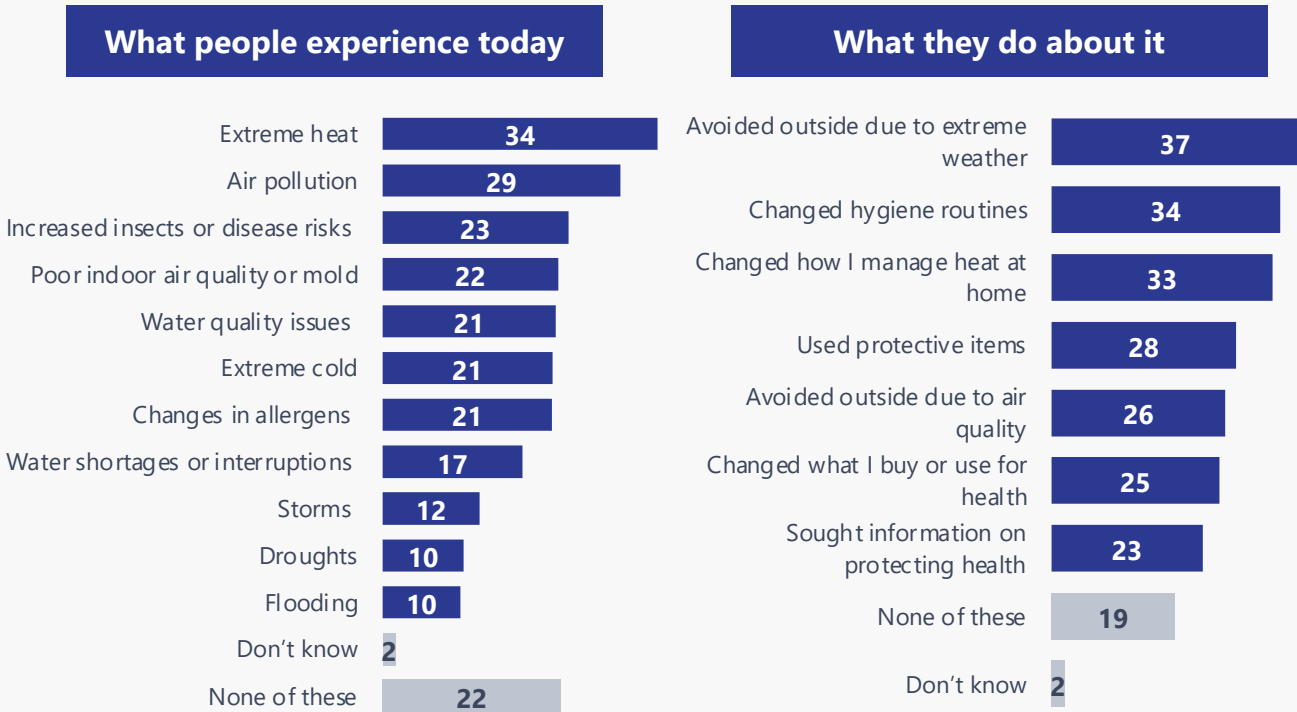
WHAT IT MEANS

The findings suggest that climate and environmental changes are already influencing how people look after their health and well-being. Rather than being viewed only as environmental issues, many people report experiencing direct health impacts and making adjustments in response.

This likely creates interest in information, products, and services that help people manage challenges such as extreme heat, poor air quality, and other environmental impacts on health.

How Current Climate Impacts Translate into Everyday Behavior Change

Total, 2026



Q7.1. In the past 12 months, have any of the following affected your health or well-being, even a little?
Q7.2. Have you made any changes because of environmental or climate-related issues affecting your health or well-being?

Climate-related risks to health and well-being vary across different countries.

India and Mexico top the table for different reasons. India reports relatively high levels across a range of climate-related health impacts, while Mexico stands out primarily for extreme heat. South Africa stands apart on water, the only market where water quality problems and water shortages are equally cited. The USA leads the table on just one risk: changes in allergens. At the other end, the UK and Germany are the outliers, with far fewer people reporting impacts.

WHAT IT MEANS

The health effects associated with climate and environmental change are not the same everywhere. Extreme heat, air quality, water challenges, allergens, and other risks vary substantially across markets, suggesting that responses should be tailored to local conditions rather than assumed to be universal.

For businesses, healthcare providers, and policymakers, understanding which climate-related health issues matter most in each market will be important when designing products, services, and public health responses.

Which Climate Impacts Affect Health and Well-being in Each Market

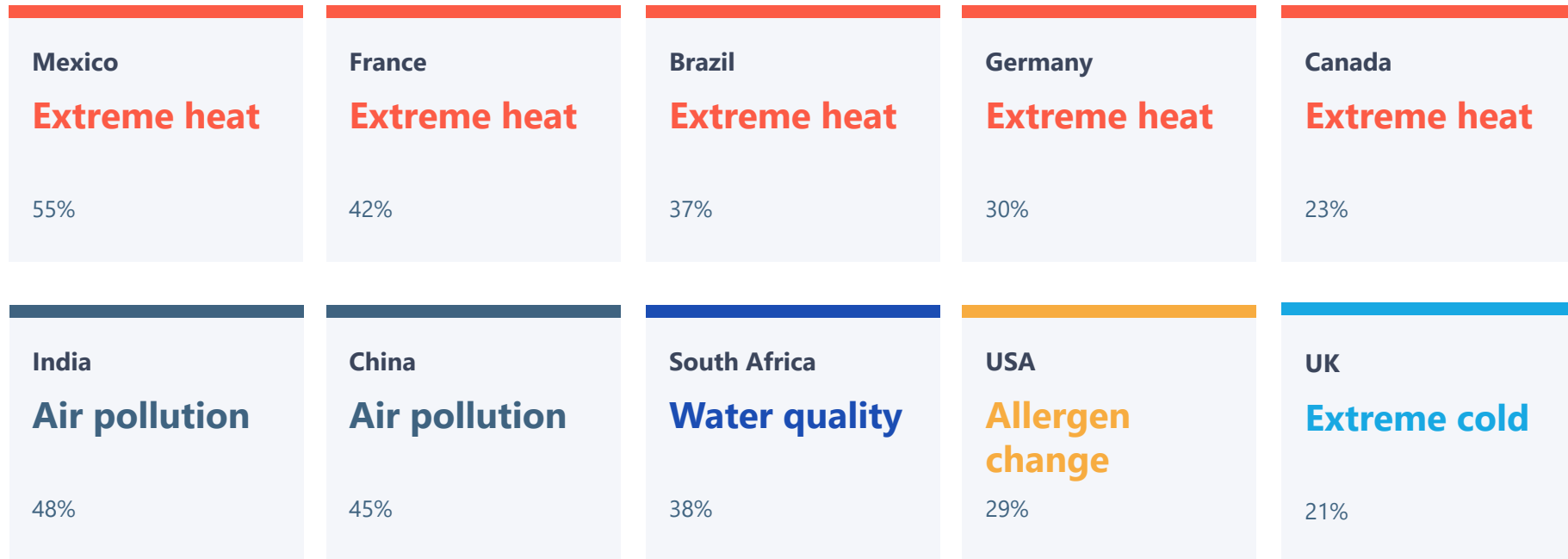
By Market, 2026

	What people experience today									
	Brazil	Canada	China	France	Germany	India	Mexico	S. Africa	USA	UK
Extreme heat	37	23	32	42	30	44	55	36	26	16
Extreme cold	19	21	13	14	14	32	13	38	23	21
Air pollution or poor air quality	35	22	45	19	17	48	37	32	25	14
Changes in allergens	14	23	24	16	20	27	18	22	29	17
Water quality issues	18	10	33	10	11	40	26	38	17	10
Water shortages	15	8	20	6	9	33	23	38	12	7
Increased insects or disease risks	35	15	27	15	13	37	36	26	18	8
None of these	17	33	13	28	35	3	8	11	29	43

Q7.1. In the past 12 months, have any of the following affected your health or well-being, even a little?

With different risks leading in different markets

The single most widely reported climate or environmental impact on health and well-being in each market, and the share reporting it



Q7.1. In the past 12 months, have any of the following affected your health or well-being, even a little?

Rising costs are a shared concern, while younger and older generations anticipate different health impacts.

Higher costs for everyday items that support health and well-being are a concern across all generations. Beyond this shared concern, younger adults are more likely to expect greater stress and difficulty maintaining healthy routines because of climate and environmental change, while older adults are more likely to anticipate heat-related health problems and increased pressure on healthcare services.

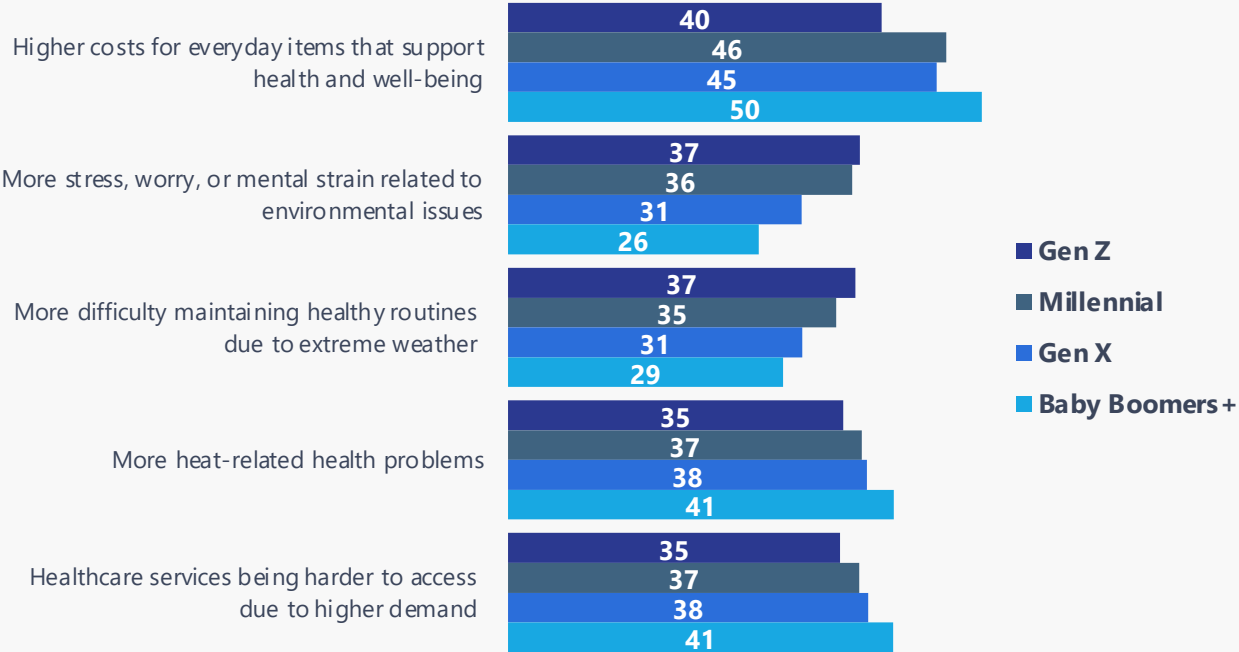
WHAT IT MEANS

The health effects people associate with climate and environmental change extend beyond physical impacts alone. While rising costs are a common concern across generations, younger adults are more likely to emphasize stress and disruption to everyday routines, whereas older adults are more focused on direct health impacts and access to care.

These findings suggest that responses to climate-related health challenges may need to account for both shared concerns and different life-stage experiences, rather than assuming the issue will be felt the same way by everyone.

Impacts Expected to be More Common in the Next Five Years Because of Climate/Environmental Changes

By Generation, 2026



Q7.3. Thinking about the next five years, which of the following impacts, if any, do you expect climate change or environmental changes to make more common in your daily life? Please select all that apply.



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