



THE SECRET

TO GREAT HEALTH

Escaping The Healthcare Beliefs

Thailand Market Research Society is excited to bring you insights from a recent study by Sprint Research, Healthcare division. In this edition, we focus on diving into an eye-opening exploration of healthcare beliefs in Thailand, as we reveal astonishing facts based on a recent qualitative study conducted by Sprint Research. The study sheds light on the fascinating world of health and wellness in Thailand, exploring common myths. By providing a clearer understanding of the truth can help Thai consumers make more informed decisions for a healthier lifestyle.



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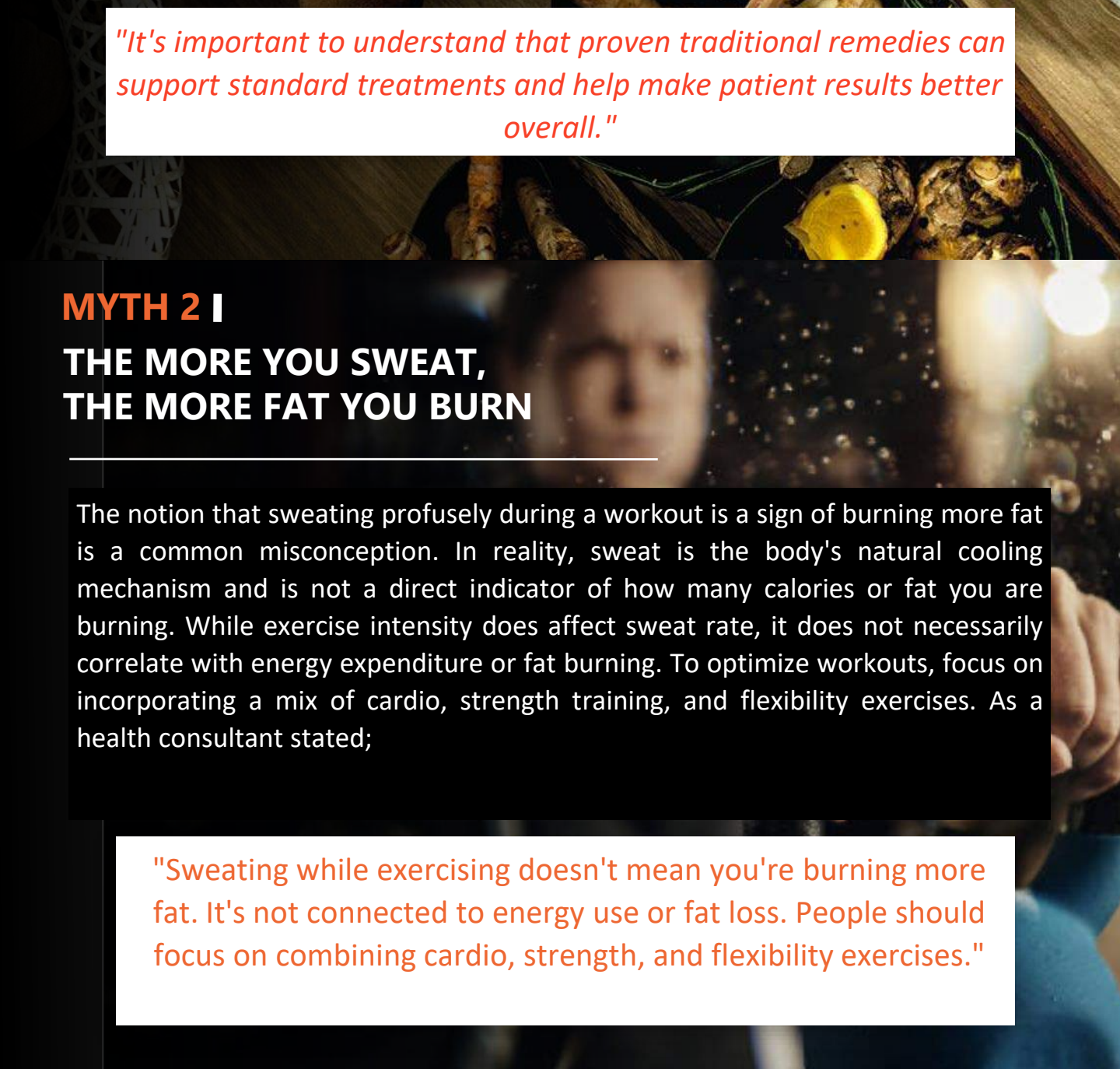
Sprint Research
(Healthcare Division)
Inspiring Better Healthcare

A collection of traditional Thai medicine ingredients, including several brown fabric poultices tied with white string, resting on a large green banana leaf. In the background, there are white roots and other dried botanicals.

MYTH 1 | TRADITIONAL THAI MEDICINE IS INEFFECTIVE

Contrary to popular belief, traditional Thai medicine has proven to be effective for various health conditions. The recent qualitative study highlights the value of integrating traditional Thai medicine with modern healthcare practices. As one doctor shared,

"It's important to understand that proven traditional remedies can support standard treatments and help make patient results better overall."

A blurred image of a person's face and upper body, appearing to be in motion, possibly exercising. The background is dark with some bokeh light effects.

MYTH 2 | THE MORE YOU SWEAT, THE MORE FAT YOU BURN

The notion that sweating profusely during a workout is a sign of burning more fat is a common misconception. In reality, sweat is the body's natural cooling mechanism and is not a direct indicator of how many calories or fat you are burning. While exercise intensity does affect sweat rate, it does not necessarily correlate with energy expenditure or fat burning. To optimize workouts, focus on incorporating a mix of cardio, strength training, and flexibility exercises. As a health consultant stated;

"Sweating while exercising doesn't mean you're burning more fat. It's not connected to energy use or fat loss. People should focus on combining cardio, strength, and flexibility exercises."

MYTH 3 |

SUPPLEMENTS ARE SHORTCUT TO BETTER HEALTH

In Thailand, the supplement industry has skyrocketed, promoting their products as the secret to ultimate health. While certain supplements can be beneficial for specific populations or health conditions, many individuals can obtain adequate nutrients through a balanced diet. It is found little evidence to support the use of multivitamins and mineral supplements for the prevention of cardiovascular disease or cancer. Before turning to supplements, one should consult with an expert and prioritize a nutrient-rich diet. As one nutritionist shared;

"Although some supplements can help certain groups or health issues, many people should get enough nutrients from a balanced diet. Thai individuals should focus on a nutritious diet before considering supplements."

MYTH 4 | CARBOHYDRATES ARE THE ENEMY

Carbohydrates have long been stigmatized as the primary cause of weight gain. However, not all carbs are created equal. According to the expert interview, consuming a balanced amount of carbohydrates, particularly from whole grains, fruits, and vegetables, is associated with a lower risk of mortality and chronic diseases. The key is to choose high-quality, nutrient-dense carbohydrates instead of processed, sugary foods. As one health expert noted;

"Carbohydrates have been wrongly criticized. Thai people should pick healthy carbs instead of processed, sweet foods."

MYTH 5 | NO PAIN, NO GAIN

Many Thais believe that experiencing pain during a workout is a sign of effectiveness. However, pushing your body to the point of pain can lead to injury and hinder your progress. One interviewed doctor emphasized the importance of listening to the body and differentiating between normal muscle soreness and pain that signals potential harm. A health professional remarked;

“Feeling pain while exercising doesn't mean it's effective and could cause injury. We should pay attention to our bodies more than others' opinions. It's better to slowly raise workout intensity and take enough time for rest and recovery.”

MYTH 6 | DETOX DIETS ARE THE KEY TO PURIFICATION

The allure of detox diets is strong, with promises to cleanse your body and restore your vitality. However, the truth is that our bodies are equipped with natural detoxification systems, including the liver, kidneys, and digestive tract. In fact, there is little evidence to support the efficacy of detox diets for weight management or toxin elimination. One doctor passionately stated;

"Detox diets aren't as helpful as many believe. Our bodies already have built-in detox systems, and there's not much proof that detox diets help with weight control or removing toxins. Eating a balanced diet, staying hydrated, and exercising regularly are more effective."

MYTH 7 | HEALTHCARE ACCESSIBILITY IS RARE IN RURAL AREAS

The recent study highlights the interesting efforts being made to improve healthcare accessibility in rural areas of Thailand. Health experts and doctors report that innovative solutions, such as telemedicine and mobile clinics, are being employed to bridge the gap between urban and rural healthcare services. One healthcare authority passionately stated;

"One of our goals to ensure that people who have limited access to healthcare can receive it by using technology and collaborating with local communities."



MYTH 8 | PREVENTIVE HEALTHCARE IS NOT PRIORITY IN THAILAND

Preventive healthcare is gaining traction in Thailand, as evidenced by the recent qualitative study with health experts and doctors. The growing emphasis on preventive care is reflected in public health campaigns, workplace wellness programs, and community-based initiatives. A public health expert explained;

"By focusing on preventive healthcare, we are taking a proactive approach to improve overall population and reduce the burden of chronic diseases."

As we conclude our captivating journey through Thailand's health and wellness scene, the importance of market research in distinguishing between myths and facts becomes clear. Sprint Research's 2023 study not only provides Thai consumers with valuable knowledge and insights but also equips them to make well-informed choices for a healthier and more satisfying life. By dispelling misconceptions, market research plays a vital role in shaping a future where health and wellness are genuinely available to everyone. This progress fosters a society where each individual can thrive and contribute to a collective well-being and strengthens Thailand's cultural identity and national health.