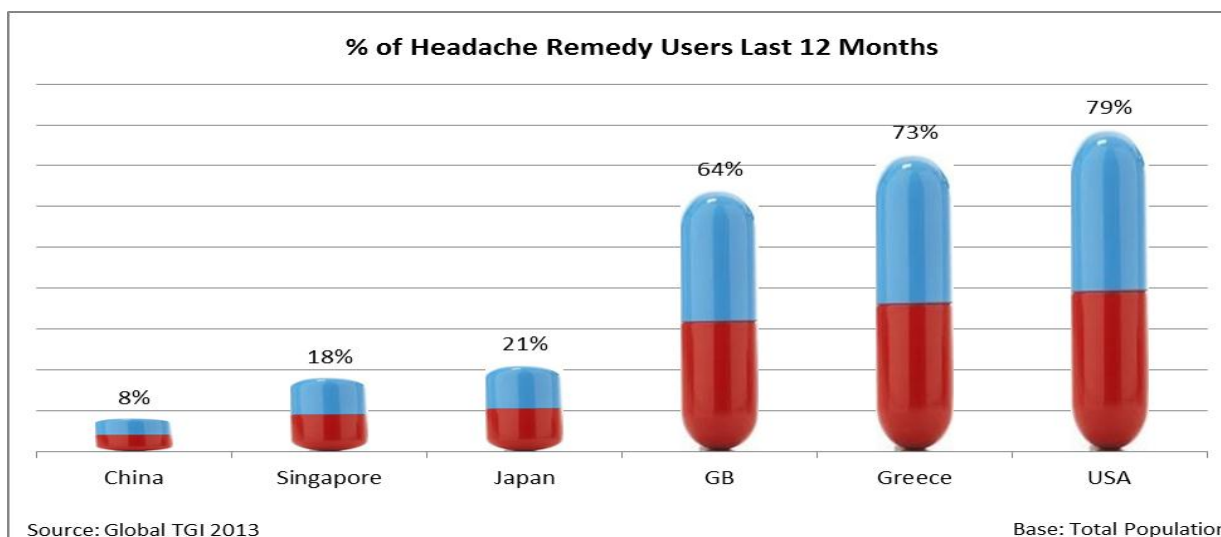


Headache Remedies: East vs. West

Throughout history differences in cultures have meant that approaches to problem solving have developed differently; this in particular, can be seen when looking at medicine and the differences between how Eastern and Western cultures treat health issues.

When looking at headache remedy consumption a clear difference can be seen between Eastern and Western cultures. For example, China has a very low consumption of headache remedies (8%), whereas consumption in the USA is particularly high (79%).



This cultural difference can also be seen when looking at the attitudes of consumers; TGI data shows that 43% of people in China agree with the statement 'I trust homeopathic medicine' compared to just 20% in the USA and 12% in GB. Reinforcing this difference is that only 20% of people in the USA agree with the statement 'I prefer alternative medicine to standard medical practices'.

Many factors might explain this; the perception of western medicine in Asian countries is that there are often adverse side effects from the medicine they are taking, so people try to keep their consumption of medicine to a minimum. Also, the long history of alternative medicine usage is rooted deeply in the Asian culture, including the use of traditional Chinese medicine, acupuncture and aromatic herbal medicine. These factors may help to explain the low consumption of headache remedies in Asia.

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