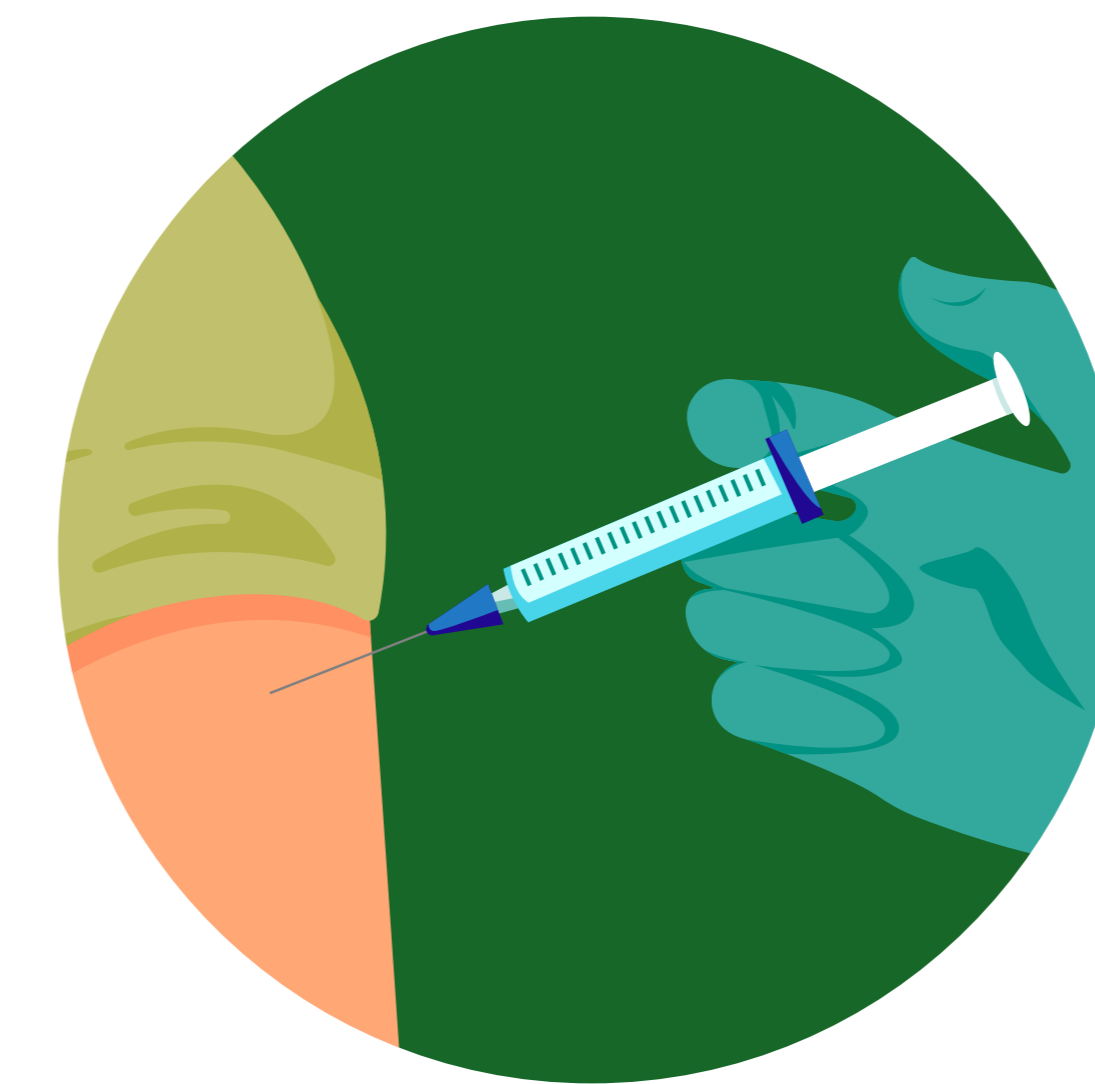


LloydsPharmacy Online Doctor



2025 Health Trends Calendar

Veganuary

Annual 31-day challenge inviting people to try veganism and increase public awareness of the benefits.



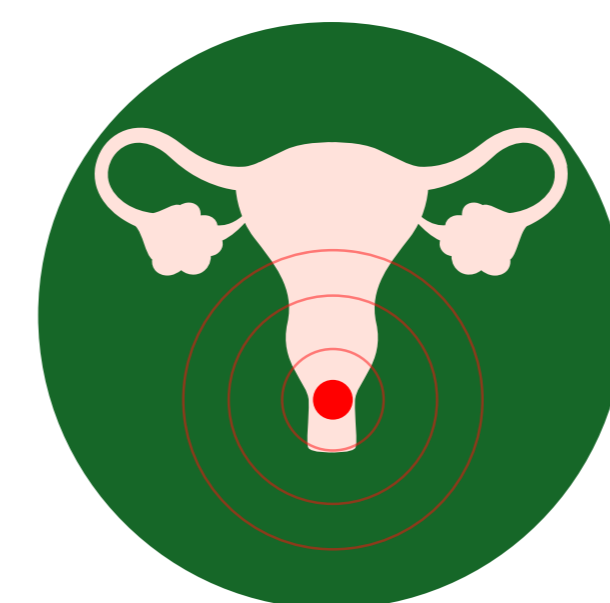
Dry January

A public health initiative encouraging people to abstain from alcohol for the month of January.



Cervical Cancer Prevention Week 2025 (21st-28th)

Emphasising the importance of early detection and prevention, including ensuring regular cervical screenings are booked with your GP and you have had HPV vaccinations.

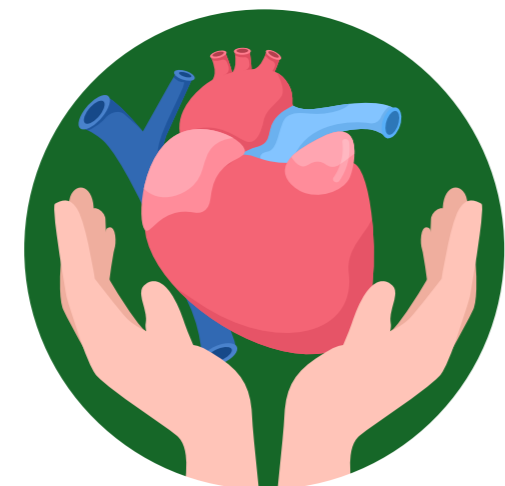


January

Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	30	1	2 Search Peak Sleeping tablets	3 	4	5
6 Search Peak Gym memberships and quitting smoking.	7 	8	9 Search Peak Keto diet	10 38% of Brits say they would consider trying the Keto diet in 2025.	11	12
13	14 STIQ Day Raises awareness about STIs and testing.	15 	16	17	18	19
20 Blue Monday Recognised as the most depressing day of the year, highlighting mental health awareness.	21	22 Search Peak Gonorrhoea and Syphilis In 2024, year on year searches for Gonorrhoea increased by 21%, whilst searches for Syphilis increased by 17%.	23 	24	25	26 World Leprosy Day Since 2015, there have been around five new cases of leprosy in the UK each year.
27	28	29	30	31	1	2

National Heart Month




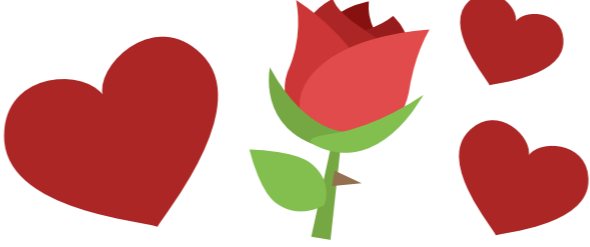

Raising awareness of heart conditions and encouraging people to improve their heart health.



Eating Disorders Awareness Week (24th-2nd)


Increasing public awareness about eating disorders, promoting understanding, and supporting those affected.

February

Mon	Tue	Wed	Thu	Fri	Sat	Sun
27	28	29	30	31 	1 	2 It is estimated that 6.5% of adults in England suffer from asthma.
3	4 World Cancer Day Raising awareness about cancer prevention and treatment. 	5	6 Time to Talk Day Promotes open conversations about mental health.	7  	8 50% of men have experienced some form of erectile dysfunction, however 40% would not feel comfortable seeking help for ED.	9
10 International Epilepsy Day Raising awareness about epilepsy, a neurological condition affecting millions worldwide.	11 	12	13	14 Valentine's Day 45% of UK couples feel there is an expectation to have sex on Valentine's Day. 	15	16
17	18	19	20	21	22 World Encephalitis Day Raising awareness of encephalitis, a serious and potentially fatal brain inflammation.	23 
24 Emotional Health Day Spotlighting the importance of emotional health in our lives.	25 	26	27	28 Rare Disease Day Focusing public attention on rare diseases.	1	2


Endometriosis Awareness Month

Raising awareness of an inflammatory condition where endometrial tissue grows outside of the uterus. It affects 1 in 10 women worldwide.




Brain Tumour Awareness Month

Educating on brain tumours and their impact, while helping to increase funding for treatment and prevention.



Nutrition and Hydration Week (17th-23rd)

Highlighting the importance of nutrition and hydration.



Pollen count expected to be high

Alder tree 13th, Elm tree 18th, Hazel and Willow tree 22nd.

March

Mon	Tue	Wed	Thu	Fri	Sat	Sun
24	25	26	27	28 	1	2
3 	4 World Obesity Day Advocates for a comprehensive approach to tackling obesity.	5	6 	7 Search Peak Diabetes	8 Diabetes prevalence in the UK is estimated to rise to 5.3 million in 2025.	9
10	11	12 No Smoking Day Educating the public on the health risks of smoking. 	13 World Kidney Day Raising awareness about kidney health and disease prevention. 	14 World Sleep Day Promotes the benefits of good sleep and the impact on health.	15 	16
17 Search Peak Chlamydia	18 With 76,510 searches in 2024, Chlamydia is the UK's most Googled STI. 	19	20 Day of Happiness Helping people around the world to realise the importance of happiness in their lives.	21	22 	23
24 Search Peak Birth control medication.	25 Oral contraceptives are the most popular method of contraception among UK women in 2024, with 144,000 women using them.	26	27 	28	29 	30 World Bipolar Day Increasing knowledge on Bipolar disorder.
31 	1	2	3	4	5	6

Stress Awareness Month

Increasing public awareness about stress and strategies to manage it.



National Feet Week (17th-23rd)

Spotlighting the importance of foot health and wellbeing.



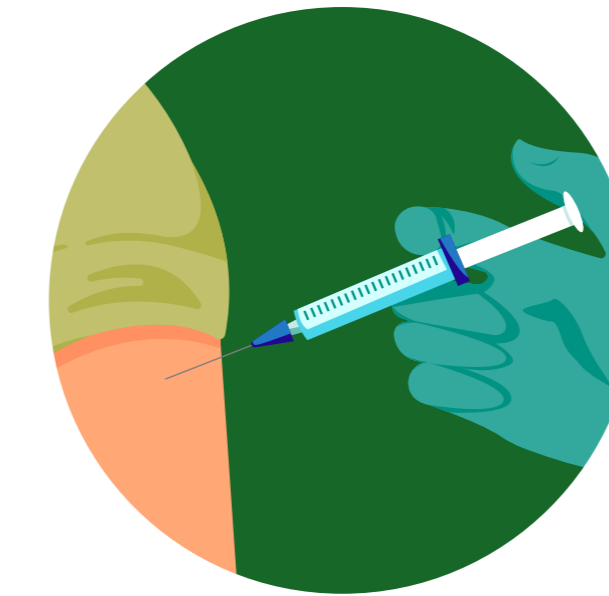
Allergy Awareness Week (22nd-28th)

Raising awareness of allergies and their impact on health.



Immunisation Awareness Week (24th - 30th)

Highlighting the importance of vaccines in protecting public health.



April

Pollen count expected to be high

Ash tree 5th, Birch tree 6th, Plane 19th, Oak tree 29th.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
31	1	2 National Walking Day Encourages people of all ages and abilities to take a step towards better health.	3 	4 National Vitamin C Day Recognising its importance for health and well-being. 	5 49% of Brits are unaware of the functions of vitamin C which include conserving healthy blood vessels, skin, and bones. 	6
7 World Health Day Celebrates the founding of the World Health Organisation and focuses on global health issues.	8 Cushing's Disease Day Raising awareness about the symptoms and treatments of this rare endocrine disorder.	9	10	11 World Parkinson's Day Shining a spotlight on Parkinson's disease and the millions of individuals worldwide affected by this neurological condition. 	12 	13
14 	15	16	17 World Haemophilia Day Raising awareness of haemophilia and other bleeding disorders. 	18 National Exercise Day A reminder to prioritise physical activity and well-being in our daily lives.	19 In 2024, somatic exercise became a huge trend, with a 2,120% year on year increase in searches. 	20
21	22	23	24	25 	26	27
28	29 	30	1	2	3	4

May

National Walking Month
Encouraging people to walk more during the month of May.

Healthy Vision Month
Raising awareness about the importance of eye health and vision care.

Food Allergy Awareness Week (11th-17th)
Highlighting symptoms, such as hives, swelling, or difficulty breathing, while supporting those affected by these potentially life-threatening reactions.

Mental Health Awareness Week (12th-18th)
Emphasising the importance of mental health and wellbeing.

Sun Awareness Week (12th-18th)
Educating on skin cancer prevention and sun safety. Wearing sunscreen, protective clothing, and checking your skin type before UV exposure is advised.

Coeliac Awareness Week (12th-18th)
Raising awareness of coeliac disease and advocating for those who live with gluten intolerance.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
28	29	30	1	2	3	4
5	<p>World Asthma Day Spotlighting challenges faced by people living with asthma.</p>	<p>7 Did you know thunderstorms can trigger asthma? High winds draw pollen into the air and moisture breaks it into smaller particles which get deeper in the lungs.</p>	8	9	10	11
<p>12 Traffic to LloydsPharmacy Online Doctor's EpiPen advice page peaks.</p>	<p>13 EpiPens should always be stored in a dark place as UV exposure can cause the epinephrine in the EpiPen to degrade.</p>	14	15	<p>16 160/90</p>	<p>17 World Hypertension Day Uniting global efforts to raise awareness about high blood pressure.</p>	18
19	<p>20 </p>	<p>21 Search Peak Ozempic® and Wegovy®</p>	<p>22 In 2024 LloydsPharmacy Online Doctor saw the highest volume of traffic to weight loss medication pages in May, June and July.</p>	23	<p>24 </p>	<p>25 World Thyroid Day Emphasising the importance of early diagnosis and management to improve quality of life.</p>
<p>26 44% of Brits do not understand the functions of the thyroid.</p>	<p>27 National Sunscreen Day Reminding us to stay sun-safe as we step into the brighter days of summer.</p>	28	<p>29 World Digestive Health Day Shining a spotlight on the importance of digestive health.</p>	<p>30 43% of Brits frequently experience digestive discomfort. Men in particular are more likely to ignore their digestive health, especially those 35-44.</p>	31	1

Cataract Awareness Month

Highlighting cataract prevention, symptoms, and treatments.



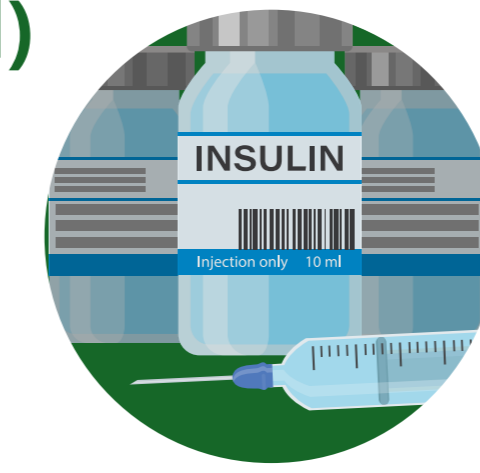
Men's Health Week (9th-15th)

Focusing on health issues affecting men and encourages healthy lifestyle choices.



Diabetes Week (16th-22nd)

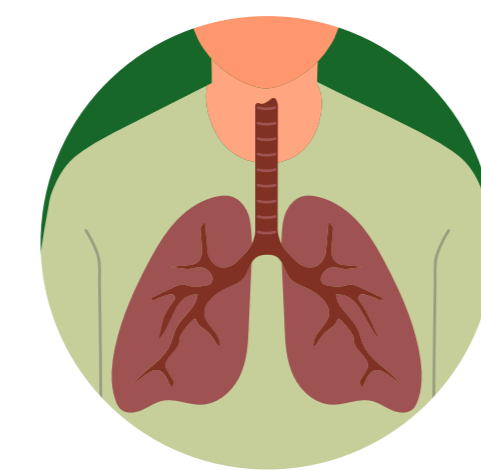
Raising awareness of diabetes and supporting those affected.



June

Love Your Lungs Week (21st-27th)

Serving as a vital reminder to prioritise lung health and well-being.



Pollen count expected to be high

Grass 2nd, Mugwort weed 19th, Nettle weed 25th.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
26	27	28	29	30	31	1
2 	3	4	5	6	7	8
9 Search Peak Hay fever	10 Website traffic to LloydsPharmacy Online Doctor's allergy pages peaks. Traffic increases by 70% on average.	11	12	13	14	15
16	17	18	19	20 	21 International Day of Yoga Established by the UN in 2014 to highlight the holistic benefits of yoga.	22 Up to 500,000 Brits practice yoga every week.
23 National Hydration Day Reminding us of the crucial role water plays in our lives.	24 53% of Brits don't drink the recommended 6 to 8 glasses of water each day.	25 	26	27	28	29
30	1	2	3	4	5	6

Sarcoma Awareness Month

Promoting knowledge of sarcoma, a rare cancer that can develop in any part of the body.



Group B Strep Awareness Month

Highlighting the importance of education and research in eradicating group B Strep infections in babies.



Alcohol Awareness Week (7th-13th)

Emphasising the damaging effects of alcohol and encouraging healthier lifestyle choices.



July

Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	1	2	3	4	5	6
7	8	9	10	11	12	13
						 <p>Search Peak Hair loss treatments 44% of UK men feel self-conscious about their hair loss.</p>
14	15	16	17	18	19	20
21	22	23	24	25	26	27
		 <p>World Brain Day Raising awareness of brain health and neurological disorders.</p>	<p>International Self-Care Day Promotes self-care practices for better health and wellness.</p>			
28	29	30	31	1	2	3
<p>World Hepatitis Day Highlights the global burden of viral hepatitis and promotes prevention and treatment.</p>						

Psoriasis Awareness Month

Raising awareness of psoriasis and its symptoms which include red, scaly patches on the skin, and supporting those affected.



World Breastfeeding Week (1st-7th)

Promoting the benefits of breastfeeding and supporting the health of infants.



Pollen count expected to be high


Ragweed 11th.

August


Mon	Tue	Wed	Thu	Fri	Sat	Sun
28	29	30	31	1	2 International Alopecia Day A day to raise awareness and celebrate pride for individuals with alopecia.	3
4	5	6	7 Cycle to Work Day Encourages cycling as a healthy and sustainable mode of transport.	8 	9	10
11 Search Peak Mosquito bites	12 In 2023, imported malaria cases to the UK exceeded 2,000 cases for the first time in 20 years.	13 	14	15 Relaxation Day Encourages people to unwind and de-stress.	16 The most common cause of stress is work-related stress with 79% of Brits saying they have frequently felt it.	17
18	19	20	21	22	23	24
25	26	27	28	29 	30 National Grief Awareness Day Raising awareness of the process of grief.	31

September


Self-care September
Encouraging self-care routines to enhance mental, physical, and emotional well-being.




Sexual Health Awareness Month
Increasing sexual health education, awareness, and advocacy.



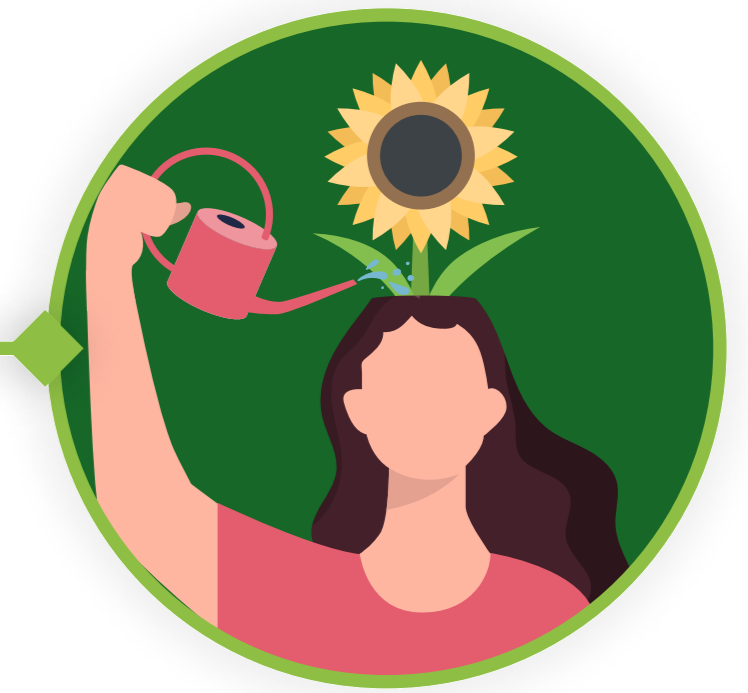
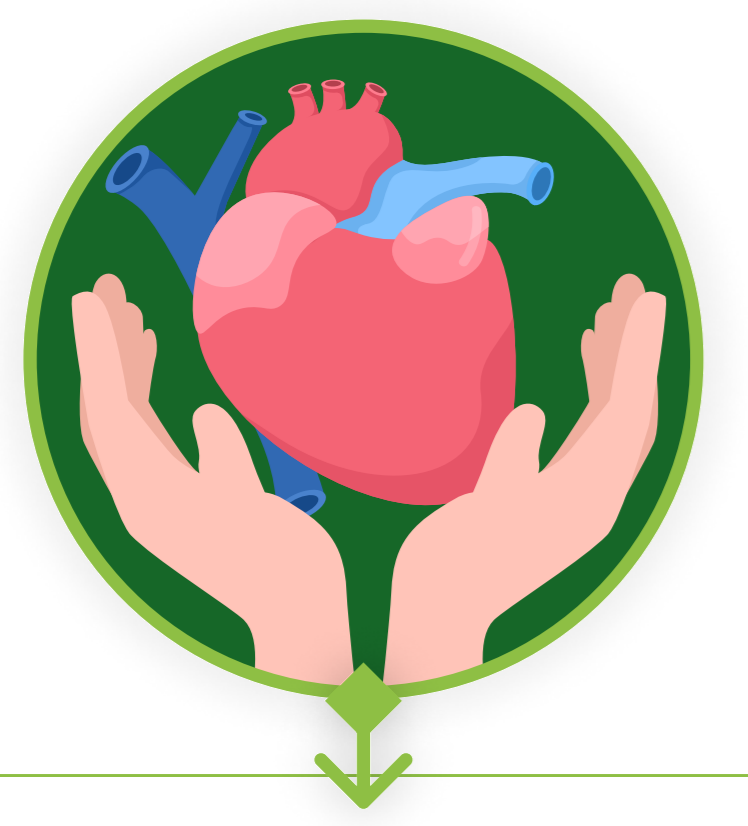



World Alzheimer's Month
Raising awareness of Alzheimer's disease and dementia.




World Wellness Weekend (19th-21st)
Encouraging a healthier, more active lifestyle through global wellness activities and tips.




Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4  World Sexual Health Day	5 31% of Brits use online educational materials as their primary source of sexual health and contraceptive information.	6	7
8	9	10 World Suicide Prevention Day Raising awareness of suicide prevention.	11 	12 Stand Up To Cancer Day Raising funds for cancer research, supporting patients, and uniting communities in the fight against cancer.	13 Positive Thinking Day Positive self-talk and affirmations are popular techniques to help reframe your mindset.	14 
15	16	17	18	19	20	21
22 	23	24	25 	26 Contraception Day Emphasising the importance of contraception and reproductive health. Over 144,000 women use oral contraceptives in the UK.	27	28
29 World Heart Day Raising awareness of cardiovascular health.	30 In 2023, there were over 1.8 million people with a GP diagnosis of coronary heart disease in England.	1	2	3	4	5

October


Menopause Awareness Month
Highlighting the symptoms of menopause including hot flashes, mood swings, fatigue, and brain fog.



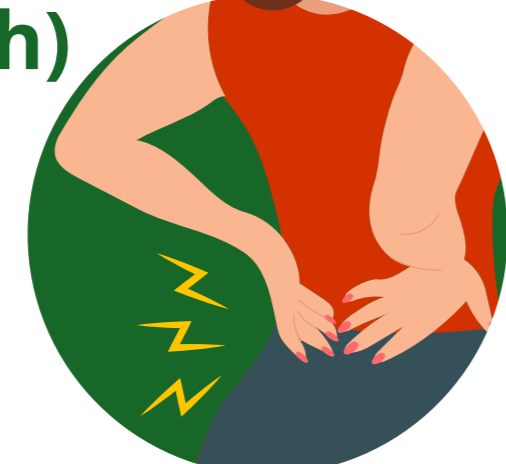
Breast Cancer Awareness Month
Helping women identify early signs of breast cancer including checking for lumps, swelling, or changes to the skin.




National Cholesterol Month
Raising awareness of cholesterol and heart health.


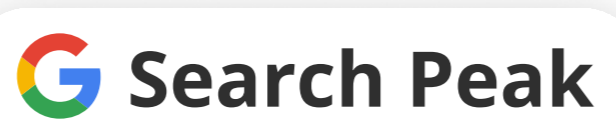



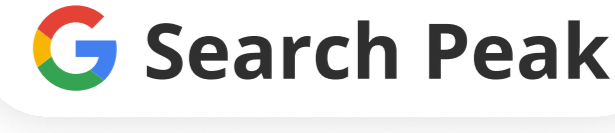





Back Care Awareness Week (7th-11th)
Promoting education on back pain prevention and management.



Bone and Joint Week (12th-20th)
Spotlighting musculoskeletal health and the prevention of bone and joint disorders.



Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	1	2	3	4	5
6 	7	8  Mental health	9 	10 World Mental Health Day	11 Highlighting the importance of mental health and encourages people to prioritise their wellbeing.	12
13  Acne medication	14 Acne is common in teenagers and younger adults. About 95% of people aged 11 to 30 are affected by acne to some extent.	15	16	17 	18 World Menopause Day and Wear it Pink Day	19  Menopause
20	21	22  Dust allergies	23 Dust allergy symptoms include sneezing, a runny or stuffy nose and red, itchy eyes.	24	25 	26
27	28	29 	30	31	1	2

November

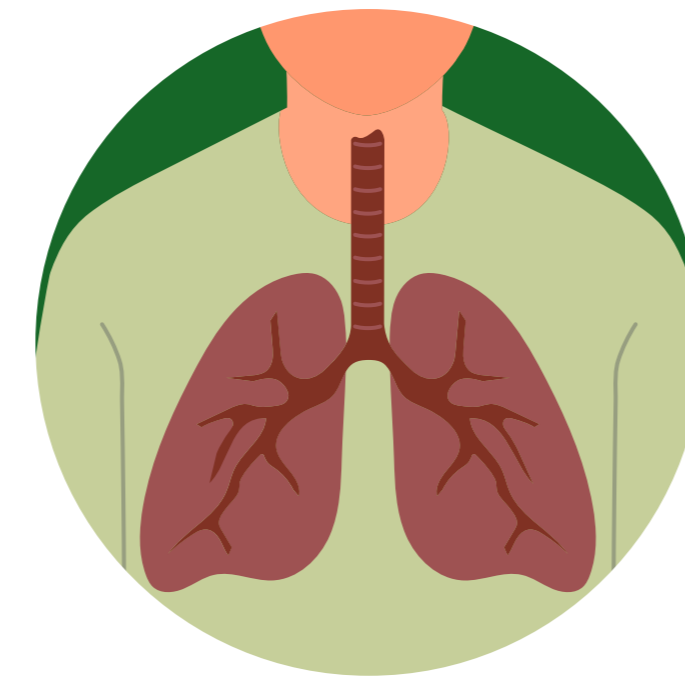
November

Focusing on men's health issues, including prostate cancer, testicular cancer, and mental health.



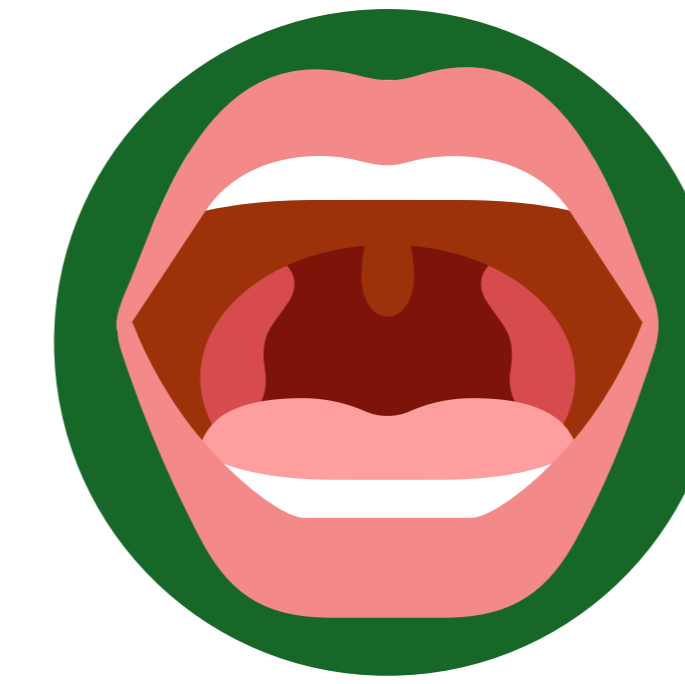
Lung Cancer Awareness Month

Encouraging people to get in touch with a GP if they notice a cough of three weeks or more, in addition to other symptoms, including fatigue and shortness of breath.



Mouth Cancer Awareness Month

Raising awareness of mouth cancer and encouraging early detection and prevention.



Mon	Tue	Wed	Thu	Fri	Sat	Sun
27	28	29	30	31	1	2
3	4	5	6	7	8	9
<p>G Search Peak Stress</p>		<p>National Stress Awareness Day Raising awareness of the effects of stress on the body and mind.</p>	<p>G Search Peak Thrush</p>	<p>Thrush is a yeast infection caused by an overgrowth of Candida fungus.</p>		
10	11	12	13	14	15	16
<p>G Search Peak Genital herpes</p>	<p>The most UK searches for 'genital herpes' come from Newcastle.</p>			<p>World Diabetes Day</p>	<p>If you're worried about type 2 diabetes, a home test alongside support from a healthcare professional could help.</p>	
17	18	19	20	21	22	23
24	25	26	27	28	29	30
		<p>41% of Brits start putting their Christmas decorations up.</p>	<p>If you have asthma, opt for an artificial Christmas tree to avoid "Christmas Tree Syndrome".</p>	<p>Christmas tree syndrome is an allergic reaction to a Christmas tree that can cause respiratory or skin issues.</p>		

December

● **Seasonal Affective Disorder (SAD) awareness month**

SAD is a mental health condition that occurs when there's reduced exposure to sunlight. Symptoms include low energy, irritability, difficulty concentrating, changes in sleep patterns, and feelings of sadness or hopelessness.



● **Crohn's and Colitis Awareness Week (1st-7th)**

A time to talk about living with inflammatory bowel disease and to support others who are impacted. Symptoms can include pain, inflammation, and fatigue.



Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 World AIDS Day Raising awareness of HIV and AIDS to promote prevention and treatment. 	2 76% of Brits are unaware of the HIV testing window. It takes 45 days for a HIV test to show a positive result.	3	4	5 	6 Search Peak Common cold	7 Cold symptoms come on gradually over 2 to 3 days. Symptoms include a blocked nose, sneezing, and a sore throat.
8	9 	10 Search Peak Zika virus In 2024, Brazil, Bolivia, and Columbia had the highest number of Zika cases.	11	12	13 	14 Search Peak Coeliac disease A condition where your immune system attacks your own tissues if you eat gluten.
15	16	17	18 Search Peak COVID-19	19 	20	21 Winter solstice This is the shortest day of the year with the least sunlight.
22 Taking vitamin D during this time is important because the body doesn't produce enough from sunlight between October and March. 	23	24 	25 Christmas Day On Christmas Day, Brits consume an average of 5,373 calories.	26 While there's no problem with indulging occasionally, it's important to maintain a healthy, balanced diet long term.	27	28
29 	30	31	1	2	3	4



2025 Health Trends Calendar

Methodology:

To create the LloydsPharmacy Online Doctor Health Calendar for 2025, we identified key UK and international health-related events and awareness days using reputable online sources, verifying 2025 dates through comprehensive online research. To anticipate search interest around health products and topics, we analysed historical Google search data from the past three years for relevant keywords and keyword collections.

This enabled us to predict probable peak search dates in 2025 based on observed trends. Additionally, we incorporated weather and pollen data from the Met Office to estimate periods of high pollen counts and other environmental factors known to influence health-related behaviours. We carried out OnePulse surveys using 500 respondents to reveal knowledge around health, sex, and wellness.

For more information visit:

onlinedoctor.lloydspharmacy.com/uk/lifestyle-advice/health-trends-calendar