

Global Research Trends In Lifestyle Of Health And Sustainability (Lohas): A Bibliometric Analysis

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ABSTRACT

Lifestyle of Health and Sustainability, an emerging inter-disciplinary concept has shown a growth trajectory in the recent years. The objective of this study is to examine the trends and developments in research on LOHAS. Employing bibliometric analysis, a comprehensive study on LOHAS using 109 Scopus-indexed journal articles from 2004 to 2025 has been conducted. Data selection was done using Preferred Reporting Items for Systematic reviews and Meta-Analyses (PRISMA). Performance analysis and science mapping has been conducted using bibliometrix R-package of biblioshiny. While scientific mapping using co-word analysis offered conceptual insights into the development of research fronts, performance analysis was used to identify top contributing authors, productive countries, highly cited nations, highly cited documents and frequent occurred terms. The findings demonstrate that interest in LOHAS has paced up with Japan and China as the leading contributing countries. Thematic mapping reveals the interdisciplinary nature of LOHAS. The study offers a holistic overview of the field and recommends future research that focuses on theoretical diversification and cross-cultural comparative analysis. With the emergence of new trends and growing number of international collaborations, there is a lot of scope for research in this field.

Keywords: Bibliometric analysis, Performance analysis, Science mapping, PRISMA, LOHAS, lifestyle, health, sustainability

INTRODUCTION:

Green and sustainable products are becoming more popular as consumers are becoming more conscious of environmental issues like climate change, resource depletion, greenhouse gas emissions and pollution (Howard, 2007). Consumers are becoming more conscious about their lifestyle and purchases. Due to this shift in consumer attitude, a market segment has emerged that places a higher priority on personal wellbeing, environmental sustainability, and ethical consumption (Martin & Simintiras, 1995). The Natural Marketing Institute (NMI) coined the term LOHAS, which has evolved into a significant market segment originally identified in the United States through the extensive research undertaken by sociologist Paul Ray in the mid-1990s who found that nearly 25% of the U.S. population identified the concepts of health, sustainability and social justice as the main factors forming their world view and lifestyle choices forming a group he called as "Cultural Creatives" (Seočanac, 2019). These customers contribute to cultural change by purchasing products and services that foster ethical, environmentally friendly and sustainable practices. These customers follow the lifestyle referred to as Lifestyle of Health and Sustainability (LOHAS). Customers of this lifestyle value social, environmental and holistic well-being. The comprehensive well-being of an individual, society and environment is a primary objective for LOHAS customers (Choi & Feinberg, 2021). The primary objective for LOHAS customers is to raise their standard of living

through consumption of locally produced products that could be beneficial for their society (Feenstra, 2002). Several companies are trying their best to increase their market share in order to capture this market for their products, which are eco-friendly, sustainable and ethical.

Famous brands are competing for consumers by going green and trying their level best to attract and retain them. Nike is making organic sportswear and is responsible for becoming a global citizen. Ford is heading towards the hybrid SUVs. LOHAS is becoming popular among people because of growing environmental awareness. These consumers value sustainable products that are good for environment. With a rising emphasis on healthy living, people are adopting organic foods, natural products, and eco-friendly lifestyles, which align with LOHAS values. More socially conscious consumers are choosing to work with businesses that promote ethical sourcing, fair trade and ethical business practices. More individuals are being persuaded to live LOHAS by awareness campaigns, films and social media discussions regarding sustainability. Many LOHAS consumers are willing to choose quality, long lasting and authentic products rather than mass-produced products. The potential of the LOHAS market in terms of economics has grown enormously since its inception. Lifestyle of Health and Sustainability consumers prefer to buy from companies that practice sustainable production, ethical behavior and social responsibility. LOHAS consumers choose to buy from companies that reflect their values, such as environmentalism, human rights, ethics and equality in the workplace. It is difficult to describe LOHAS

consumers in demographic terms, but they can be defined psychologically in terms of their concerns, interests, values and buying decision-making process. These consumers place a great deal of importance on organic foods, organic personal care items, acupuncture, homeopathy, socially responsible investing, energy-efficient vehicles, energy-efficient home appliances and sustainable tourism (Font & Wood, 2007; Urh, 2015)

REVIEW OF LITERATURE

LOHAS is a lifestyle where individuals have become aware of their personal and environmental health, ethics and morality, which they practice in their daily lives. LOHAS is a concept that is rooted in the principles of health and sustainability. In the LOHAS world, sustainability entails the pursuit of health, spirituality and an organic lifestyle (Emerich, 2011). According to Choi & Feinberg (2021), LOHAS lifestyle can be described as a way of life that focuses on personal health and well-

being as well as the collective health and well-being of nature and society. LOHAS lifestyle aims at achieving harmony between individuals, nature and society. Since its emergence, the economic potential of LOHAS markets has greatly increased. Its market value which was expected to reach 200 billion USD by 2004, grew to reach 5000 billion USD by 2022 (Lendvai et al., 2022). 29% of people in Japan and 23% of people in the United States are part of LOHAS group. Many other countries including Germany, Australia, India, Netherlands and Canada have realised the importance of LOHAS values and hence, adding the same in their markets. The considerable potential of this phenomenon has drawn the attention of researchers, prompting further exploration of the concept.

Numerous review studies on LOHAS have been conducted. Table 1 shows the summary of narrative literature reviews and bibliometric analysis studied by researchers in the past.

Table 1: Articles Related to Review on LOHAS

Study	Type of Review	Keywords Searched	Objective	Key findings
Zhang Yi (2022)	Narrative Literature review (2018-2022)	healthy lifestyle	Investigates the influence of LOHAS related behaviors and healthy lifestyle on well-being and sustainability choices.	Reviews information about the concept, key elements, theories used and consequences of following healthy lifestyle.
Nguyen and Tran (2025)	Bibliometric analysis (1993- 2024)	lifestyle of health and sustainability and related terms	Explores definitions, perspectives, and conceptual evolution of LOHAS research.	Thematic and temporal analysis has also been done using Vosviewer to identify the key research themes and evolution of concept over time. LOHAS is not only a marketing concept, but a multi-disciplinary field suggesting it needs to be studied with the behavioural theories, more international collaboration and mixed research methods.
Lubowiecki-Vikuk, Dabrowska and Machnik (2020)	Narrative Literature review (not specified)	lifestyles, sustainable consumption, sustainable lifestyle, responsible lifestyle, sustainable behavior, consumer, responsible behavior	Synthesizes research on lifestyle and responsible consumption relating to sustainability.	The study proposed a theoretical framework and gives information about different lifestyles and consumer behavior patterns.
Choi and Feinberg (2018)	Narrative Literature review	No search query specified	Describes LOHAS as a lifestyle market and identifying related sectors and industries.	Synthesized information regarding consumer lifestyle literature and provides information on the basis of marketing reports and data.
Marijana Seočanac (2019)	Narrative Literature review	No search string mentioned	Examines whether LOHAS consumers form a promising and profitable market for tourism.	Provides information by synthesizing literature and forming profiles of consumer groups.

Joseph Gelfer (2010)	Narrative literature review	No search query used	Explores spiritual and wellness motivations within LOHAS consumption and cultural creatives.	Synthesizing literature on conceptual basis provides information that LOHAS acts as a holistic lifestyle encompassing personal development and ethics.
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Table 1 demonstrates that most of the reviews performed in the field are predominantly narrative in nature. In contrast, bibliometric approaches are useful when there are large number of studies as it facilitates more objective, less biased and comprehensive results (Zupic & Čater, 2015). Cluster analysis has been performed on LOHAS to identify key research themes with the help of Biblioshiny. Performance analysis has been done on LOHAS to identify topmost productive countries, authors, documents etc.

The present study employs bibliometric techniques to explore different aspects of the performance analysis in the LOHAS domain, thus bridging the gaps in the existing literature. A detailed network analysis was carried out through thematic mapping to identify the conceptual and intellectual framework (Rodríguez-Soler et al., 2020). Previous bibliometric studies used the Web of Science (WoS) for data collection purpose. In the current study, the Scopus database is used for data collection due to its suitability for bibliometric research (Donthu et al., 2021). Unlike the software used in the previous studies, the current study uses the bibliometrix R-package of biblioshiny due to its comprehensive workflow for descriptive analysis, network creation and visualisation (Aria & Cuccurullo, 2017). The objectives of the present study include the following:

1. To provide a comprehensive analysis that presents the main information relating to the research on LOHAS.
2. To identify the most prolific authors in the domain of LOHAS by considering the frequency of publication as well as other impact factors such as g-index and h-index.
3. To analyse the most productive contributing nations as well as the most frequently cited nations in the domain of LOHAS.
4. To identify the most frequently cited global documents as well as the most frequently occurred terms in the domain of LOHAS.
5. To perform thematic science mapping in the domain of LOHAS to provide a conceptual framework for determining the most promising areas for future research.

RESEARCH METHODOLOGY

The data has been obtained from the Scopus database, which is considered to be the biggest comprehensive

abstract indexing database (Abbas et al., 2022). Scopus is considered a larger database than the Web of Science (WoS) since it provides data about authors in an appropriate style that enables effective analysis of citations based on authorship and co-citation (Zupic & Čater, 2015). After filtering, the data was extracted from the Scopus database. The bibliometrix R-package is used for analysis and synthesis. The extracted data from Scopus was imported into R-studio (R-tool) (Aria & Cuccurullo, 2017). By using Biblioshiny, a comprehensive bibliometric analysis tool, it is possible to generate conceptual maps, word clouds and network diagrams via a web-based interface of bibliometrix (Moral- Muñoz et al., 2020). Biblioshiny integrates the capabilities of bibliometrix with web apps developed inside the Shiny package framework (Huang et al., 2021). The search terms used were “Lifestyle of Health and Sustainability”, “LOHAS”, or “Healthy and Sustainable Living” with quote marks in the Scopus database. An advanced query search was performed in the Scopus database using the query code “TITLE-ABS-KEY”, resulting in 191 publications. The search results were restricted to 121 articles in document type. A total of 109 journal articles in English language were included in the final analysis. The first article in the domain indexed in the Scopus database was published in the 2004. Though, in the initial years, the research on this concept was not very familiar with the researchers. In the current study, all the articles published from year 2004- 2025 were considered for bibliometric analysis. No duplications were required to be removed as only one database was selected. The search query used on the Scopus database was TITLE-ABS-KEY ("Lifestyle of Health and Sustainability" OR "LOHAS" OR "Healthy and sustainable living") AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (LANGUAGE , "English")). The search on Scopus database was conducted on 15th December, 2025.

The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta- Analyses) procedure has been followed in the current study to describe the identification of documents after making inclusion and exclusion (Moher et al., 2009). The PRISMA approach comprises of the various stages that ensures transparency and quality (Page et al., 2021): (1) Identification (2) Screening (3) Eligibility (4) Final Inclusion

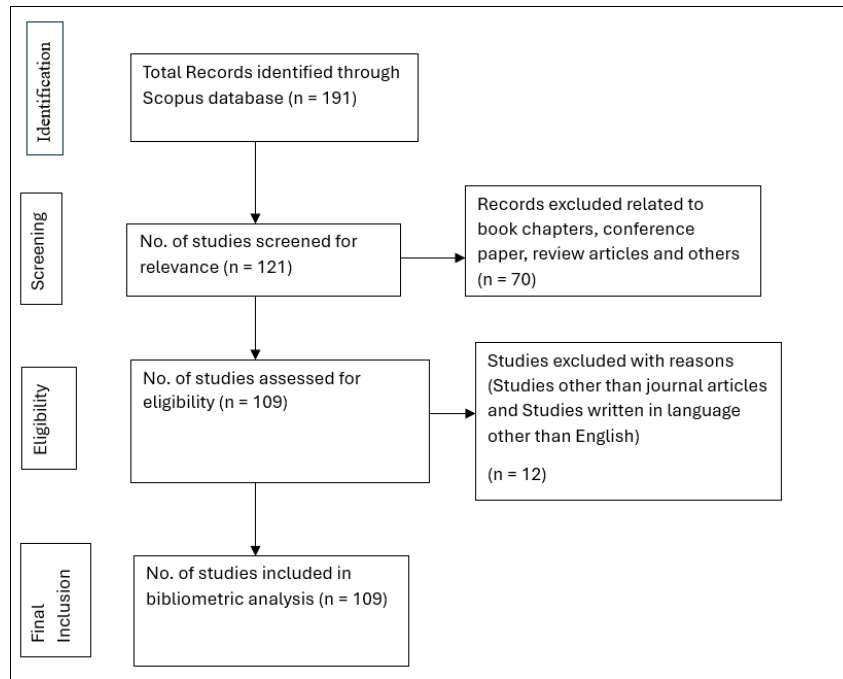


Fig 1: PRISMA flow diagram for bibliometric analysis

RESULTS

Performance analysis and science mapping technique has been done in the current study, where in the performance analysis, descriptive statistics shows the main information regarding the collected literature, leading authors, leading countries, keyword analysis, word cloud and yearly scientific production. And co-word analysis has been performed through science mapping technique (a visual analysis technique) that is used to describe the research

themes and topic clusters in the field to make recommendations for the future (Gao et al., 2021).

Performance analysis

Descriptive analysis

This section provides the main information regarding the studies considered for bibliometric analysis. Table 1 gives the descriptive bibliometric overview for the data collected in terms of documents, authors, keywords, citations and references

Description	Results
No. of documents	109
Time period	2004:2025
Average citations per document	17.96
Authors	329
Authors of single-authored docs	7
Authors of multi-authored docs	322
Authors per document	3.02
Co-Authors per document	5.03
Documents per Author	0.331
Average citations per document	17.96
Author's Keywords	417
Keywords Plus	919
References	969
Percentage of International co-authorship	20.18

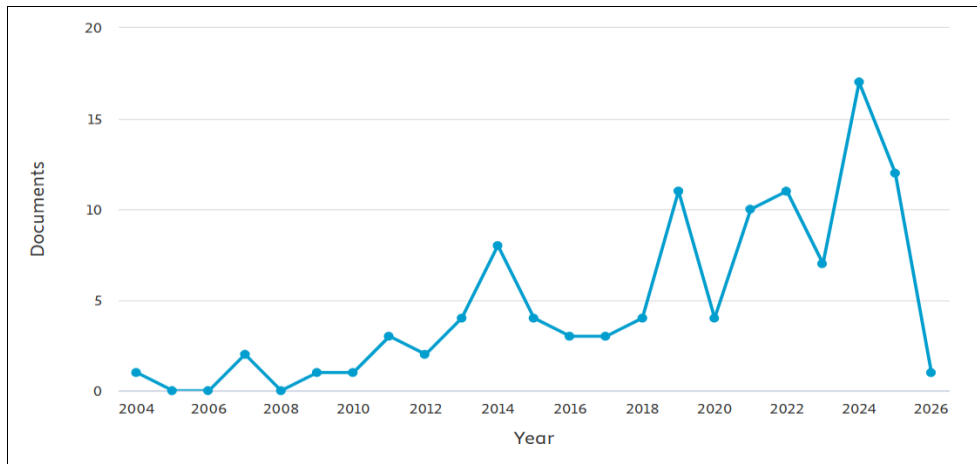
Source: Biblioshiny Software

Table1: Descriptive Analysis: Main Information About the Data

Table 1 shows that there are 109 documents published on lifestyle of health and sustainability during the period 2004-2025 with an average citation of 17.96 per document. Research in this field is being performed from more than two decades. The annual percentage growth of the documents on LOHAS is almost nil. 329 authors have contributed for the publications in this field wherein only 7 are single-authored documents and 322 are multi-authored documents indicating that the work in the field is mostly collaborative. Research in this field is generally conducted in teams rather than individually. 969

references indicate a well- developed theoretical base in the field. 417 author keywords and 919 keywords plus highlight that there are multiple themes and research avenues. Keywords plus can automatically be extracted using computer algorithm and are not written in title or abstract of the document but are most repeated words in the document whereas author’s keywords are written in the abstract of the document by an author (Tripathi et al., 2018). International co-authorship percentage (20.18) shows that one-fifth of the publications have authors from more than one country. There are 3.02 authors per document and 5.03 co-authors per document.

Annual Scientific production



Source: Scopus Database

Figure 2: Annual Scientific Production on Lifestyle of Health and Sustainability

In Figure 2, year-wise trend of the publications is illustrated. Initial years show limited research on lifestyle of health and sustainability. The research in the field shows a rapid increase in the number of publications from 2019 onwards. The highest number of publications (19)

was recorded in the year 2024. It can be observed from the figure that there is slow and accelerating growth in annual scientific production over the years.

Leading Authors and Authors’ Impact

Authors	Documents	h-index	g-index	m-index	TC	NP	PY_start
Konno, S.-I.	20	10	20	0.714	446	20	2012
Otani, K.	20	10	20	0.714	446	20	2012
Sekiguchi, M.	20	10	20	0.714	446	20	2012
Fukuhara,S.	14	9	14	0.643	378	14	2012
Kikuchi, S.	14	10	14	0.714	423	14	2012
Takegami, M.	11	9	11	0.643	398	11	2012
Yamamoto, Y.	11	6	11	0.462	261	11	2013
Yamazaki, S.	10	9	10	0.643	392	10	2012
Onishi, Y.	9	9	9	0.643	389	9	2012
Ono, R.	8	6	8	0.429	187	8	2012

Source: Biblioshiny software

Table 2: Leading Authors and Authors’ impact

Table 2 shows top 10 influential authors in the field of lifestyles of health and sustainability. Konno, S. -I., Otani, K. and Sekiguchi, M. are the most productive authors with the highest number of publications (20) with the highest h-index (10) and g-index (20). Out of 329 authors, Konno, S. -I., Otani, K. and Sekiguchi, M. are the most prolific authors in the field, having the highest total citations

(TC=446). Fukuhara, S. and Kikuchi, S. also have made the notable contribution in the field with 14 publications each. It can be observed from the table that it was around 2012 that most authors initiate publishing in the field.

Most Productive Countries

Country	Publications	SCP	MCP	MCP %
Japan	26	25	1	3.846
China	25	19	6	24
India	7	7	0	0
USA	6	6	0	0
Korea	4	2	2	50
Czech Republic	3	2	1	33.333
Hungary	3	3	0	0
Germany	2	2	0	0
Hongkong	2	0	2	100
Italy	2	2	0	0
Turkey	2	2	0	0
UAE	2	1	1	50

Source: Biblioshiny software

Table 3: Most Productive Countries

It can be observed from Table 3 that Japan (26) has the highest number of publications on lifestyle of health and sustainability followed by China (25) and India (7). Though, Japan emerges to be the most productive country in this field but demonstrating very fewer international collaborations. China closely follows Japan in the number of publications and having more international collaborations with 24% MCP, indicating more collaborative research approach globally than Japan. India

and USA have moderate number of publications (7 and 6 respectively) in the field. All the publications of India and USA are SCP indicating that all research is conducted domestically highlighting nil international collaborations in the dataset. Japan ranks first in single country publications with 25 publications and China ranks first in multiple country publications with 6 publications.

Top cited countries

Country	Publications	Total Citations	Average Citations Article
China	25	443	17.7
Japan	26	403	15.5
France	1	156	156
India	7	132	18.9
Korea	4	124	31
USA	6	91	15.2
Czech Republic	3	86	28.7
Hungary	3	78	26

Austria	1	52	52
Hongkong	2	47	23.5

Source: Biblioshiny software

Table 4: Top cited countries

These countries are among the top cited countries in the research field. China ranks first in the total citations followed by Japan, France, India and Korea. China emerges to be the most impactful country with 443 citations from 25 publications. Though Japan, being the most contributing country with 26 publications happens to be the second most influential country with 403 citations.

France ranks first in the average article citations with 156 citations from a single publication only, which is notably high as compared to many countries having number of publications.

Topmost global cited documents

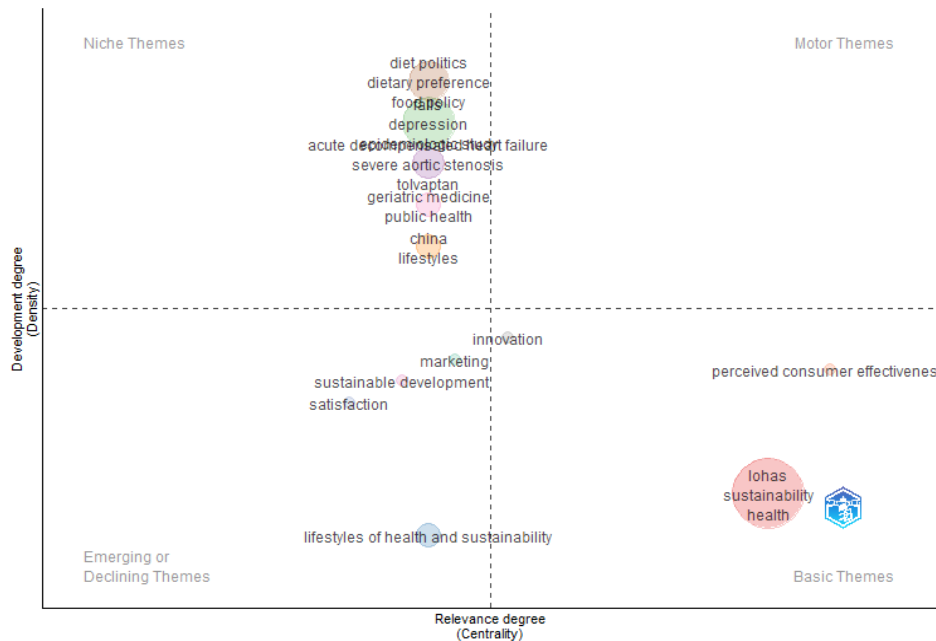
Rank	Document	Author(s)	Total Citations	TC per year
1	Green factors stimulating the purchase intention of innovative luxury organic beauty products: Implications for sustainable development	Lavuri et al., 2022	156	39
2	Effects of green brand on green purchase intention	Huang et al., 2014	152	12.67
3	Association between hand-grip strength and depressive symptoms: Locomotive Syndrome and Health Outcomes in Aizu Cohort Study (LOHAS)	Fukumori et al., 2015	146	13.27
4	Understanding the impact of lifestyle on sustainable consumption behavior: a sharing economy perspective	Matharu et al., 2020	96	19.2
5	The factors of Lifestyle of Health and Sustainability influencing pro-environmental buying behaviour	Picha and Navrátil, 2019	81	11.57
6	Consumer credit, household financial management, and sustainable consumption	Cohen M.J., 2007	65	3.42
7	Relationships between lifestyle of health and sustainability and healthy food choices for seniors	Kim et al., 2013	62	4.77
8	Investigating male consumers' lifestyle of health and sustainability (LOHAS) and perception toward slow fashion	Sung and Woo, 2019	57	8.14
9	Association between subjective sleep quality and future risk of falls in older people: results from LOHAS	Takada et al., 2018	53	6.63
10	An evaluation instrument and strategy implications of service attributes in LOHAS restaurants	Cheng et al., 2019	52	7.43

Source: Biblioshiny software

Table 5: Topmost globally cited documents in LOHAS domain.

Table 5 lists the ten topmost global cited documents in the domain of LOHAS. The most influential document by Lavuri et al. (2022) analysed the influence of the various green determinants on consumers' intention regarding the purchase of high-quality organic beauty products, attract 156 citations with 39 citations per year. The second top cited document having 152 citations by Huang et al. (2014) studied the relationship among the green factors by gathering data from LOHAS club members in Taiwan.

Further, Fukumori et al. (2015) with 146 citations conducted a cohort study among the Japanese adults to study hand grip strength and depressive indications. Other authors have studied LOHAS in context with different sectors- health, sharing economy, food, fashion and restaurants which highlights the relevance of the concept across various disciplines. Total citations per year demonstrates that research in recent years receives more attention. The research in this domain focuses more on



Source: Biblioshiny software

Figure 4: LOHAS Thematic Map of Author's Keywords.

Cluster 1: LOHAS Market and Innovation

The lower left quadrant represents the themes that are low on centrality as well as density. This shows the emerging or declining themes. This quadrant covers the themes such as lifestyles of health and sustainability, marketing, sustainable development and satisfaction. More themes are in upward direction of the quadrant showing that the field of study is emerging. It suggests that LOHAS is transitioning from just an ideology of lifestyle to commercialisation. As the consumers are becoming aware of the eco-friendly, healthy and sustainable products, this area has the greater scope of growth in the future.

Cluster 2: Constructs of LOHAS

The lower right quadrant shows the basic themes that are low on density but high on centrality. This cluster covers the primary ideas of LOHAS such as health-conscious lifestyle, sustainable consumption and consumers' perceived effectiveness. This cluster consists of the main constructs including LOHAS, perceived consumer effectiveness, health and sustainability that act as conceptual foundations in this field signifying that more research can be done in these areas. This cluster has 10 keywords amongst which lohas has the highest number of occurrences (22) followed by sustainability (17), health (4), lifestyle (4).

Cluster 3: Diet, health and medical lifestyle

The upper left quadrant shows the niche themes where the degree of development (density) is high, but degree of relevance (centrality) is low. Maximum number of keywords can be observed in this quadrant. The themes in this cluster are intensively linked to each other. But these themes have low connection to other themes in the LOHAS domain. Research in this cluster is focused on old adult patients, dietary choices, medical lifestyle, geriatric medicine, food policy. Research is more focused on the

niche populations (elderly people with chronic medical conditions) which signifies that LOHAS is not only limited to consumer markets but also has a scope in therapeutic and clinical studies.

Cluster 4: Missing dominant motor themes

The upper right quadrant lists the motor themes that covers the well-developed areas and themes for future research. These are characterized by high centrality and density values. No particular theme has been found in this quadrant, suggesting that this area has not developed any dominant theme. The domain is still evolving, which again highlights the need for consolidating the theory.

DISCUSSION AND KEY FINDINGS

Bibliometric analysis helped in the exploration of the temporal evolution of research in the field of LOHAS. The research aims to identify publication patterns, prominent authors, top publications and the conceptual framework to identify the dominant research issues in the domain of LOHAS. The contribution of this research is the application of Bibliometrix R package of Biblioshiny, which offers a friendly interface for conceptual and intellectual structure analysis and visualisation. The findings of the research show that the rate of research in this field has been increasing over the past two decades, with a significant surge in publications after 2019. The research has continued to gain momentum and has reached its peak production in 2024, whereas only one publication in the Scopus database was published in 2004. Based on the performance analysis, it is evident that the research in the field of LOHAS is collaborative in nature as few authors have written individually on the subject. Moreover, it has shown that the field of LOHAS is interdisciplinary and includes various domains such as public health, sustainability, public health, medicine, marketing, lifestyle and consumer behaviour (Choi &

Feinberg, 2021). Japan and China are the key contributing nations in the domain. Japan is at the forefront in the number of publications while China is at the forefront in the number of citations. Moreover, the analysis of the most cited global publications reveals that the LOHAS research covers different domains such as dietary preferences, sustainable consumerism, slow fashion, hospitality industry, service quality of restaurants and health aspects. “Sustainability”, “cohort study”, “adult”, and “health” are the frequently occurred terms suggesting that major portion of research in the field relates to lifestyle and clinical contexts, particularly in East Asian countries. The results show that the recent works in the subject have received increased citations. Science mapping has employed themed mapping to show the multifaceted nature of LOHAS. It has demonstrated the dominant principles that are mostly studied, creating various themes such as perceived consumer effectiveness, diet health, health consciousness, medical lifestyles and sustainable consumption. The lack of motor themes suggests that this domain is expanding and that there is a lack of dominant research in this topic. The results suggest that research in LOHAS is increasing and is scattered across a number of disciplines. Research in this topic is gaining interest and incorporates various views from multiple disciplines.

IMPLICATIONS

The findings of the study have significant implications for the advancement of scholarship in the domain of LOHAS. The interdisciplinary nature and theme clusters suggest that LOHAS extends beyond lifestyle and is situated at the intersection of consumerism, sustainability, health, diet and well-being (Choi & Feinberg, 2021). The absence of predominant motor themes suggest that the domain is still in its nascent stage and requires the application of theories of behaviour. As product quality, authenticity, environmental responsibility, personal well-being, ethical sourcing are prioritized by the consumers, it is recommended that marketers may gain from developing products and services related to LOHAS values (Font & Wood, 2007; Lendvai et al., 2022). From a policy and planning perspective, research linking LOHAS with food, aging, health and well-being reinforces the potential for governments to promote and advocate for initiatives related to sustainable consumption and healthy lifestyles at the societal level (Choi & Feinberg, 2018).

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The present study provides extensive understanding of the field through performance analysis and science mapping, however, there are several limitations to this study. Firstly, the sole reliance on one database and English literature may have resulted in the exclusion of relevant literature published in other databases such as Web of Science and Google Scholar. Future scholars may have an opportunity to extend their coverage by making use of a combination of databases and non-English sources that may provide more in-depth context. Besides, another science mapping approach may be used to future to strengthen the research, i.e., theme evolution. Thirdly, in order to extend the scope of this research area, future

research can consider new terms such as holistic living, responsible lifestyle and eco-conscious lifestyle. Moreover, using qualitative and mixed research methods offer an opportunity to future researchers. Emerging markets, cross-cultural cooperation and sustainable practices related to LOHAS will add to the multidisciplinary understanding of this new lifestyle in the future.

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