GLOBAL WELLNESS ECONOMY: $4.5 Trillion Market

Wellness Tourism $639b
- Wellness Real Estate $134b
- Workplace Wellness $48b

Personal Care, Beauty & Anti-Aging $1,083b

Physical Activity $828b

Healthy Eating, Nutrition & Weight Loss $702b

Preventive & Personalized Medicine and Public Health $575b

Traditional & Complementary Medicine $360b

Thermal/Mineral Springs $56b

Spa Economy $119b

Note: Numbers do not add due to overlap in segments. Dark colored bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light colored bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.

Source: Global Wellness Institute