GLOBAL WELLNESS ECONOMY: $4.5 Trillion Market

- Physical Activity $828b
- Wellness Tourism $639b
- Personal Care, Beauty & Anti-Aging $1,083b
- Healthy Eating, Nutrition & Weight Loss $702b
- Mental Wellness $121b
- Traditional & Complementary Medicine $360b
- Preventive & Personalized Medicine and Public Health $575b
- Wellness Real Estate $134b
- Workplace Wellness $48b
- Thermal / Mineral Springs $56b
- Spa Economy $119b

Note: Figure for Mental Wellness is for 2019; figure for Physical Activity is for 2018; figures for all other sectors are for 2017. Numbers do not add to total 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