



GLOBAL WELLNESS
INSTITUTE™

EMPOWERING WELLNESS WORLDWIDE



PARTNERSHIP OPPORTUNITY
GEOGRAPHY
of WELLNESS





WHO WE ARE

The Global Wellness Institute (GWI) is a 501(c)(3) nonprofit organization with a mission to empower wellness worldwide by educating the public and private sectors about preventative health and wellness. GWI's research, programs and initiatives have been instrumental in the growth of the USD \$6.8 trillion wellness economy—and in uniting the health and wellness industries. Through its five pillars—Research, Initiatives, Roundtable Discussions, Wellness Evidence and The Wellness Moonshot: A World Free of Preventable Disease—the GWI informs and connects key stakeholders capable of impacting the overall wellbeing of our planet and its citizens.

VISION

A WORLD FREE OF PREVENTABLE DISEASE

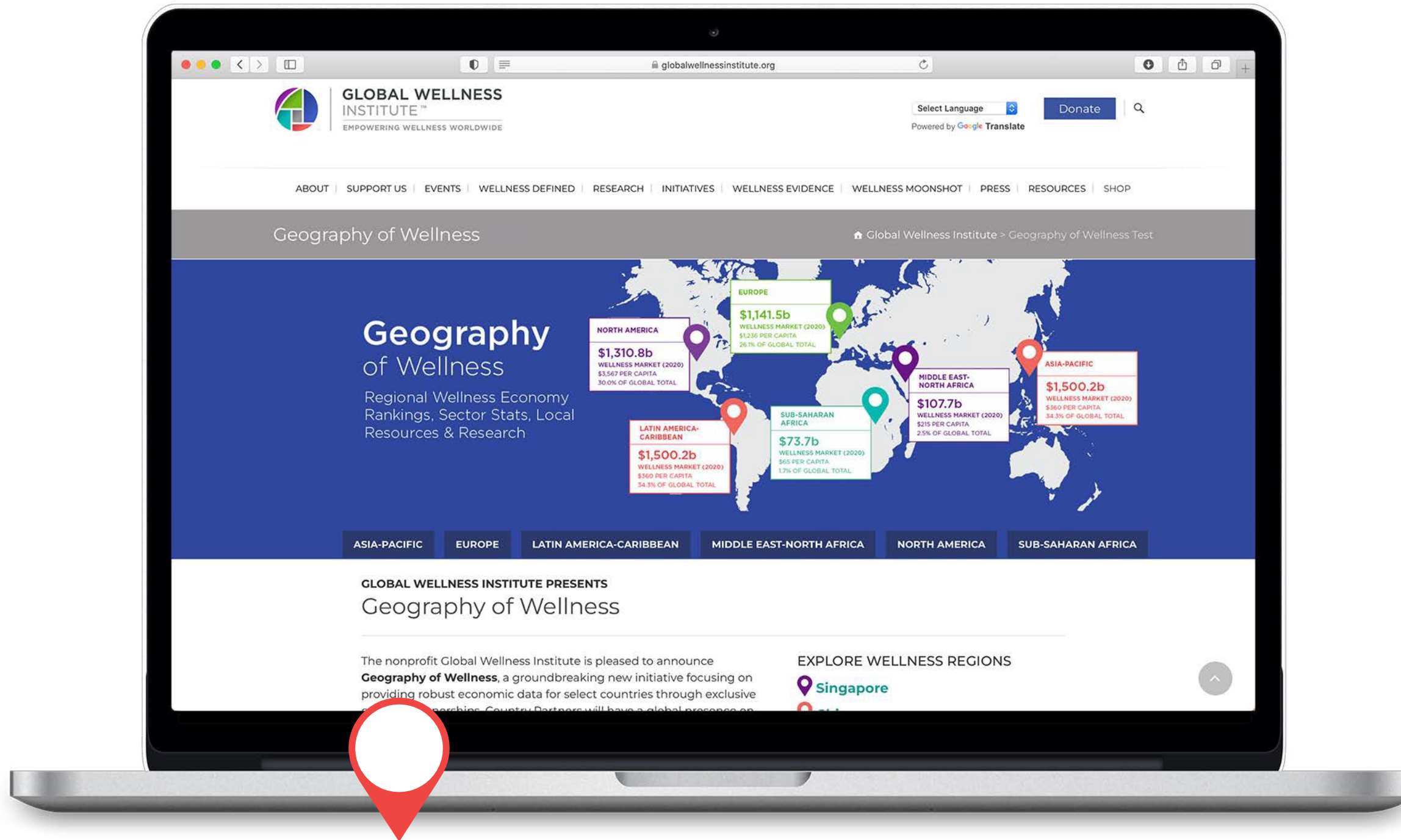
MISSION

EMPOWERING WELLNESS WORLDWIDE

- Facilitating collaboration across the health and wellness industries
- Offering proprietary global research, analysis and information
- Inspiring innovation in services and products and advocating for industry growth and sustainable practices

GET INVOLVED

Empowering wellness worldwide begins with your support. As a nonprofit, educational foundation, GWI relies on the financial contributions of its strategic alliances, research partners, Ambassadors, and supporters. Thanks to this support, the Institute is able to continue its work transforming the health and wellness of people, communities and the planet.



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Geography of Wellness

Global Wellness Institute > Geography of Wellness Test

Geography of Wellness

Regional Wellness Economy Rankings, Sector Stats, Local Resources & Research



ASIA-PACIFIC | EUROPE | LATIN AMERICA-CARIBBEAN | MIDDLE EAST-NORTH AFRICA | NORTH AMERICA | SUB-SAHARAN AFRICA

GLOBAL WELLNESS INSTITUTE PRESENTS Geography of Wellness

The nonprofit Global Wellness Institute is pleased to announce **Geography of Wellness**, a groundbreaking new initiative focusing on providing robust economic data for select countries through exclusive research. Country Partners will have a global presence on

EXPLORE WELLNESS REGIONS

Singapore

[Explore Geography of Wellness](#)



WELLNESS ECONOMY

The wellness economy, as defined by GWI, is broad and diverse. Its eleven sectors encompass many different types of consumer activities and expenditures, including products, services, travel, and technology. Every country's wellness economy is unique. Its composition can vary widely from country to country, based on its development history, culture, socioeconomic conditions, and government policy. GWI presents top-line wellness economy data and how each country ranks globally. More details are available in the downloadable country report.

 **Wellness Real Estate**

\$13.3 billion in 2023
Global Rank: #8

 **Physical Activity**

\$24.5 billion in 2023
Global Rank: #8

 **Healthy Eating, Nutrition, & Weight Loss**

\$25.8 billion in 2023
Global Rank: #9

 **Mental Wellness**

\$11.5 billion in 2023
Global Rank: #3

 **Workplace Wellness**

\$1.9 billion in 2023
Global Rank: #6

 **Traditional & Complementary Medicine**

\$11.6 billion in 2023
Global Rank: #8

 **Public Health, Prevention, & Personalized Medicine**

\$19.5 billion in 2023
Global Rank: #6

 **Personal Care & Beauty**

\$25.5 billion in 2023
Global Rank: #12

 **Wellness Tourism**

\$13.3 billion in 2023
Global Rank: #14
16.5 million wellness trips
(inbound & domestic)

 **Spas**

\$2.4 billion in 2023
Global Rank: #14
4,267 establishments

 **Thermal/Mineral Springs**

\$0.1 billion in 2023
Global Rank: #36
26 establishments



GEOGRAPHY of WELLNESS



The nonprofit Global Wellness Institute is pleased to announce The Geography of Wellness, a **groundbreaking new initiative focusing on providing robust economic data for select countries** through exclusive Country Partnerships.

Country Partners will have a global presence on the leading website for trusted, unbiased wellness research. Partnerships will support new research beginning January 2026. The Partner is able to communicate their traditions, culture and history of wellness in their regions.

The GWI is a data-driven organization, providing research statistics for the wellness economy on a global scale. This country report is the first measurement of the size of the world's wellness economy, presenting data on its eleven wellness sectors. It shows the trajectory of the wellness economy from 2019 to 2023, the pandemic impacts on 2020, and subsector details where data is available.

For information on how to gain country specific research as a recognized partner with GWI, please contact info@globalwellnessinstitute.org.

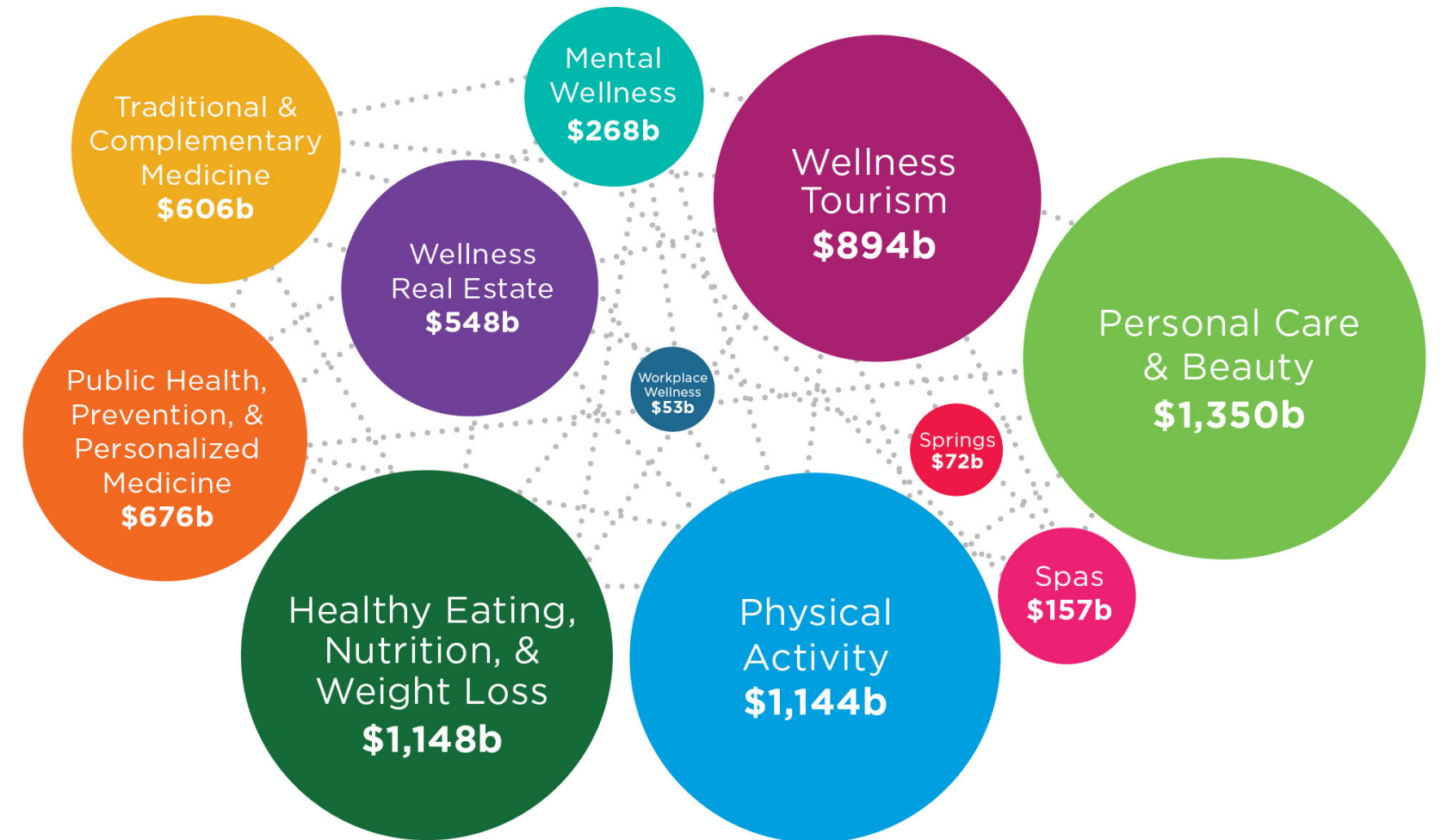


\$6.8 TRILLION MARKET

The wellness economy is a colossal global industry, estimated by the Global Wellness Institute (GWI) at \$6.8 trillion.

GWI defines the wellness economy as industries that enable consumers to incorporate wellness activities and lifestyles into their daily lives. It encompasses 11 varied and diverse sectors.

GLOBAL WELLNESS ECONOMY: \$6.8 trillion in 2024



*Note: Numbers do not add due to overlap in sectors.
Source: Global Wellness Institute*



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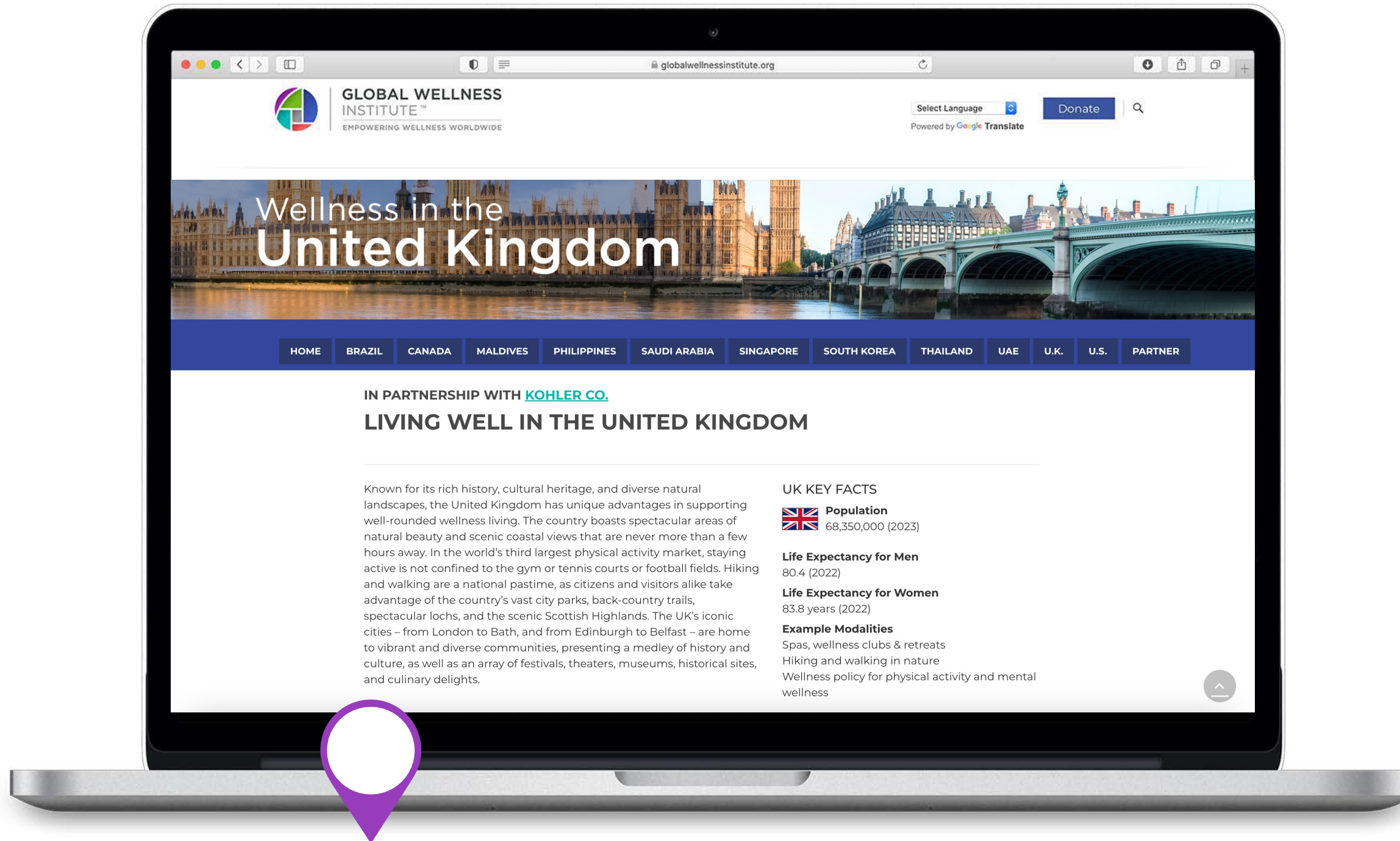
REACH A TARGETED AUDIENCE

Companies downloading this valuable country specific research include investors in wellness real estate and communities, developers, bank institutions, tourism boards, and world-renowned wellness brands.

Companies Downloading GWI Research

From a list of over 100,000 downloads that comprise approximately 174 countries, here is a sampling of companies that have accessed the research data.

AARP	Chanel	Johnson & Johnson	Saudi Tourism Development Fund
Abu Dhabi Development	Coca-Cola Company	KPMG	Shiseido
Accenture	Credit Suisse	L'Occitane	Singapore Institute of Technology
Accor	Cushman & Wakefield	L'Oreal	Starbucks
Aetna	Dell	Lululemon	Target
Alibaba	Deloitte	Mayo Clinic	Tata Consultancy
Amazon	Deutsche Bank	McKinsey	Tourism Australia
American Express	Ernst & Young	Microsoft	Tourism Malaysia
Apple	Estee Lauder Companies	Morgan Stanley	Tourism Thailand
Asian Development Bank	General Electric	Nestle	Unilever
Bain Capital	General Mills	Nike	VIRGIN
Barclays	Goldman Sachs	Ogilvy	Wall Street Journal
Bayer	Google	Peloton	WebMD
Blackstone Group	Harvard University	Pfizer	World Bank
Bloomberg	Hilton Hotels & Resorts	Publicis	World Economic Forum
Bumrungrad International Hospital	Johns Hopkins	Samsung	Yale University



[View an Example of a Country Web Page](#)



SHOWCASE YOUR COUNTRY

Become A Partner

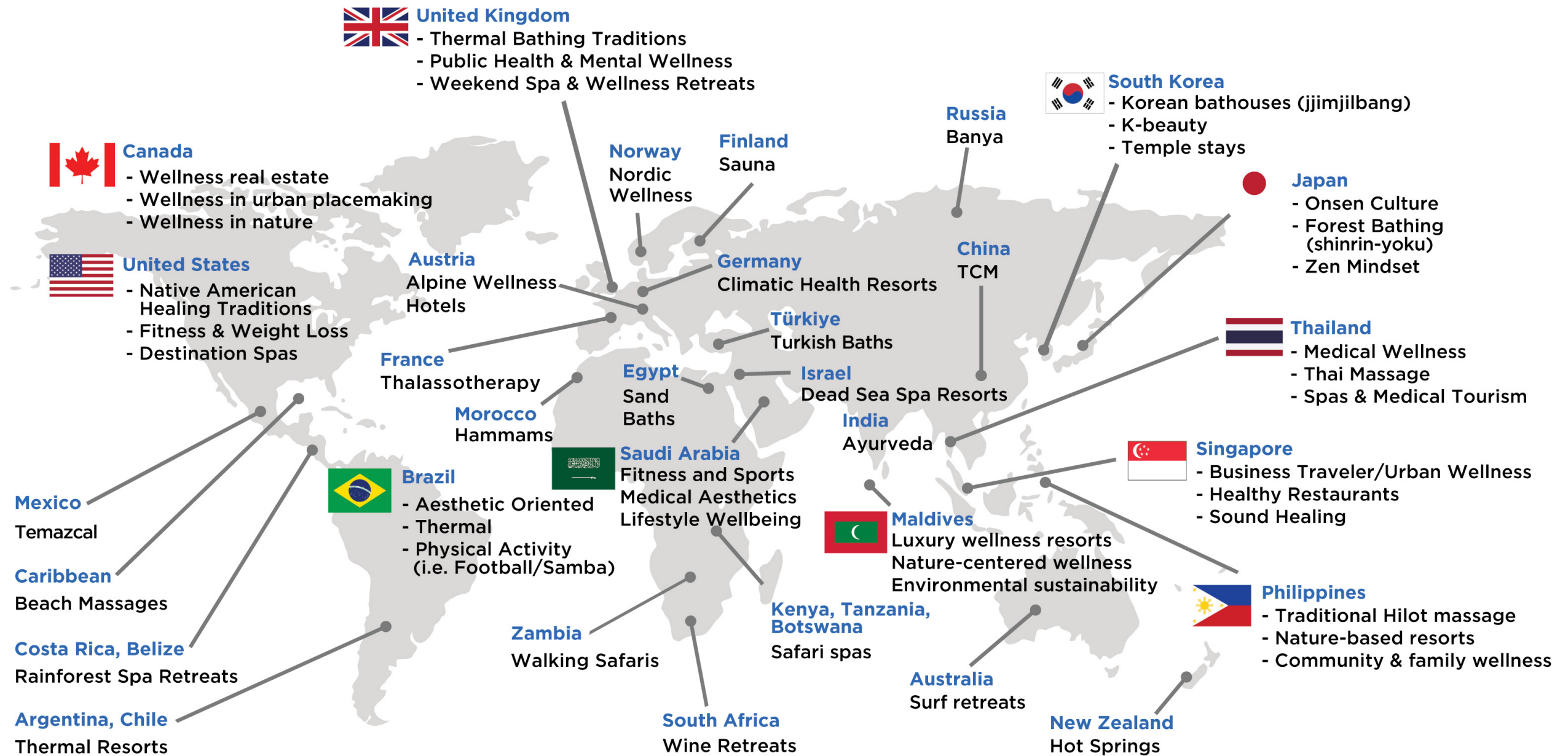
BENEFITS INCLUDE:

- Stand-alone, robust economic research on selected wellness sectors including wellness economy statistics and sector details [View Example of an Exclusive Country Report](#)
- Global presence as an exclusive GWI Geography of Wellness Country Partner on the leading website for trusted, unbiased global wellness research, including the traditions, culture and history of wellness in your country and direct links to your company/brand's URL [View Example of Exclusive Country Page](#)
- Social Media, Email and Press exposure throughout partnership term
- Visibility and Recognition of our Exclusive Country Partners at our Global Wellness Summit
- Visibility and Recognition of our Exclusive Country Partners at GWI Media Press Event
- Exclusive Webinar for our Country Partners with GWI Leadership Team to discuss current and forecasted country wellness trends and highlights
- Partner logo inclusion on each downloaded copy of Country Report
- Partner logo inclusion on the 2024 Country Rankings Report including your company name and description
- 4x content inclusion via email and social media
- One complimentary GWI Ambassadorship: \$1,000 value including GWI Ambassador logo, Ambassador Directory, proprietary monthly Wellness Barometer and additional exclusive benefits

Partnership Commitment: \$25,000 1x minimum payment due upfront upon partnership signed agreement

TRADITIONS MAP

Flagged Countries have secured an Exclusive Country Partnership





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**FOR PARTNERSHIP INQUIRIES,
PLEASE CONTACT:**

info@globalwellnessinstitute.org

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