GLOBAL WELLNESS INSTITUTE®

EMPOWERING WELLNESS WORLDWIDE

Global Wellness ECONOMY MONITOR 2026



Global Wellness Economy Monitor 2026

NOVEMBER 2026



GLOBAL WELLNESS INSTITUTE®

EMPOWERING WELLNESS WORLDWIDE

Copyright © 2026 by the Global Wellness Institute

Quotation of, citation from, and reference to any of the data, findings, and research methodology from this report must be credited to the Global Wellness Institute.

Suggested citation:

Johnston, K. (2026). *Global Wellness Economy Monitor 2026*. Miami, FL: Global Wellness Institute. https://globalwellnessinstitute.org/industry-research/2026-global-wellness-economy-monitor/

For more information, please contact research@globalwellnessinstitute.org or visit www.globalwellnessinstitute.org.

Contents

What Is Wellness?		i
What Is the Wellness Economy?		ii
Why Measure the Wellness Economy?		iii
Research Methodology		iv
At A Glance: The Global Wellness Economy in 2025		vi
1	The Global Wellness Economy	1
2	Growth Trends and Drivers in the Eleven Wellness Sectors	19
3	Wellness Real Estate	51
4	Mental Wellness	61
5	Physical Activity	69
6	Personal Care & Beauty	83
7	Healthy Eating, Nutrition, & Weight Loss	87
8	Traditional & Complementary Medicine	95
9	Wellness Tourism	101
10	Spas	113
11	Thermal/Mineral Springs	121
12	Public Health, Prevention, & Personalized Medicine	129
13	Workplace Wellness	137
Acknowledgements		145
Industry Research Sponsors		147

About the Global Wellness Institute

The Global Wellness Institute (GWI), a 501(c)(3) non-profit organization, is considered the leading global research and educational resource for the global wellness industry and is known for introducing major industry initiatives and regional events that bring together leaders and visionaries to chart the future. GWI positively impacts global health and wellness by advocating for both public institutions and businesses that are working to help prevent disease, reduce stress, and enhance overall quality of life. Its mission is to empower wellness worldwide.

www.globalwellnessinstitute.org

About the Authors

Global Wellness Economy Monitor 2026 was prepared by Katherine Johnston, assisted by Joanne Hopkins and Tonia Callender. As GWI's principal researchers, they are the team that has defined and measured the size of the global wellness economy and its sectors over the last nineteen years. Their academic and professional background is in economic analysis, international development, and public policy. Ms. Johnston, Ms. Hopkins, and Ms. Callender received postgraduate degrees from Georgetown, Johns Hopkins, and Harvard Universities, respectively. Together, they bring many decades of experience conducting industry research, impact assessments, policy analysis, and strategy development for countries, regions, industry consortia, companies, and non-profit institutions around the world.

Beth McGroarty, Vice President of Research and Forecasting for GWI and GWS, assisted in the development of the wellness sector trends, drivers, and opportunities presented in *Chapter 2*.

PREFACE

What Is Wellness?

Wellness is a modern word with ancient roots. The key tenets of wellness as both preventive and holistic can be traced back to ancient civilizations from the East (India, China) to the West (Greece, Rome). In 19th-century Europe and the United States, a variety of intellectual, religious, and medical movements developed in parallel with conventional medicine. With their focus on holistic and natural approaches, self-healing, and preventive care, these movements have provided a firm foundation for wellness today. Wellness-focused and holistic modalities have gained more visibility since the 1960s/1970s under the writings and thought leadership of an informal network of U.S. physicians and thinkers (such as Halbert Dunn, Jack Travis, Don Ardell, Bill Hettler, and others). As these have evolved, proliferated, and gone mainstream, they have informed the healthy living, self-help, self-care, fitness, nutrition, diet, and spirituality practices that have become a flourishing wellness movement in the 21st century.

The Global Wellness Institute (GWI) defines wellness as: ***the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health***.

There are two important aspects to this definition. First, wellness is not a passive or static state, but rather an "active pursuit" that is associated with intentions, choices, and actions as we work toward an optimal state of health and well-being. Second, wellness is linked to holistic health—that is, it extends beyond physical health and incorporates many different dimensions that should work in harmony (see *Figure*).

Wellness is an individual pursuit—we have self-responsibility for our own choices, behaviors, and lifestyles—but it is also significantly influenced by the physical, social, and cultural environments in which we live. Research on the determinants of health indicates that environmental, socioeconomic, and lifestyle factors can account for 80%-90% of our disease risks and health outcomes.

Wellness Is Multidimensional



Wellness is often confused with terms like health, well-being, and happiness. While there are common elements among them, wellness is distinguished by not referring to a static state of being (i.e., being happy, in good health, or a state of well-being). Rather, wellness is associated with an active process of being aware and making choices that lead toward an outcome of optimal holistic health and well-being.

PREFACE

What Is the Wellness Economy?

GWI defines the wellness economy as ***industries that enable consumers to incorporate wellness activities and lifestyles into their daily* lives.** In our definition, the wellness economy encompasses eleven varied and diverse sectors.

GWI began measuring the size of the global wellness economy thirteen years ago, when we published the first edition of the *Global Spa & Wellness Economy Monitor* and estimated wellness as a $3.4 trillion industry in 2013. To our knowledge, this was the first time wellness was defined and measured as a global industry, with underlying sector-level and country-level data. Since then, we have published updated figures on the wellness economy for 2015, 2017, and 2019-2025. The overall wellness economy definition, framework, and measurement methodology have not changed over the last decade, but we have made a few key expansions:

- In our 2013 dataset, we only provided regional and country-level data for three sectors (*wellness tourism*, *spas*, and *thermal/mineral springs*). Over time, we have expanded the depth and breadth of our research, and we have provided detailed regional- and country-level data for additional sectors.
- In our 2020 dataset, we expanded our regional- and country-level data collection to cover all eleven sectors. For the first time, this allowed us to release aggregated wellness economy figures for every country and region (rather than just at the global level).
- In our 2020 dataset, we added *mental wellness* as an eleventh sector in the wellness economy (previously our figures had included ten sectors). We also significantly expanded our definition and measurement of the *physical activity* sector (previously this sector was defined more narrowly as "fitness & mind-body" only).

Our wellness economy framework and data are grounded in our numerous in-depth, sector-level studies, starting with our very first study on the global spa industry in 2008. Since then, we have conducted pioneering research on the following seven wellness sectors: ***spas*, *thermal/mineral springs*, *wellness tourism*, *workplace wellness*, *wellness real estate*, *physical activity*, and *mental wellness***. For each of these sectors, we have created a conceptual framework to define the sector and its boundaries, and we conduct original, country-level research to estimate the market size and arrive at globally aggregated figures. To our knowledge, these are the only studies that have estimated the size of these sectors across all countries in the world, using a consistent framework.

In addition to the seven wellness sectors where we have done in-depth study, we also produce original country-level and global estimates for four other sectors: ***personal care & beauty*; *healthy eating, nutrition, & weight loss*; *public health, prevention, & personalized medicine*; and *traditional & complementary medicine***.

For more information and GWI's most recent data and analysis for the global wellness economy, see: https://globalwellnessinstitute.org/industry-research/.

PREFACE

Why Measure the Wellness Economy?

As wellness becomes increasingly ubiquitous and embedded in our everyday lives, it is easy to forget just 15-20 years ago, there was no broadly understood definition of what "wellness" is, let alone an industry called "wellness." Like many important industries that have emerged in the last century—such as the IT industry, and the sustainability or "green" industry—the wellness industry is not measured in any standard industry datasets compiled by governments and multinational organizations.

GWI's definition and quantification of wellness as a major global industry has had many important impacts:

- The wellness economy figures are an important resource for investors and businesses within the wellness industry and in adjacent spaces, in order to understand the size, future trajectory, and opportunities within this incredibly diverse sector that intersects with many other industries.

- By defining wellness and the industry sectors that are part of the wellness economy, we help businesses and entrepreneurs recognize wellness as a cohesive industry, understand how different pieces are connected, and identify opportunities for collaboration and integration.

- Definitions are critical for the wellness economy and all its sectors, requiring discipline and a thorough understanding of wellness both as a concept and as an economic activity. If the definition is too narrow, it would limit imagination and innovation. If it is too broad, then everything could be considered "wellness," rendering the measurement meaningless. If the definition is too vague or opaque, then the user would not know what the data are measuring. Our definitions require us to delineate a boundary around specific activities, services, and products in each wellness sector, in order to measure its market size. By articulating "new" wellness sectors that were not well understood before (e.g., *wellness tourism*, *wellness real estate*, *mental wellness*), we bring attention to these emerging sectors and help them to attract investors and partners, and eventually take off.

- Measuring the wellness economy helps to raise the industry's profile among consumers, entrepreneurs, investors, governments, and the research community. Having global data on the size and growth of the industry creates greater awareness of the consumer demand in the wellness space, stimulates new business ideas, and invites innovation. It also attracts more scientific and clinical research on ancient and emerging wellness modalities.

The wellness economy, as GWI defines it, encompasses a diverse set of eleven industry sectors. We acknowledge other researchers, economists, and industry analysts may have differing opinions on what constitutes the global wellness industry. The data presented in this report are based on the GWI research team's nineteen years of work in this space, as well as our collaborations with industry stakeholders worldwide, to understand the history and concept of wellness, how it is translated into economic activities, and how these activities can be defined and quantified. Business and investors can benefit from many sources of data and measurements, and we welcome other industry and research organizations to join the effort. **However wellness may be defined or measured, it is critical that any measurements of the global wellness industry are based on concise definitions; promote transparency on what is being measured and the methodologies employed; and adopt uniform estimation methodologies in each wellness sector and across different countries and regions.**

PREFACE

Research Methodology

The global wellness economy and sector data presented in this report are for the years 2019-2025. The definitions, conceptual frameworks, and estimation models for each of the wellness sectors are developed by the authors under the auspices of GWI, consistent with the data and methodologies used in prior GWI studies over the last nineteen years.

Our dataset covers the entire world (218 countries, territories, and markets). The authors have developed original, country-level data estimates for nine wellness economy sectors (*spas*; *thermal/mineral springs*; *wellness tourism*; *workplace wellness*; *wellness real estate*; *physical activity*; *mental wellness*; *traditional & complementary medicine*; and *public health, prevention, & personalized medicine*), based on GWI's proprietary models and databases and drawing on a wide variety of primary and secondary data sources. Figures for the other two wellness sectors (*personal care & beauty*, and *healthy eating, nutrition, & weight loss*) follow GWI's customized definitions and conceptual framework, but they are aggregated primarily from Euromonitor and other secondary sources.

The analysis is based on extensive primary and secondary research conducted from January to September 2026, including literature reviews, data research, and expert interviews. Key public and private sources consulted include: Euromonitor International, World Bank, International Monetary Fund (IMF), World Health Organization (WHO), United Nations, International Labour Organization (ILO), World Travel & Tourism Council (WTTC), World Tourism Organization (UNWTO), Statista, Eurostat, U.S. Bureau of Labor Statistics, U.S. National Institutes of Health, International Spa Association (ISPA), Health & Fitness Association (HFA), International Coaching Federation (ICF), and many other organizations. Other sources include global travel promotion and booking websites; numerous industry-specific organizations, databases, publications, and media sources (e.g., the *Global Wellness Trends Reports* by the Global Wellness Summit, *Spa Business Handbook*, *Spa Business Magazine*, *Club Industry*, *Health Club Management*, etc.); and dozens of government ministries and statistical agencies in countries around the world.

Additional details about our definitions and measurement methodologies are provided in the individual chapters for each of the eleven wellness economy sectors.

Revisions and Updates to the Wellness Economy Sector Data

The 2019-2025 wellness economy figures presented in this report (for each of the eleven sectors, and for the overall wellness economy) have been revised and are slightly different from the figures presented in the previous edition of the *Global Wellness Economy Monitor* (released in November 2025). These adjustments were made for a number of reasons, including changes in sector definitions and measurements to reflect the evolution of the wellness market, as well as revisions in the underlying data sources used for making GWI's estimates for certain sectors and subsectors.

International organizations that aggregate large, cross-country datasets (e.g., World Bank, World Health Organization, International Monetary Fund, United Nations, Euromonitor, etc.) gather their data from individual country sources across dozens of countries. Since every country has its own release schedule for different streams of data, the data aggregators will retroactively revise their cross-country datasets

and estimates, as new and updated data become available in individual countries. This is a common and expected practice among data aggregators, and GWI's updates reflect this process, as well as our own revisions as better data become available in some of the countries and segments that we analyze. During the pandemic, public sector data collection efforts were temporarily stalled or delayed in most countries, and so data availability for the years 2020 onwards has continued to improve, and the retroactive revisions have been more substantial for some sectors than they typically would be (e.g., for country-level health expenditures, public health spending, tourism, and construction spending, among others).

In addition, our ability to find and use foreign language data sources has expanded exponentially due to the rapid advancement of AI-based searches in the last year or so. We are now able to access local language databases, government datasets and reports, and vast other resources that were previously inaccessible to the research team. This has allowed us to refine and improve our country-level data collection and estimation methodologies across several sectors where we use a granular or "bottom up" measurement approach (e.g., *thermal/mineral springs*, *spas*, and *physical activity*), especially in countries like China, Japan, Brazil, Russia, and others where most data are published in the local language and not in English.

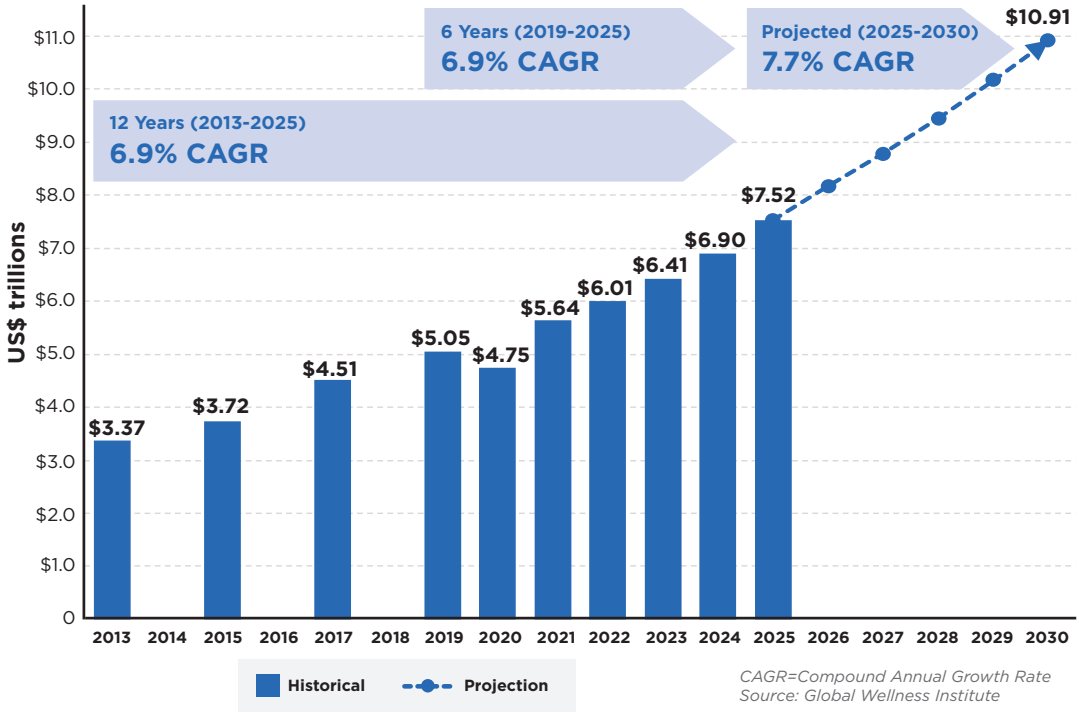
In this report, we present figures for 2019, 2020, 2021, 2022, 2023, 2024, and 2025. All data revisions and adjustments have been made retroactively across all years as necessary, in order to provide a consistent time series for all sectors.

AT A GLANCE

The Global Wellness Economy in 2025

- The global wellness economy grew rapidly by 8.9% from 2024-2025, and it reached a new peak of $7.5 trillion in 2025. It has more than doubled in size since 2013.
- The wellness economy is a major force in the global economy, larger in size than the green economy, IT, tourism, entertainment, sports, and pharmaceuticals.
- The global wellness economy has consistently grown faster than the global economy. Looking over the long term, wellness grew by 6.9% annually from 2013-2025, while global GDP grew by 3.5% annually. Wellness represents 6.36% of global GDP as of 2025.
- Middle East-North Africa has been the fastest-growing regional wellness economy over the last six years (9.7% annual growth from 2019-2025), followed by North America (7.5%) and Europe (7.3%).
- *Wellness real estate* and *mental wellness* are the fastest-growing sectors, expanding at average annual rates of 23.5% and 11.9%, respectively, from 2019-2025. The tourism-based wellness sectors (*thermal/mineral springs*, *spas*, and *wellness tourism*) have recovered from the pandemic and resumed rapid growth trajectories over the last couple of years (with year-on-year growth rates ranging from 10%-15% in 2024 and 2025).
- We project the global wellness economy will expand by 7.7% annually from 2025-2030, a growth rate substantially higher than the projected global GDP growth of 5.1% (according to current IMF forecasts). The wellness economy is expected to reach $10.9 trillion in 2030.

Global Wellness Economy Market Size and Growth Projections, 2013-2030



CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute

Wellness Economy Sectors in 2025

Compound Annual Growth Rate: Past=2019-2025 • Future=2025-2030

Explosive Growth Sectors

Wellness Real Estate		Mental Wellness	
$875.6 billion		$300.7 billion	
Past 23.5%	Future 15.3%	Past 11.9%	Future 12.6%

Mature & Steady Growth Sectors

Physical Activity		Personal Care & Beauty		Healthy Eating, Nutrition & Weight Loss		Traditional & Complementary Medicine	
$1,232.6 billion		$1,416.3 billion		$1,184.6 billion		$646.3 billion	
Past 5.3%	Future 5.5%	Past 5.0%	Future 5.1%	Past 4.5%	Future 6.2%	Past 5.1%	Future 9.1%

Tourism-Based Sectors

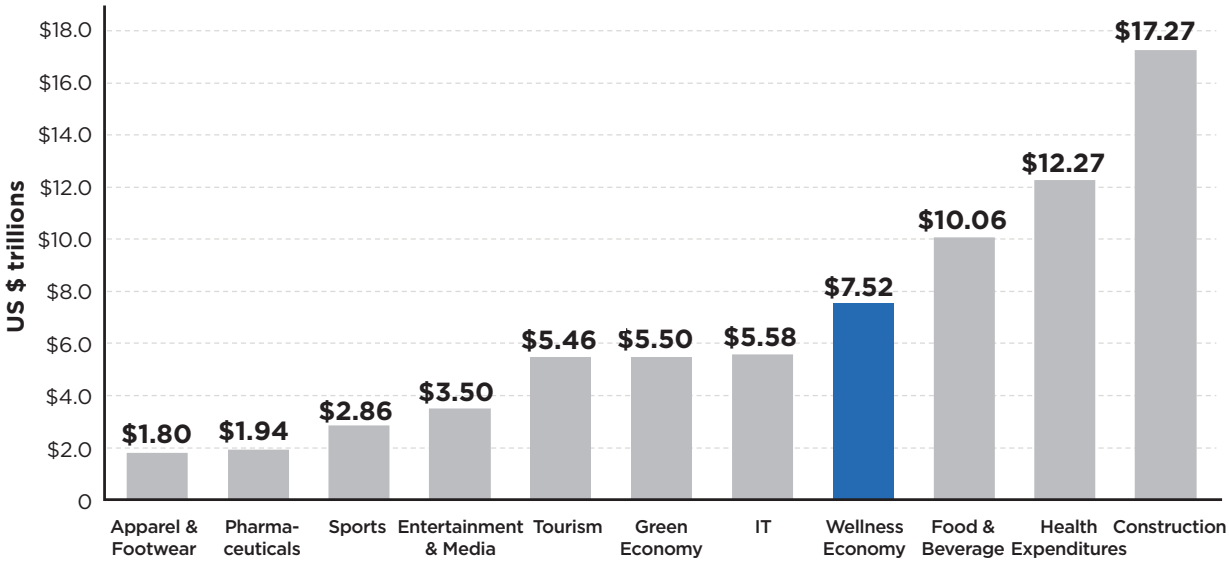
Wellness Tourism		Spas		Thermal/Mineral Springs	
$982.4 billion		$184.0 billion		$77.9 billion	
Past 6.9%	Future 7.1%	Past 7.3%	Future 8.0%	Past 3.2%	Future 9.8%

Public/Private Policy-Based Sectors

Public Health, Prevention, & Personal Medicine		Workplace Wellness	
$851.3 billion		$55.9 billion	
Past 6.4%	Future 6.7%	Past 1.3%	Future 2.2%

Source: Global Wellness Institute

Global Wellness Economy Versus Other Major Industries, Market Size in 2025



Note: Food & beverage is a consumer expenditures figure (and excludes alcoholic beverages); the other sectors are a revenue, output, or market-size measurement. Tourism includes both inbound and domestic trip expenditures.
Sources: Global Wellness Institute, UN, WHO, Euromonitor, Gartner, LSEG, PwC, Global Sports Insights, IQVIA

CHAPTER 1

The Global Wellness Economy

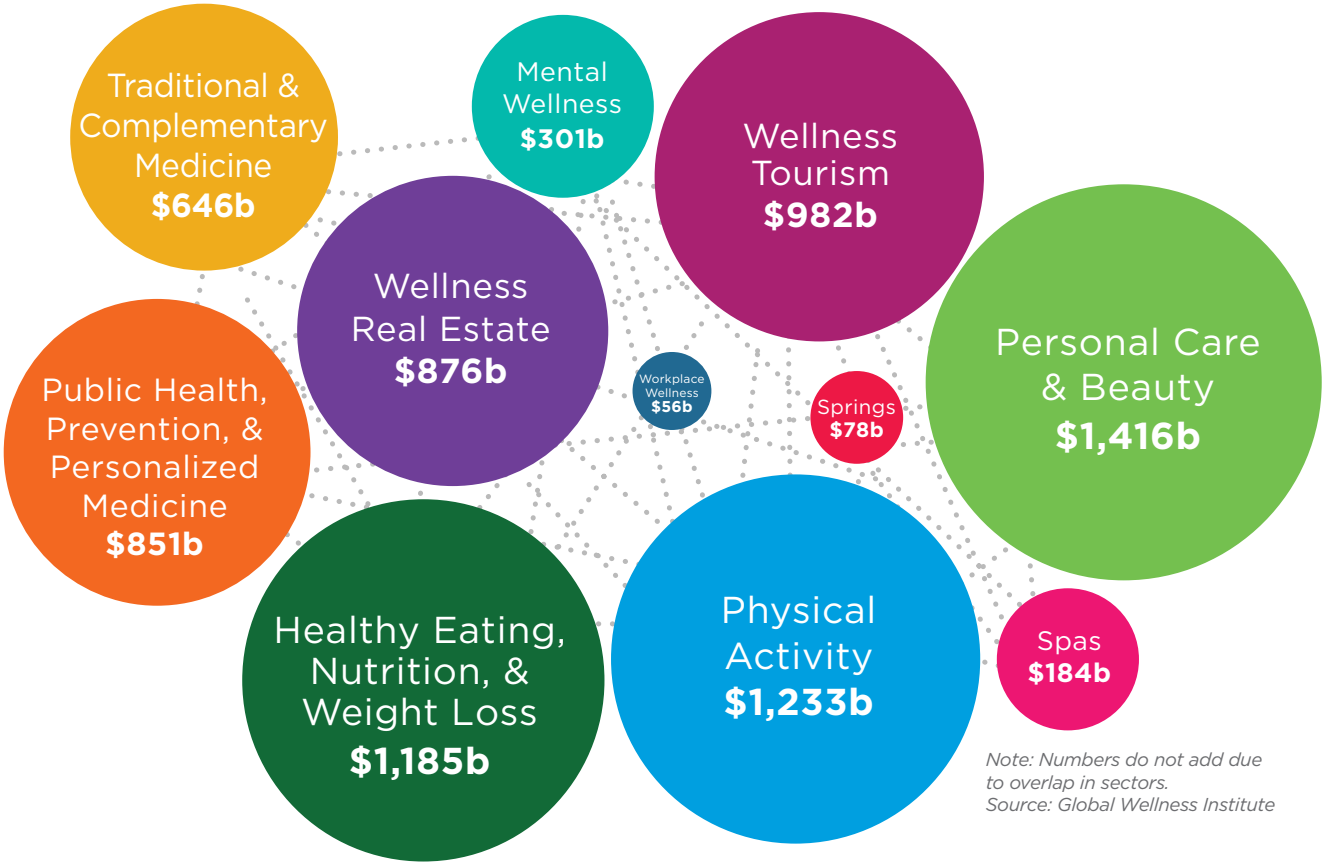
Definition

The eleven industry sectors that enable consumers to incorporate wellness activities and lifestyles into their daily lives.

$7.5 trillion
Global Market In 2025

6.9%
CAGR 2019-2025

Figure 1:1:
GLOBAL WELLNESS ECONOMY: $7.5 trillion in 2025



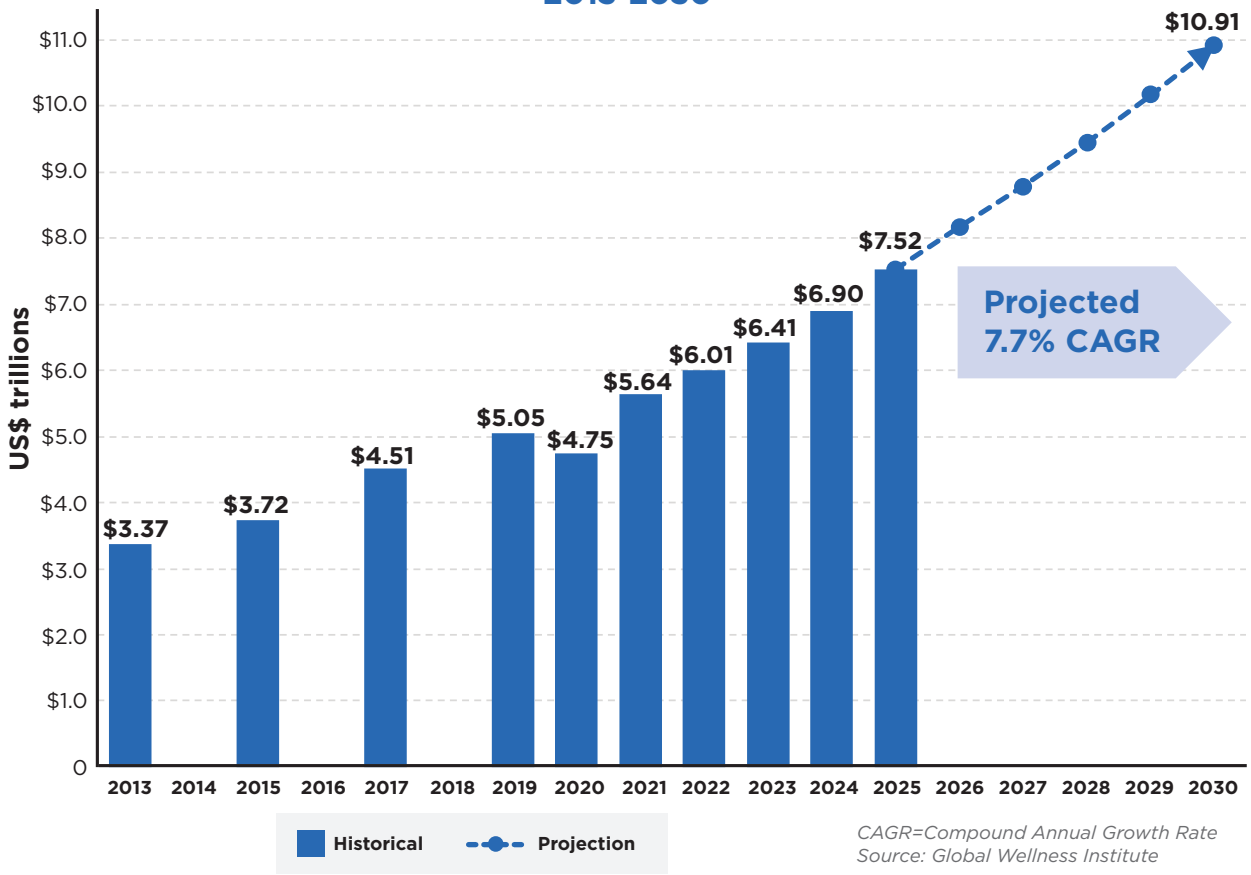
Note: Numbers do not add due to overlap in sectors.
Source: Global Wellness Institute

The global wellness economy reached $7.5 trillion in 2025 and is on a trajectory to surpass $10 trillion by 2030.

In 2025, the global wellness economy stands at $7.5 trillion, growing by 8.9% from 2024-2025. After recovering quickly from the pandemic downturn in 2020, the wellness economy has been expanding at a rapid pace in recent years (see *Figure 1.2*), fueled by a confluence of rising consumer, government, and business interest and investment in wellness, preventive health, and longevity. Worldwide, spending on wellness is now 49% higher than in 2019, and it is 2.2 times larger than the level in 2013 (when GWI first started measuring the wellness economy). Looking at the six-year trend since before the pandemic, the global wellness economy has been increasing at an average annual rate of 6.9% from 2019-2025, a growth trend that is significantly faster than the global GDP growth rate of 4.9%.[1]

With its rapid post-pandemic recovery and a growth rate that has consistently been faster than economic growth, the global wellness economy has also been expanding in its share of the overall economy. **In 2025, the wellness economy represented 6.36% of global GDP, as compared to only 5.71% in 2019.**

Figure 1.2: Global Wellness Economy Market Size and Growth Projections, 2013-2030



CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute

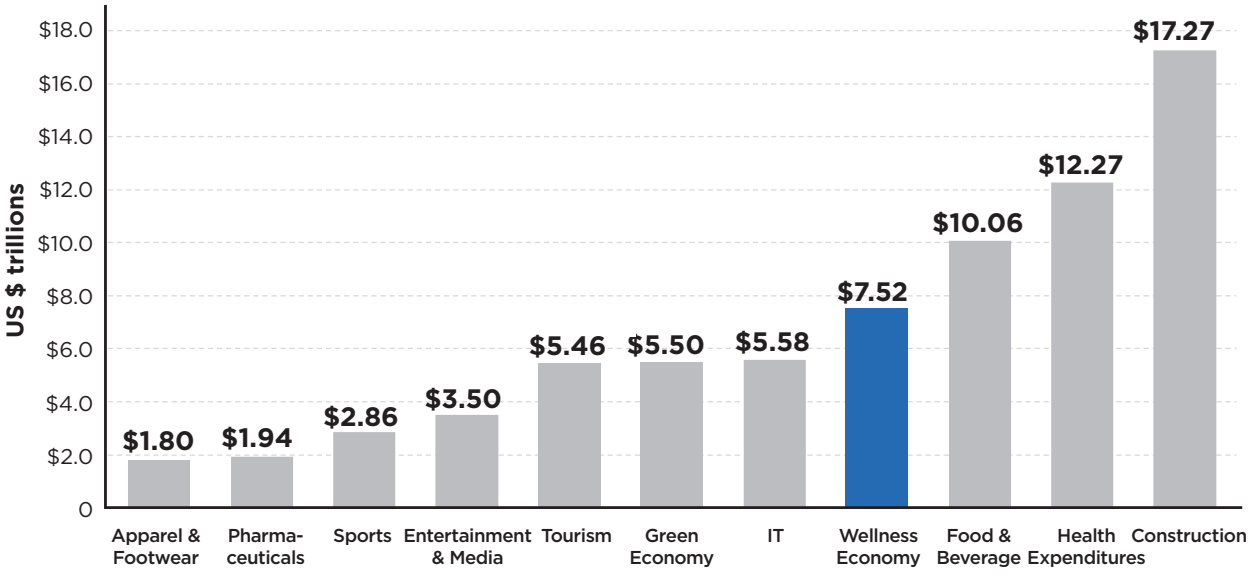
[1] Global GDP data from: IMF, *World Economic Outlook Database*, April 2026 Edition, https://www.imf.org/en/publications/weo/issues/2026/04/14/world-economic-outlook-april-2026.

The wellness economy is a major force in the global economy, larger in size than the green economy, IT, tourism, entertainment, sports, and pharmaceuticals.

Wellness has become a major force in the global economy. With its rapid growth in recent years, the global wellness economy is now larger in its market size than many other major industries, including IT, tourism, entertainment/media, sports, and pharmaceuticals. The green industry has emerged and grown over the last few decades alongside the growth of wellness, with a similar aim of addressing some of the world's most pressing future challenges. In spite of the rapid growth of green and sustainability businesses, the wellness economy in 2025 is nearly 37% larger than the green economy (estimated at $5.5 trillion in revenues in 2025[2]). Wellness is also over 61% of the size of global health expenditures (estimated at $12.3 trillion in 2025[3]).

While *Figure 1.3* presents data for ten separate industries alongside wellness, the wellness economy actually overlaps with each of these industries and is also a major growth engine across all of them. From construction and food/beverages to tourism and entertainment/media, wellness-focused products, services, and experiences are increasingly being integrated across the economy as a differentiator and a major driver of consumer interest and spending.

Figure 1.3: Global Wellness Economy Versus Other Major Industries, Market Size in 2025



Note: Food & beverage is a consumer expenditures figure (and excludes alcoholic beverages); the other sectors are a revenue, output, or market-size measurement. Tourism includes both inbound and domestic trip expenditures.
Sources: Global Wellness Institute, UN, WHO, Euromonitor, Gartner, LSEG, PwC, Global Sports Insights, IQVIA

[2] Dai, L., et al (2026). *Investing in the green economy 2026: Resilience and reacceleration*. London: LSEG. https://www.lseg.com/en/insights/investing-in-the-green-economy-2026-resilience-and-reacceleration.

[3] GWI estimates based on data from the WHO *Global Health Expenditure Database* (accessed June 17, 2026).

Middle East-North Africa, North America, and Europe are the fastest-growing regional wellness economies over the last six years.

Since 2019, North America has surpassed Asia-Pacific to become the largest regional wellness economy in the world (see *Figure 1.4*), a shift that has occurred due to prolonged pandemic effects and slower growth in some major Asian markets in 2020-2022, as well as currency depreciation in 2022-2025 (see further discussion below). North America ($2.5 trillion), Asia-Pacific ($2.3 trillion), and Europe ($2.0 trillion) together account for nearly 90% of the entire global wellness economy. Per capita spending on wellness is significantly higher in North America ($6,419 in 2025) and Europe ($2,149) than in other regions of the world (e.g., $635 in Latin America-Caribbean, $527 in Asia-Pacific, and $440 in Middle East-North Africa).

It is important to keep in mind that some of the wellness sectors are "export industries" (i.e., selling services to people who are not residents of the country in which the business is located). For example, about 29% of all *wellness tourism* expenditures are from international/inbound travel; likewise, a significant portion of revenues in *thermal/mineral springs* and some types of *spas* come from international visitors. Therefore, not all of the wellness spending shown for each region in *Figure 1.4* is made by residents of that region.

Figure 1.4: Wellness Economy by Region, 2019-2025

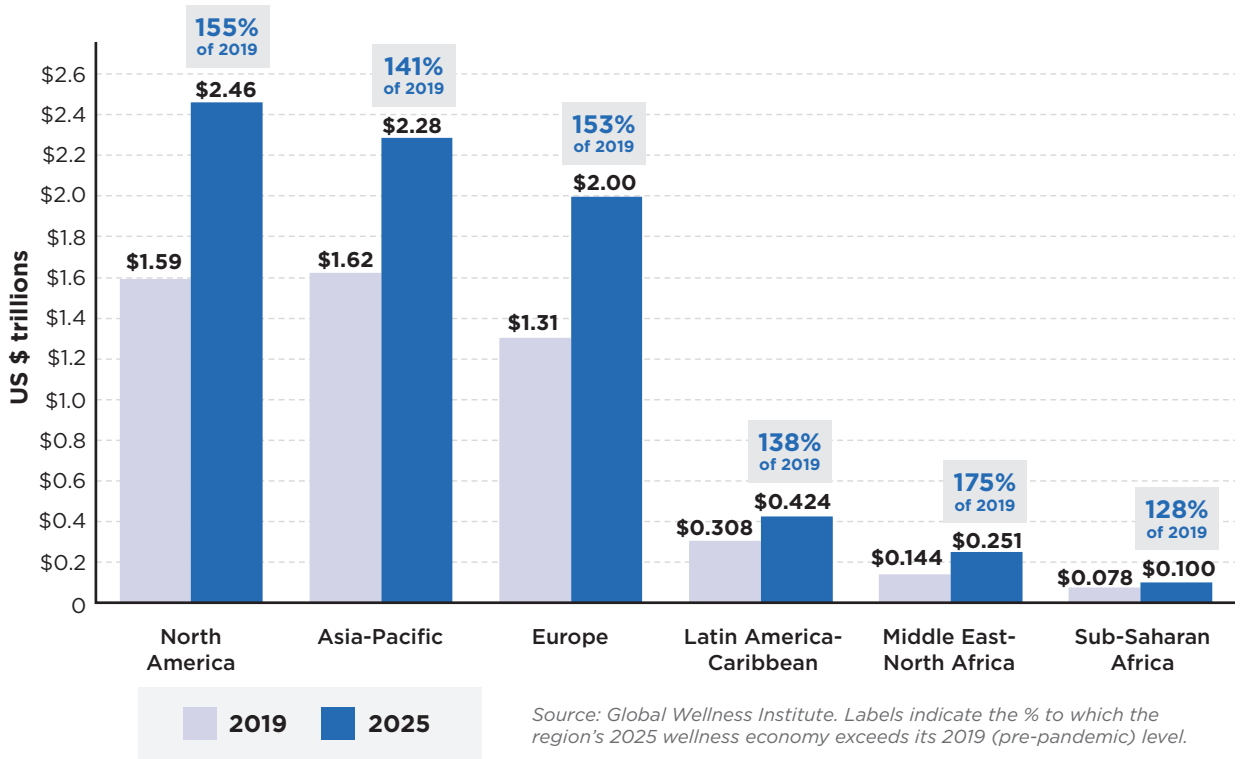
	Wellness Economy (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
North America	$1,592.5	$1,552.2	$1,840.0	$2,065.8	$2,187.6	$2,323.0	$2,461.2	*6.0%*	*7.5%*
Asia-Pacific	$1,620.8	$1,544.8	$1,797.6	$1,796.7	$1,907.2	$2,082.2	$2,284.5	*9.7%*	*5.9%*
Europe	$1,306.0	$1,183.3	$1,459.7	$1,521.4	$1,639.4	$1,777.1	$1,996.1	*12.3%*	*7.3%*
Latin America-Caribbean	$308.2	$252.8	$297.4	$348.2	$387.4	$400.4	$424.3	*6.0%*	*5.5%*
Middle East-North Africa	$143.6	$144.1	$162.9	$186.0	$203.4	$225.4	$250.8	*11.3%*	*9.7%*
Sub-Saharan Africa	$78.4	$73.5	$82.9	$90.5	$89.2	$93.1	$100.3	*7.8%*	*4.2%*
WORLD	**$5,049.6**	**$4,750.8**	**$5,640.4**	**$6,008.6**	**$6,414.3**	**$6,901.1**	**$7,517.2**	***8.9%***	***6.9%***

** 2019-2024 figures have been revised since GWI released the previous version of the Global Wellness Economy Monitor (see Pages iv-v for more details).*
Note: Figures may not sum to total due to rounding.
Source: Global Wellness Institute, based on extensive primary research and secondary data sources.

It can be challenging to compare the annual growth rates in 2020-2025 as a metric for which regions have been growing the fastest, because the growth trends during this period reflect recovery from the pandemic dip in 2020 (i.e., regions with the greatest declines in 2019-2020 are likely to have higher growth rates in 2021-2025). A better metric for growth is to examine the extent to which each region has surpassed its pre-pandemic level (see *Figure 1.5*). **As of 2025, Middle East-North Africa, North America, and Europe have shown the strongest resilience, recovery, and growth since before the start of the pandemic, with all three regions now exceeding their 2019 levels of spending by 50%-75%.** These three regions have also posted the highest growth rates over the last five years, with Middle East-North Africa's wellness economy growing by 9.7% annually from 2019-2025, North America growing by 7.5% annually, and Europe growing by 7.3% annually.

Asia-Pacific was one of the slowest-growing regions in 2021-2023, although regional growth then jumped up to 9.2% in 2024 and 9.7% in 2025. The prolonged travel restrictions and pandemic impacts across Asia-Pacific and the sluggish economic conditions in China led to a severe downturn in tourism-related sectors (*wellness tourism*, *spas*, *thermal/mineral springs*), which lasted longer than in other regions. Other sectors closely linked with consumer spending (*healthy eating*, *personal care & beauty*, *physical activity*, *traditional & complementary medicine*) have also been growing relatively slowly in the Asia-Pacific region, a trend that is largely due to the effects of currency depreciation and volatility during this time period across all of the region's largest wellness markets (including China, Japan, India, Australia, South Korea, Indonesia, Philippines, Thailand, and Vietnam).[4] The depreciation of the Japanese yen has especially dampened Asia-Pacific's market growth when it is expressed in U.S. dollar terms (since Japan is such a large share of the overall region)—when measured in yen, the Asia-Pacific market is at 193% of its pre-pandemic level (or 11.6% annual growth in 2019-2025), as compared to only 141% when measured in dollars (or 5.9% annual growth).

Figure 1.5: Size and Recovery of the Wellness Economy by Region, 2019 Versus 2025



Source: Global Wellness Institute. Labels indicate the % to which the region's 2025 wellness economy exceeds its 2019 (pre-pandemic) level.

[4] Note: See the individual sector chapters for more details on regional growth trends and currency depreciation impacts across different sectors.

Personal care & beauty, *physical activity*, and *healthy eating* are the largest wellness sectors, accounting for over half of the global wellness economy market size in 2025.

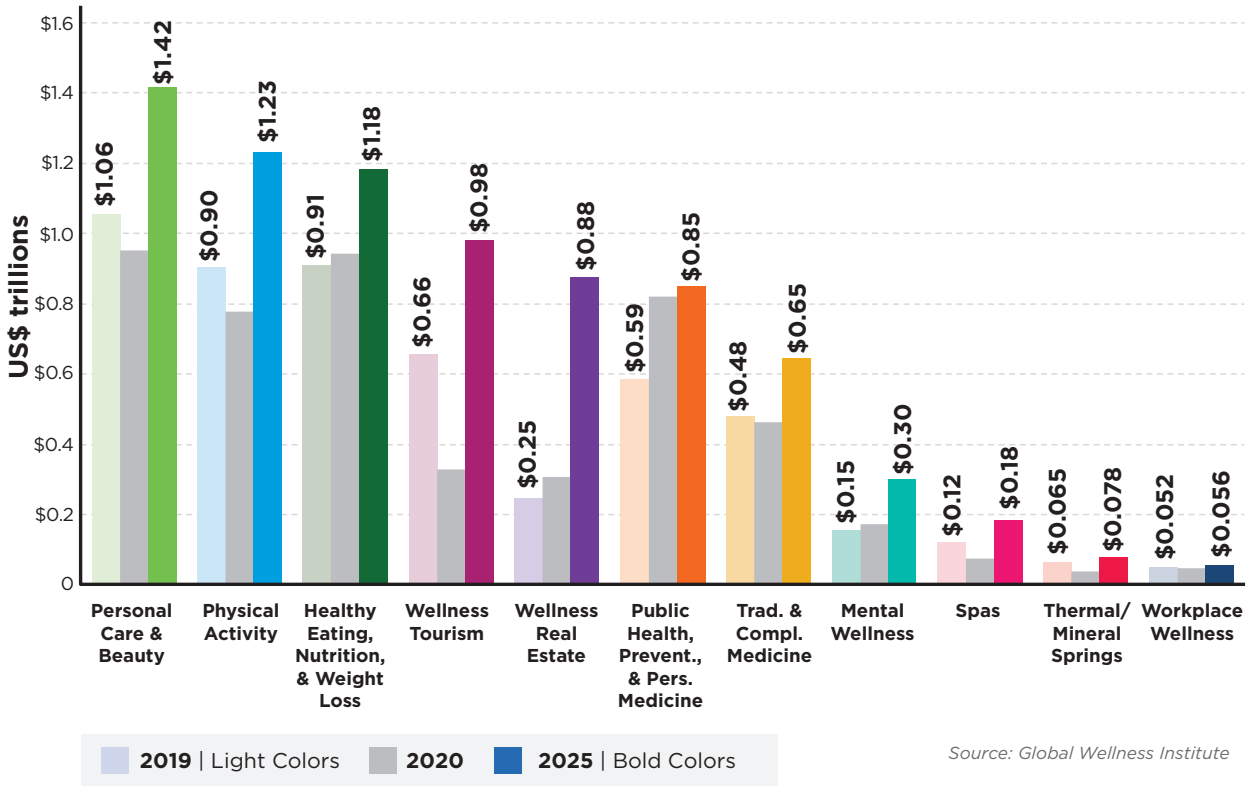
The wellness economy comprises eleven sectors, and their sizes and growth rates are presented in *Figure 1.6. Personal care & beauty*; *physical activity*; and *healthy eating, nutrition, & weight loss* are the largest sectors in the wellness economy; together, these three sectors account for 51% of the entire global wellness market in 2025. *Wellness tourism* and *wellness real estate* comprise the rest of the top five largest sectors. Over the last couple of years, *physical activity* rose from third to second place in the sector size rankings, while *wellness real estate* jumped from seventh to fifth place (due to its very strong growth rate). Since 2023, *wellness tourism* rose from fifth to fourth place (returning to its pre-pandemic ranking as the sector recovered). *Public health, prevention, & personalized medicine* had jumped up to third place during the pandemic (2020-2021) but has subsequently fallen back to sixth place, as it shrank slightly and then resumed a more normal growth trajectory in 2023-2025.

Figure 1.6: Wellness Economy by Sector, 2019-2025

	Market Size (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
Personal Care & Beauty	$1,055.0	$951.9	$1,097.8	$1,172.4	$1,265.5	$1,332.0	$1,416.3	*6.3%*	*5.0%*
Physical Activity	$903.4	$777.0	$978.2	$1,023.8	$1,077.2	$1,145.8	$1,232.6	*7.6%*	*5.3%*
Healthy Eating, Nutrition, & Weight Loss	$909.1	$943.8	$1,030.9	$1,051.7	$1,086.0	$1,122.1	$1,184.6	*5.6%*	*4.5%*
Wellness Tourism	$656.5	$328.2	$442.2	$600.2	$788.3	$882.1	$982.4	*11.4%*	*6.9%*
Wellness Real Estate	$246.3	$306.4	$393.0	$481.6	$589.1	$710.6	$875.6	*23.2%*	*23.5%*
Public Health, Prevention, & Personalized Medicine	$586.0	$820.6	$989.5	$945.5	$795.0	$814.0	$851.3	*4.6%*	*6.4%*
Traditional & Complementary Medicine	$480.2	$462.2	$525.1	$525.8	$554.9	$603.1	$646.3	*7.2%*	*5.1%*
Mental Wellness	$153.2	$171.3	$198.0	$219.8	$245.8	$271.0	$300.7	*11.0%*	*11.9%*
Spas	$120.5	$76.1	$88.4	$110.2	$142.5	$163.1	$184.0	*12.8%*	*7.3%*
Thermal/Mineral Springs	$64.6	$37.8	$44.1	$48.9	$63.5	$70.5	$77.9	*10.4%*	*3.2%*
Workplace Wellness	$51.8	$48.3	$52.3	$53.4	$55.3	$54.7	$55.9	*2.2%*	*1.3%*
Wellness Economy	**$5,049.6**	**$4,750.8**	**$5,640.4**	**$6,008.6**	**$6,414.3**	**$6,901.1**	**$7,517.2**	***8.9%***	***6.9%***

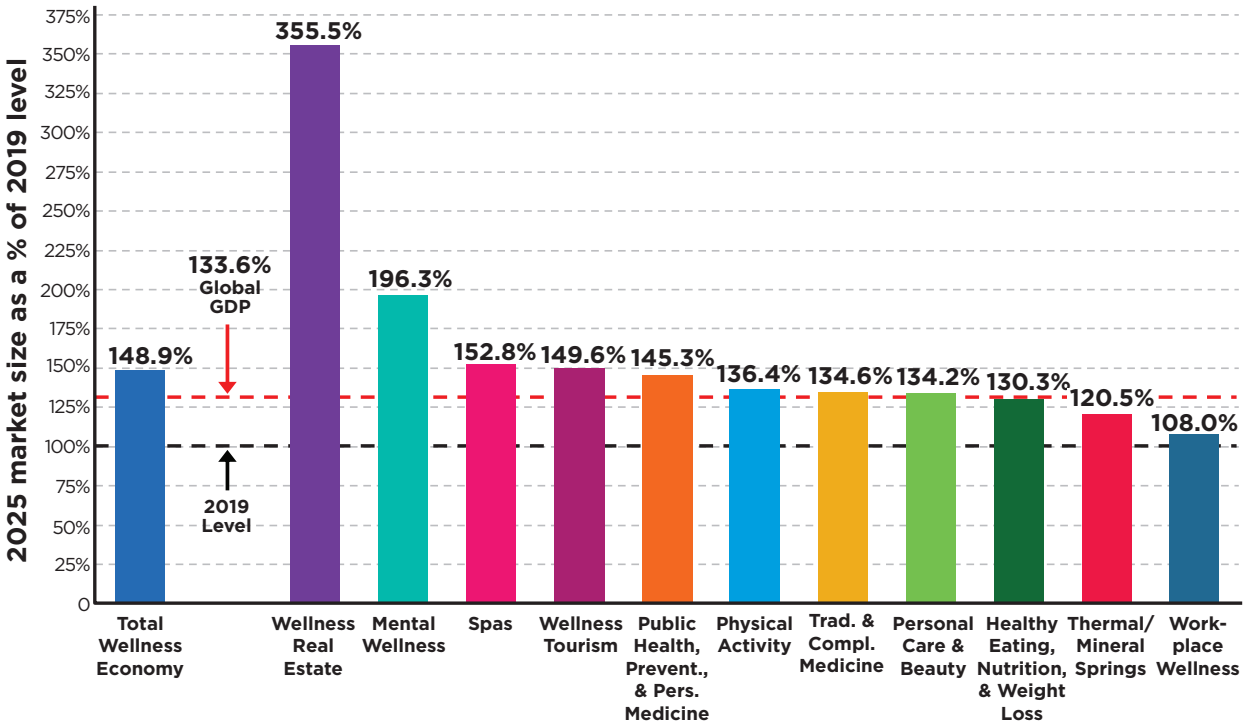
** 2019-2024 figures for most sectors have been revised since GWI released the previous version of the Global Wellness Economy Monitor (see Pages iv-v for more details).*
Note: Figures do not sum to total due to overlap in segments.
Source: Global Wellness Institute, based on extensive primary research and secondary data sources.

Figure 1.7: Wellness Economy Market Size by Sector, 2019, 2020, and 2025



Source: Global Wellness Institute

Figure 1.8: Wellness Economy Market Recovery by Sector 2025 Market Size as a % of 2019 Level



Source: Global Wellness Institute and IMF

Wellness real estate and *mental wellness* have been the strongest growth leaders in the wellness economy since 2019.

Seven out of the eleven wellness sectors declined in 2020 due to the pandemic (see *Figure 1.7*), and all eleven sectors fully recovered and surpassed their pre-pandemic levels as of 2024. *Wellness tourism*, *thermal/mineral springs*, and *spas* were the sectors most negatively impacted in 2020, and these three sectors were also the slowest to recover in the subsequent years (*wellness tourism* and *spas* recovered in 2023, while *thermal/mineral springs* did not fully recover until 2024). On the other hand, *wellness real estate*; *mental wellness*; *healthy eating, nutrition, & weight loss*; and *public health, prevention, & personalized medicine* all continued an upward trajectory throughout the pandemic, because consumer interest in and demand for these activities and products was accelerated by the pandemic experience.

Simply comparing the year-over-year growth rates for 2020-2025 is not the best way to assess which sectors have been growing fastest, because the growth trends during this period reflect recovery from the pandemic dip in 2020—and so the sectors with the greatest declines in 2019-2020 are likely to have higher growth rates in 2021-2025. A better metric for growth is to look at the extent to which each sector has surpassed its pre-pandemic level (see *Figure 1.8*), in addition to its annual growth rate.

- The sectors that have shown the strongest resilience, recovery, and growth over the last six years are ***wellness real estate*** and ***mental wellness***, and both sectors are expected to be growth leaders in the coming years. The *wellness real estate* sector is an astounding 3.5 times larger than it was in 2019, while *mental wellness* has nearly doubled in size since 2019.
- The ***public health, prevention, & personalized medicine*** sector exploded in size in 2020 and 2021 due to the pandemic, but it then shrank in 2022 and 2023 and returned to a steady growth trend in 2024 and 2025, as governments have returned their public health spending to more normal levels.
- ***Personal care & beauty***; ***healthy eating, nutrition, & weight loss***; ***physical activity***; and ***traditional & complementary medicine*** are all about one-third larger than their sizes in 2019. All four sectors have been growing at a rate of 4.5%-5.3% annually from 2019-2025 (generally tracking the overall consumer expenditures growth rate of 5.0% during this time period).
- The ***wellness tourism*** and ***spa*** sectors fully recovered from the pandemic as of 2023, and they have resumed a rapid growth trajectory in 2024 and 2025. Both are now over 50% larger than they were in 2019. Although both sectors were affected by the tourism downturn during the pandemic, both have recovered and grown faster than the overall tourism industry in recent years (by comparison, all tourism expenditures are just 18% higher than their pre-pandemic level).
- The ***thermal/mineral springs*** sector took the longest to recover from the pandemic-related downturn, and revenues are now at 121% of their pre-pandemic level as of 2025. This slow recovery was due to the protracted tourism downturn, weaker economic conditions, and currency depreciation in China and Japan (which account for nearly half of the global market), while other regions of the world have been growing more rapidly in recent years. The springs sector grew strongly by 11.1% in 2024 and 10.4% in 2025, and it is expected to continue this robust growth trend going forward.
- The ***workplace wellness*** sector has seen sluggish growth trends over the last six years, with revenues shrinking in 2019-2020 and 2023-2024. It is now just slightly larger than its size in 2019. The growth patterns in this sector are shaped by the changing approaches to employee health and well-being among employers, as well as shifts in the structure of the global workforce, which affect access to wellness programs and benefits.

Chapter 2 provides a more in-depth analysis of the growth trends for the eleven wellness economy sectors and some of the key factors driving their development. Detailed data, including subsector and regional breakdowns, are provided in the chapters for each specific sector.

What are the macro factors underlying the growth of the global wellness economy?

The overall wellness economy has consistently performed better than the global economy over the last twelve years (see *Figure 1.9*). Prior to the pandemic, the wellness economy grew by 7.0% annually from 2013-2019, more than three times faster than the global GDP growth rate of 2.1% during this time period.[5] In 2020, the global wellness economy was more negatively affected than the overall global economy; however, after the initial pandemic year, the wellness economy bounced back quickly and grew by 9.6% annually from 2020-2025 (as compared to only 6.5% annual growth for global GDP).

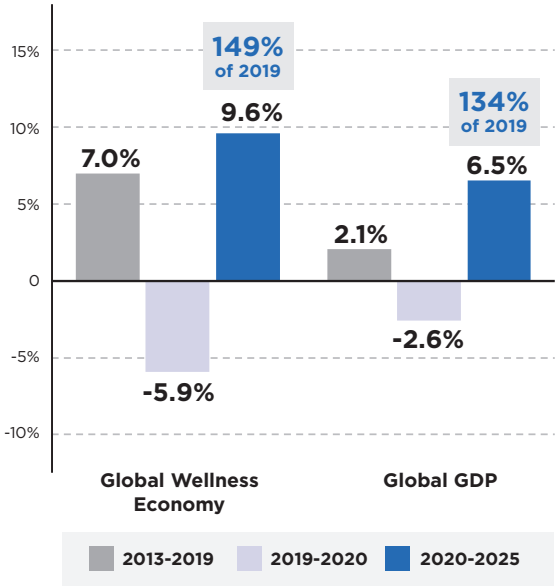
Since wellness has grown faster than the general economy, it has also expanded as a share of global GDP over time. In 2013, the wellness economy accounted for 4.30% of global GDP. This share has grown to 5.71% in 2019 and then 6.36% in 2025.

The wellness economy is underpinned by broader global conditions, and its development and growth patterns reflect many overarching factors in the consumer, macroeconomic, social, and geopolitical conditions around the world and across different regions.

- As a consumer value, wellness has been rising since before the pandemic, and this growth has continued and accelerated in the post-pandemic years. Leisure, self-care, active lifestyles, and more recently, longevity and healthspan, are concepts that have been widely embraced by affluent consumers and are increasingly being adopted by the global middle class—making wellness a universal pursuit and a strategy to counter the rising threats of aging, chronic disease, and stress. This ongoing consumer shift is a key reason for the strong performance of the global wellness economy as compared to overall economic growth.

- The wellness economy remains tied to overall economic growth, which has been positive across all regions (and most individual countries) in 2025. The global economy grew by 5.9% in 2024-2025 (the strongest annual growth rate since 2021, which was a pandemic recovery year). In 2024-2025, economic growth rates were quite strong in many of the wealthier countries and regions, with 8.9% GDP growth in the European Union and 5.9% in the United States. By comparison, the Middle East & Central Asia region grew by 2.2%, emerging & developing Asia grew by 4.0%, and the Latin America & Caribbean economies grew by 4.3%. Sub-Saharan Africa grew rapidly by 10.3% in 2024-2025, after an economic contraction in 2023 and 2024. These economic growth differences are reflected in consumer spending patterns and the growth rates of different wellness sectors across these regions.

Figure 1.9: Average Annual Growth: Wellness Economy Versus Global GDP



Source: Global Wellness Institute and IMF. Labels indicate the % to which the 2025 wellness economy and global economy exceed their 2019 (pre-pandemic) levels.

[5] All global and country-level GDP data in this section are in nominal U.S. dollars, obtained from: IMF, *World Economic Outlook Database*, April 2026 Edition, https://www.imf.org/en/publications/weo/issues/2026/04/14/world-economic-outlook-april-2026.

- In 2024-2025, global consumer expenditures grew by 6.3% (according to Euromonitor data), slightly higher than the global GDP growth rate of 5.9%. Consumer spending growth was supported by declining inflation, resilient labor markets, and rising wages across many countries, which helped strengthen disposable income and household purchasing power, and enabled more discretionary spending, including growing spending on wellness, in 2025.

- Inflation rates around the world have continued to fall, to 5.8% in 2024 and 4.1% in 2025 (down from 8.7% in 2022 and 6.7% in 2023, based on IMF data)—but they are still quite a bit higher than in the pre-pandemic period. At the regional level, emerging & developing Europe, Sub-Saharan Africa, the Middle East, and Central Asia have all continued to experience very high inflation rates, in the range of 11.2%-13.5% in 2025. This period of high inflation has led to price levels across the economy remaining persistently higher than they were before the pandemic. These trends have also boosted the wellness economy figures in many markets across the world, meaning consumers may just be spending more money on their wellness products and services because prices are higher, rather than buying more of them.

- The global wellness economy is measured in U.S. dollars; therefore, its size and growth rates are affected by currency fluctuations against the U.S. dollar across countries. Global currency markets have experienced considerable volatility in the post-pandemic period, although the volatility subsided a bit in 2024 and 2025. In 2025, the British pound appreciated by 2.9% against the dollar, while the Euro appreciated by 4.2%. In Asia, the Chinese yuan appreciated slightly (by 0.1%), and the Japanese yen appreciated by 1.1%, after several years of depreciation for both currencies. However, many other Asian currencies have continued to lose value against the U.S. dollar through 2025 (e.g., India, South Korea, Indonesia, the Philippines, Vietnam). This period of currency depreciation across Asia—and the fact that most major Asian currencies have lost value against the U.S. dollar since 2019—has had a dampening effect on the overall growth rates for the Asia-Pacific region and for many individual Asian countries when they are measured in U.S. dollars (as noted on *Page 5*).

- Ongoing geopolitical conflicts are affecting markets across Europe and the Middle East. Europe's tourism, trade, and investment patterns continued to be shaped by the Russia-Ukraine war in 2025, although the region has shown considerable resilience and made strong progress in reducing its dependence on Russian energy. High energy costs, geopolitical tensions, and trade and policy uncertainty have contributed to weak and uneven economic growth across the region. Meanwhile, the Israel-Gaza conflict has continued to disrupt tourism, trade, investment, and economic activity in parts of the Middle East, while creating broader risks related to energy markets, trade routes, and geopolitical uncertainty. Although this report focuses on data for the year 2025, the outbreak of the U.S.-Israeli war with Iran in February 2026 has had extensive impacts on markets across the Middle East. All of these conflicts affect the wellness economy not only by disrupting tourism flows, but also by weakening consumer confidence and by raising costs and uncertainty for businesses and investors.

- Several wellness sectors—including *wellness tourism*, *spas*, and *thermal/mineral springs*—are deeply embedded in the global tourism industry. In 2025, global inbound tourism surpassed its pre-pandemic level, with international arrivals reaching 105% of their 2019 level. However, the recovery of inbound tourism has been very uneven across regions, with the Middle East-North Africa region growing to 137% of its pre-pandemic level in 2025, and Europe growing to 105%, while Asia-Pacific remained 0.2% below its pre-pandemic level. North America has lagged considerably, with inbound trips reaching only 87% of their 2019 level and declining by an estimated 4.5% from 2024-2025—a decline largely driven by shifting traveler sentiments and concerns about U.S. government travel and border policies that deter international visitors. Globally, inbound tourism spending has grown faster than trip volume, with inbound spending growing to 121% of its pre-pandemic level in 2025. Inbound trip spending also grew strongly in all regions except for North America in 2025.

As travel patterns have evolved since the pandemic, domestic tourism has shown a stronger growth trajectory. Globally, the number of domestic tourism trips grew to 110% of their pre-pandemic/2019 level in 2025 (with a 13.8% growth rate in 2024-2025 alone). Domestic tourism spending has also grown faster than trips, reaching 117% of its pre-pandemic level in 2025. Overall, the Middle East-North Africa region has experienced the strongest tourism expansion since the pandemic across all metrics: inbound trips (at 137% of pre-pandemic/2019 levels in 2025), inbound trip spending (153%), domestic trips (155%), and domestic trip spending (156%).

- Many countries and regions across the world have experienced enormous human and economic costs from climate-related events in recent years. According to the World Meteorological Organization, 2025 was the second- or third-hottest year on record, with extreme heat, heavy rainfall, flooding, droughts, wildfires, tropical cyclones, and other natural catastrophes affecting millions of people, disrupting tourism and business activities, and causing billions of dollars in losses. The concentrations of greenhouses gases in the atmosphere reached their highest levels in 800,000 years in 2024 (the latest year for which data are available).[6] Climate change is already affecting the prices of wellness-related goods and services (from food to hotel rooms), travel behaviors (e.g., consumers are increasingly favoring cooler destinations), and wellness tourism investments (e.g., rising insurance costs for areas vulnerable to storms, floods, and wildfire risks). Climate anxiety is beginning to affect mental wellness, while wellness real estate is starting to incorporate climate resilience and climate adaptation as part of a holistic wellness framework for project design and operations. As an issue that is not going away in the foreseeable future, climate change and its risks/costs will continue to affect the wellness economy, with the effects playing out in variable ways depending on the sector and the location.

A discussion of the overarching factors affecting the wellness economy in 2025 would not be complete without acknowledging the wide-ranging impacts of policies enacted under the Trump administration since January 2025:

- Since 2025, major shifts in U.S. economic policies have had extensive ripple effects across the global economy and the wellness economy. Protectionist trade policies, volatile tariff regimes, and escalating trade tensions are disrupting global supply chains, increasing business uncertainty, and raising costs and prices for a wide range of products—including those across many wellness economy sectors (e.g., personal care & beauty products, healthy and functional foods & beverages, vitamins & supplements, wellness & fitness tech devices, fitness equipment, traditional & complementary medicine products, spa products, and more). Changes in U.S. border, visa, and immigration policies are affecting the U.S. labor supply across numerous industries, including healthcare and research; service-focused wellness businesses in the wellness tourism, spa, and fitness sectors; and labor-intensive agriculture and food production, construction, and more. These policy changes are also disrupting the tourism industry by changing international perceptions of the United States as a destination and reducing inbound visitor flows (as noted above), while redirecting some international tourism trips and spending toward other countries. The U.S. decision to withdraw from the World Health Organization is creating significant uncertainty around global health financing, public health programs, disease preparedness and surveillance, and overall multinational cooperation (see further discussion below). Collectively, these kinds of policies are reshaping the economic and geopolitical role of the United States on the world stage, while also increasing uncertainty for consumers, businesses, investors, and governments worldwide.

[6] World Meteorological Organization (WMO) (2026). *State of the Global Climate 2025*. Geneva: WMO. https://doi.org/10.59327/WMO/S/CRI/SOC/1.

- U.S. government policies under the Trump administration are also having major and far-reaching impacts on human health and well-being across the world. The biggest impact is from the dismantling of U.S. foreign aid and humanitarian assistance, which has major repercussions across developing and lower-income countries. Worldwide development assistance for health declined by 21% from 2024-2025, driven largely by a 67% drop (more than $9 billion) in U.S. funding.[7] These cuts have disrupted or eliminated funding for public health programs, vaccinations, disease surveillance, maternal and child health, access to medications, food and nutrition assistance, emergency preparedness, and other essential services, with the impacts most acute in regions where disease burdens are highest (e.g., Sub-Saharan Africa). The near-term and longer-term consequences include spikes in preventable disease outbreaks, malnutrition, and preventable deaths, especially among children and other vulnerable populations. Studies suggest that as many as 95 million people could lose access to basic healthcare services,[8] while a 2025 *Lancet* study estimated these cuts could result in more than 14 million excess preventable deaths by 2030.[9]

  In addition to the global health aid cuts, an estimated 5 million Americans have dropped Affordable Care Act (ACA) health insurance coverage (as of June 2026), after Republican lawmakers let tax credits expire and ACA premium costs doubled from 2025 to 2026.[10] Enrollment in Medicaid and CHIP also declined by 5.1 million from June 2025 to June 2026, due to policy changes that reduced program funding and restricted eligibility.[11] All of these developments run counter to many of the values and goals that are championed by the wellness movement and wellness industry, including improving health, prevention, nutrition, health equity, and overall human well-being.

- Finally, the rise of the "Make America Healthy Again" (MAHA) movement is having a mix of influences on the wellness industry in the United States, which is the world's largest wellness market. On the one hand, the incorporation of MAHA priorities into the Trump administration's policy agenda has generated wider public attention and debate around preventive health, food policy and nutrition, chronic disease, environmental exposures, and healthy lifestyles, while also reinforcing widening consumer and business interest in all things related to wellness. The MAHA emphasis on food as a major health and wellness issue has expanded the national discourse on agricultural and food systems, ultra-processed foods, ingredients and additives, nutrition labeling, dietary guidelines, and related food policies. On the other hand, the Trump administration has made limited efforts to address the MAHA agenda (e.g., phasing out synthetic food dyes), while simultaneously enacting numerous policies that are directly counter to national health and wellness (e.g., massive cuts to federally funded biomedical and health research, public health infrastructure, nutrition assistance programs, etc.). In some cases, the MAHA movement is trying to push evidence-challenged wellness consumer trends into government policy actions (e.g., regulating seed oils, loosening restrictions on peptides). The MAHA movement is also amplifying skepticism toward vaccines, conventional medicine, "big pharma," psychiatric drugs, public health institutions, and the scientific research community. This changing national discourse

[7] For more information, see: 1) Krugman, A. (2025, July 31). The State of Global Health Funding: August 2025. *Think Global Health*. https://www.thinkglobalhealth.org/article/state-global-health-funding-august-2025. 2) IHME, *Health Financing*, https://www.healthdata.org/research-analysis/health-financing.

[8] See: Oxfam America (2026, Jan. 27). *What USAID did, and the effects of Trump's cuts on lifesaving aid*. https://www.oxfamamerica.org/explore/issues/making-foreign-aid-work/what-do-trumps-proposed-foreign-aid-cuts-mean/.

[9] Cavalcanti, D.M., et al (2025). Evaluating the impact of two decades of USAID interventions and projecting the effects of defunding on mortality up to 2030: a retrospective impact evaluation and forecasting analysis. *The Lancet*, 406(105500), pp. 283-294. https://doi.org/10.1016/S0140-6736(25)01186-9.

[10] Simmons-Duffin, S. (2026, June 27). 5 million have dropped ACA insurance after Trump and the GOP let prices skyrocket. *NPR*. https://www.npr.org/2026/06/26/nx-s1-5860746/aca-health-insurance-subsidies-rates-premiums.

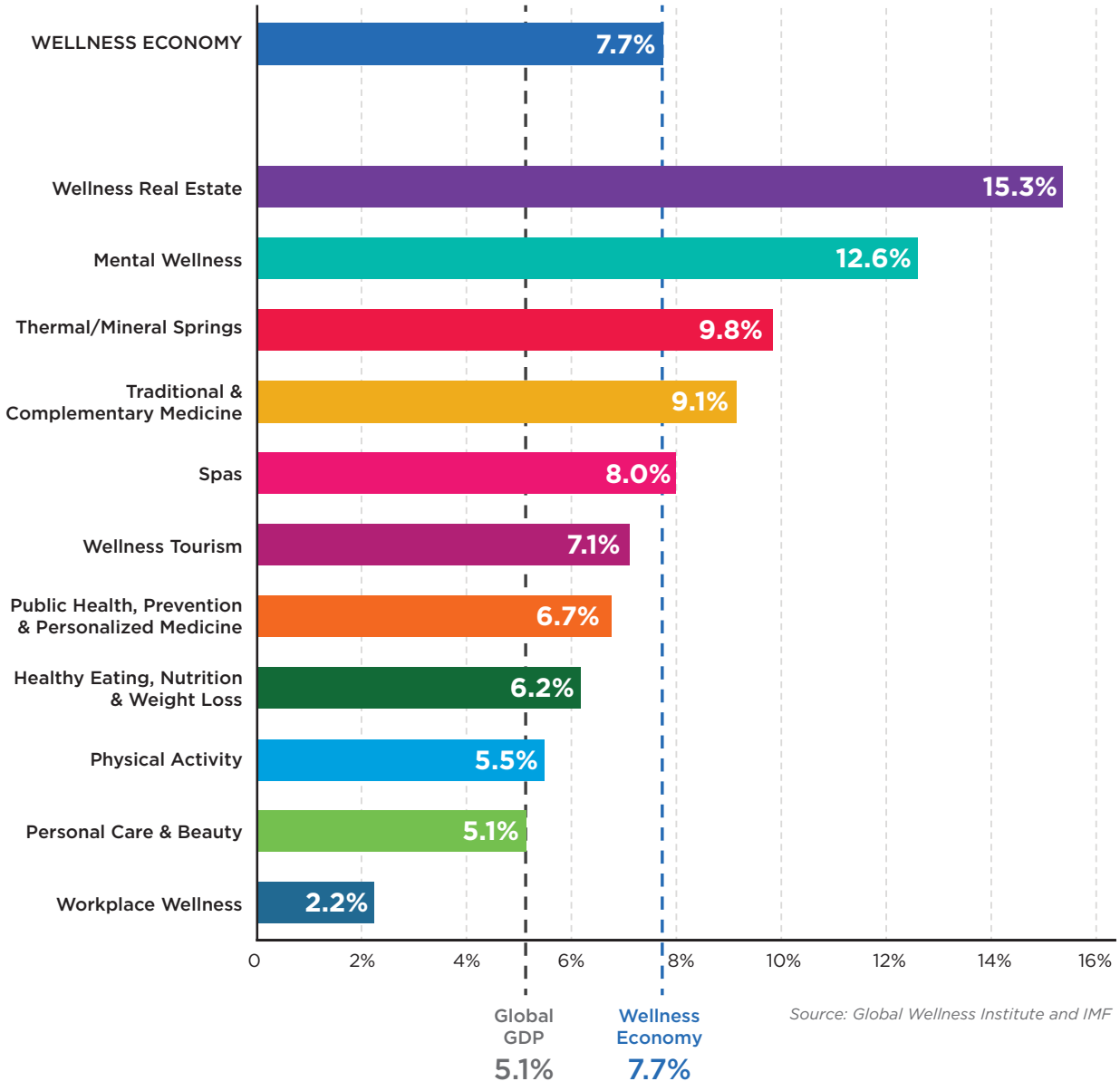
[11] Medicaid and the Children's Health Insurance Program (CHIP) are U.S. government programs that provide free or low-cost health insurance coverage to low-income individuals, families, and children. Kaiser Family Foundation (2026, Sept. 25). *Medicaid/CHIP Monthly Enrollment Tracker*. https://www.kff.org/medicaid/medicaid-enrollment-tracker/.

stimulates interest in alternative and non-medical approaches to health and wellness, while also fueling many risks related to health misinformation; unsubstantiated claims; declining trust in science, medicine, and public health; and possible infectious disease outbreaks due to declining vaccination rates. While MAHA is a U.S.-based movement and mostly has domestic impacts, its influence may extend internationally because of the enormous size of the U.S. consumer wellness market and the broad global reach of U.S. wellness companies, brands, media, and consumer trends.

What is the future of the wellness economy?

Wellness has become a dominant consumer value worldwide, driving lifestyles, behaviors, decision making, and purchases across the economy. Now that all of the wellness sectors have exceeded their pre-pandemic levels and reached new heights, what is the outlook going forward?

Figure 1.10: Projected Average Annual Growth Rate by Sector, 2025-2030



Source: Global Wellness Institute and IMF

GWI predicts the wellness economy will continue its rapid growth and expand its share of consumer spending and the global economy over the next five years. The underlying forces that propel the growth of wellness remain as compelling as ever, including: population aging, the rise of chronic disease, the unsustainable costs of the sick-care model, widespread mental unwellness, and expanding awareness of healthy lifestyles and wellness modalities. There is no question that consumer interest in all things related to wellness has been rising rapidly and has accelerated since the pandemic to become a permanent shift. There is also a growing awareness of the environmental determinants of health, whether we are at home, at work, in our community, or traveling. Wellness has expanded to encompass many stakeholder groups beyond hospitality, leisure, and personal care; it is being embraced by more businesses and brands (e.g., sports and entertainment, finance, technology, big foods, fashion, automobiles), employers, nonprofits, public health, urban planning, and more—and these stakeholders will increasingly take wellness to more consumers and to the masses.

For the next five years, we project the global wellness economy will grow at a robust rate of 7.7% annually, a growth rate substantially higher than the projected global GDP growth of 5.1% (according to current IMF forecasts). The wellness economy is expected to reach nearly $8.2 trillion in 2026 and then grow to $10.9 trillion in 2030 (see *Figure 1.11*).

All but two of the individual wellness sectors are projected to exceed global GDP growth in the next five years. The exceptions are *workplace wellness*, at 2.2% annual growth, and *personal care & beauty*, which will track GDP growth at 5.1% annual growth (see *Figure 1.10*).

- The sectors that have been growing fastest since the pandemic—***wellness real estate*** and ***mental wellness***—are expected to continue their strong growth trends in the coming years, growing by 15.3% and 12.6%, respectively, through 2030.

- ***Traditional & complementary medicine*** is projected to grow at a rapid rate of 9.1% annually. This growth is driven by the same forces that are propelling the overall wellness economy (consumer interest in alternative, holistic, and natural approaches; dissatisfaction with conventional medicine; etc.), along with the continued expansion of indigenous, traditional, complementary, and novel wellness modalities into new and existing business models across many wellness sectors.

- The three tourism-related sectors all have robust growth projections: ***thermal/mineral springs*** (9.8% annual growth), ***spas*** (8.0%), and ***wellness tourism*** (7.1%). The growth trends for all three reflect a confluence of factors: ongoing strong tourism growth; rising consumer interest in nature, culture, and social well-being; growing demand for traditional, alternative, and modern approaches to wellness, prevention, and longevity; and business expansions and investments to meet this growing demand.

In our forecasts, seven wellness sectors will each exceed $1 trillion in market size by 2030: *personal care & beauty*; *wellness real estate*; *physical activity*; *healthy eating*, *nutrition, & weight loss*; *wellness tourism*; *public health, prevention, & personalized medicine*; and *traditional & complementary medicine*. We currently project *personal care & beauty* will remain the largest segment in the wellness economy through 2030. With its ongoing strong growth trend, *wellness real estate* will become the second-largest wellness sector by 2029 (rising from 5th place in 2025).

In 2030, we project the global wellness economy will represent 7.21% of global GDP, as compared to 6.36% in 2025.

Figure 1.11: Wellness Economy Growth Projections, 2025-2030

	Market Size (US$ billions)		Projected Market Size (US$ billions)					Projected Average Annual Growth Rate
	2019	2025	2026	2027	2028	2029	2030	2025-2030
Personal Care & Beauty	**$1,055.0**	**$1,416.3**	$1,513.8	$1,577.5	$1,653.2	$1,734.1	$1,819.0	***5.1%***
Wellness Real Estate	**$246.3**	**$875.6**	$1,007.4	$1,176.8	$1,364.1	$1,569.4	$1,786.9	***15.3%***
Physical Activity	**$903.4**	**$1,232.6**	$1,318.9	$1,379.3	$1,450.2	$1,527.1	$1,610.2	***5.5%***
Healthy Eating, Nutrition, & Weight Loss	**$909.1**	**$1,184.6**	$1,268.3	$1,361.7	$1,436.7	$1,515.3	$1,598.5	***6.2%***
Wellness Tourism	**$656.5**	**$982.4**	$1,077.5	$1,143.6	$1,221.8	$1,301.9	$1,383.9	***7.1%***
Public Health, Prevention, & Personalized Medicine	**$586.0**	**$851.3**	$913.6	$973.3	$1,037.2	$1,105.7	$1,179.7	***6.7%***
Traditional & Complementary Medicine	**$480.2**	**$646.3**	$714.9	$781.0	$851.9	$925.4	$1,000.8	***9.1%***
Mental Wellness	**$153.2**	**$300.7**	$339.7	$382.4	$430.4	$483.6	$544.0	***12.6%***
Spas	**$120.5**	**$184.0**	$205.3	$219.1	$235.6	$252.6	$270.1	***8.0%***
Thermal/Mineral Springs	**$64.6**	**$77.9**	$86.0	$93.9	$103.6	$113.7	$124.5	***9.8%***
Workplace Wellness	**$51.8**	**$55.9**	$56.6	$57.5	$59.1	$60.7	$62.4	***2.2%***
Wellness Economy	**$5,049.6**	**$7,517.2**	**$8,179.0**	**$8,791.2**	**$9,454.1**	**$10,163.7**	**$10,914.9**	***7.7%***

Note: Figures do not sum to total due to overlap in segments.
Source: Global Wellness Institute estimates, based upon economic and industry sector projections from the IMF, ILO, Euromonitor, and GWI's data and projection model.

How to interpret the wellness economy numbers.

- **We measure the wellness economy in nominal figures—i.e., the figures are not adjusted for inflation or purchasing power.** While inflation rates around the world have tapered off, to 5.8% in 2024 and 4.1% in 2025 (according to IMF data), inflation is still higher than pre-pandemic levels. Even as inflation rates have declined, overall price levels have remained substantially higher than before the pandemic. Currency markets have also experienced significant volatility during this period. In most large Asian and Latin American countries, their currencies depreciated against the U.S. dollar from 2019-2025 (including China, Japan, India, Australia, South Korea, Indonesia, the Philippines, Thailand, Malaysia, and Vietnam, as well as Brazil, Argentina, Colombia, and Chile). Major European currencies have seen a trend of appreciation against the U.S. dollar from 2019-2025 (including the euro, the British pound, and the Swiss franc), while some European currencies have depreciated (e.g., in Russia, Turkey, Norway, and Hungary). These factors have both upward and downward effects on the wellness economy figures across various countries, and the combination of impacts is different in every market. Therefore, depending on the inflation rate and the currency rates, a higher number in 2025 may not mean more services and goods are being consumed, and could simply reflect that people have to pay more money for the same items, or that those goods and services have become more expensive in U.S. dollars. Similarly, in some countries, currency depreciation has a dampening effect on the measurement of wellness sectors when measured in U.S. dollars (for example, in Japan; these effects are discussed in individual sector chapters where they are consequential).

- **What we measure as the wellness economy only includes the goods and services that are being marketed and sold as "wellness" in the consumer marketplace. We are not measuring the wellness activities of the population in each country, and we are not measuring people's health or well-being.**

- **By including particular sectors, services, or products in our wellness economy data, we are not endorsing these things as being essential to wellness, and we are not implying that they are beneficial or scientifically proven to improve health and well-being.** Our measurement methodology does not apply a value judgement on what should or should not be considered "wellness." Rather, we objectively include products and services that are proactively labeled and positioned by businesses as "wellness" and are most closely identified by consumers as such.

- **The growth of the wellness economy indicates rising overall spending on wellness activities, products, and solutions, but not necessarily better accessibility to more people.** As the wealth/income gap widens across the world, there is a growing trend of wellness offerings becoming ever more luxurious, exclusive, personalized, and expensive. This premiumization can be observed in many wellness sectors, such as high-end wellness tourism, luxury wellness real estate, boutique fitness, premium personal care and beauty products, and high-tech longevity medicine. Therefore, it is possible the growth in certain wellness sectors is being driven by small segments of consumers making more expensive purchases, and not by an expanding pool of wellness consumers.

- **The rise of some wellness services and products can marginalize important populations.** For example, the ever-growing adoption of health and wellness technologies often works under the assumption that apps and digital solutions will automatically improve the experiences and health outcomes for everyone. This may not be the case for people who have limited digital access or low tech-readiness (i.e., limited ability to use technology and access platforms). Those most likely to be digitally excluded include seniors, women, persons with disabilities, those living in rural areas, poor people in wealthy countries, and the wide swath of the population in the developing world who can hardly afford their mobile phones. A study by GMSA found that, for low- and middle-income countries, the median cost of the cheapest, entry-level, internet-enabled mobile device was at 15% of average monthly income in 2025. However, the cost rises to 33% of monthly income for the poorest 40% of the population, and

to 44% of monthly income for the poorest 20% of population in these countries. The average monthly cost burden is nearly twice as high for women (20% of monthly income) as for men (12%), due to gender gaps in employment and wages. In rural areas, the cost of a device tends to be higher than in cities, due to higher transport costs and limited distribution outlets.[12] Given all of these disparities, the increasing reliance on and investments in such tech-based health and wellness services may be marginalizing the populations who have the greatest needs.

- **Wellness does not require spending money, and the wellness economy does not capture the many important wellness-enhancing activities and behaviors that cannot easily be monetized,** such as: enjoyment of nature; a diet of local, fresh, whole foods; friendship and community; altruism, philanthropy, and volunteering; religion and spirituality; movement embedded in daily activities (e.g., working outdoors, gardening, or cycling/walking to work or school); and much more. In places where wellness is already embedded in the culture, the natural/built environment, or by deliberate policy, the wellness economy is likely to be smaller. Greater public investment in wellness infrastructure that is accessible to everyone (e.g., walkable cities, cycling/walking trails, outdoor gyms, fresh produce markets, public squares and gardens) may reduce the need for consumer spending on services and products in the marketplace.

- **The practice of holistic wellness is blurring boundaries and accelerating the convergence of many sectors within the wellness economy.** In particular, the *wellness real estate*, *workplace wellness*, and *wellness tourism* sectors—encompassing the environments where we live, work, and play—increasingly incorporate elements from many other wellness domains, such as physical activity, healthy eating, mental wellness, and public health. Spas and fitness businesses are moving into mental wellness, weight loss, healthy eating, recovery, personalized medicine, functional medicine, longevity medicine, and traditional & complementary medicine. New business models—from wellness clubs to longevity clinics to social bathhouses and saunas—are competing with traditional wellness businesses and offer a rapidly proliferating array of options to consumers. Even global tech and entertainment giants are entering the wellness arena (e.g., Apple Fitness, Google Health YouTube exercise programming, Meta's VR Fitness). As much as we try to segment the wellness economy into eleven discrete sectors, the growing convergence is making this effort increasingly challenging.

- **The wellness economy is dynamic and rapidly evolving. New practices, modalities, and discoveries are constantly emerging to meet people's changing needs.** In recent years, journalists, analysts, and entrepreneurs have coined many new possible wellness sectors and categories—for example, sexual wellness, hormonal wellness, children's wellness, financial wellness, end-of-life wellness, etc. The absence of a specific designation for these categories in our wellness economy construct does not mean they are not important or significant. Many of these "new" activities and services are already captured in existing wellness sectors, such as *public health, prevention, & personalized medicine*; *traditional & complementary medicine*; *healthy eating*; *mental wellness*; and others. Some of the fast-growing opportunities are occurring in the medical and pharmaceutical arenas (e.g., psychedelics, or the newly exploding market for weight-loss drugs), and, therefore, they are not considered part of the wellness economy in our definition. Other innovations and popular new modalities are embedded across multiple wellness sectors (e.g., leveraging nature, prosocial approaches, AI, VR, touchless technology, biofeedback), making them difficult to define and measure in meaningful ways. In 2020, we added *mental wellness* as the eleventh sector in the wellness economy, in response to the massive growth and expansion of the consumer market in this space. In the future, the GWI research team will continue to monitor and evaluate developments in the wellness economy, and we will align our definitions and measurements with emerging needs and developing business segments.

[12] Shanahan, M. (2026). *The State of Mobile Internet Connectivity 2026*. London: GSMA. https://www.gsma.com/somic/.

CHAPTER 2

Growth Trends and Drivers in the Eleven Wellness Sectors

Chapters 3-13 of this report present detailed data and analysis for each of the eleven wellness economy sectors, including year-by-year data points for 2019-2025, subsector data, and regional breakdowns. In this chapter, we add some nuance and "color" to the data by exploring key market shifts, consumer trends, and drivers shaping the growth of each sector, both in the past and into the future. This chapter provides additional insights into why different sectors are growing faster or slower, along with key themes, commonalities, and intersecting trends across sectors. We also draw some connections between GWI's annual wellness economy data and the thematic wellness trends reports released annually by the Global Wellness Summit.[13]

To help readers in understanding the cross-sector growth patterns, we have grouped the eleven sectors into four categories, based on their shared characteristics and drivers. These groupings are summarized in *Figure 2.1* and explored in detail throughout the chapter.

Figure 2.1: Wellness Sector Groupings and Growth Trends in 2025

Compound Annual Growth Rate: Past=2019-2025 • Future=2025-2030

Explosive Growth Sectors

Wellness Real Estate		Mental Wellness	
$875.6 billion		$300.7 billion	
Past 23.5%	Future 15.3%	Past 11.9%	Future 12.6%

Mature & Steady Growth Sectors

Physical Activity		Personal Care & Beauty		Healthy Eating, Nutrition & Weight Loss		Traditional & Complementary Medicine	
$1,232.6 billion		$1,416.3 billion		$1,184.6 billion		$646.3 billion	
Past 5.3%	Future 5.5%	Past 5.0%	Future 5.1%	Past 4.5%	Future 6.2%	Past 5.1%	Future 9.1%

Tourism-Based Sectors

Wellness Tourism		Spas		Thermal/Mineral Springs	
$982.4 billion		$184.0 billion		$77.9 billion	
Past 6.9%	Future 7.1%	Past 7.3%	Future 8.0%	Past 3.2%	Future 9.8%

Public/Private Policy-Based Sectors

Public Health, Prevention, & Personal Medicine		Workplace Wellness	
$851.3 billion		$55.9 billion	
Past 6.4%	Future 6.7%	Past 1.3%	Future 2.2%

Source: Global Wellness Institute

[13] See: https://www.globalwellnesssummit.com/trends/.

Leading growth sectors in the wellness economy, accelerated by changing consumer awareness after the pandemic: *wellness real estate* and *mental wellness*.

There is no question the COVID-19 pandemic represented a sea change for wellness, bringing conversations about prevention, immunity, public health, loneliness, social connection, mental health, and so much more into consumer mindsets and the media. Nowhere is that more evident than in the rapid expansion of *wellness real estate* and *mental wellness*. Both sectors have been the fastest-growing segments of the wellness economy over the last six years, and they are projected to continue this upward trend in the coming years (see projections on *Page 13*). Both sectors also have numerous points of intersection and overlap with other sectors across the wellness economy, helping to fuel their growth.

The boom of these two sectors reflects a couple of important shifts that have been accelerated by the pandemic. First, an understanding of holistic health and well-being is becoming more mainstream all around the world. People are no longer thinking about their wellness just in terms of personal behaviors (exercising, healthy eating, weight loss, or self-care); they are embracing a broader view that recognizes the influence of the environments around us, as well as the importance of mental, emotional, and social well-being alongside physical health. Second, the rise of both sectors reflects an ever-deepening frustration with the travails of our modern lifestyles: job stresses and economic insecurities; car dependence and long commutes; technology, social media, and digital overload; social isolation and the rise of single-person households; extreme weather events; and so much more. These challenges are on the rise everywhere, and they are not being adequately addressed by governments or policy anywhere in the world. In response, consumers are increasingly turning to solutions offered via the *wellness real estate* and *mental wellness* sectors to address these problems and ameliorate their health impacts.

Wellness Real Estate

2025 Market Size: $875.6b	2030 Projected Size: $1,786.9b
Historical CAGR (2019-2025): 23.5%	**Projected CAGR (2025-2030): 15.3%**

Wellness real estate has consistently been the fastest-growing sector in the wellness economy, significantly outpacing projections and economic growth, and it has more than tripled in size in just six years (from $246.3 billion in 2019 to $875.6 billion in 2025). Despite this rapid growth, *wellness real estate* represents only about 5.1% of overall global construction spending in 2025, leaving enormous opportunity for continued expansion worldwide.

- ***Wellness real estate* is quickly scaling from niche to mainstream, driven by rising consumer, business, and government awareness.** The need for healthier built environments is immense, given the unwellness that has been built into our homes, neighborhoods, and cities over the last century—from sick buildings and polluted air to car-dependent neighborhoods, food deserts, and a lack of green space. No longer the domain of one-off "passion projects," *wellness real estate* is being embraced by large, professional development companies with multiple properties, who increasingly use a "wellness lens" for their entire portfolio. Recognizing the impacts on their employees and their bottom lines, companies are investing in healthy workplaces and scaling them across all of their corporate locations. Businesses across the wellness economy are also incorporating healthy buildings and design as a core part of their wellness value proposition to customers, employees, and stakeholders (e.g., in *wellness tourism*, *spas*, *fitness*, *workplace wellness*, etc.). Governments are also starting to support *wellness real estate* and healthy building projects, recognizing that these efforts align with their public policy goals of building healthy, sustainable, vibrant, and resilient cities and communities.[14]

- **The *wellness real estate* market is exploding in terms of its breadth, depth, and geographic reach.** It is expanding into every real estate asset class—from residential, mixed-use, and hospitality to commercial, healthcare, education, and industrial. It is proliferating in nearly every region across the world—from North America, Europe, and Australia to Asia (e.g., China, Japan, Singapore, Taiwan, India, Vietnam, Thailand), the Gulf countries, and parts of Latin America (e.g., Brazil, Mexico). In the residential space, *wellness real estate* is moving beyond luxury into wider price points and demographics, including middle-class apartments and homes, affordable housing, student housing, senior living, military housing, and more.

[14] For in-depth discussion of these trends, see: Yeung, O. and Johnston, K. (2025). *Build Well to Live Well: The Future*. Miami, FL: Global Wellness Institute. https://globalwellnessinstitute.org/industry-research/2025-build-well-to-live-well-wellness-real-estate-communities/.

- **Converging trends are shifting the *wellness real estate* sector toward a more "preventive model" that recognizes how the built environment can be optimized for both human and planetary health. Green building is increasingly converging with healthy building, as more developers see them as complementary or even inseparable.** The expansion of green building certifications into health and social well-being strategies has helped drive this shift over the last decade. Mounting climate risks (from rising temperatures, wildfires, and extreme storms to pollution and water shortages) are forcing developers to incorporate climate adaptability and resilience features in order to protect real assets and their occupants. At the same time, **the pandemic heightened awareness of how profoundly human health is shaped by the environments we live in, and the "longevity movement" is taking this idea even further.** Beyond the "longevity residences" niche emerging at the luxury end of the market, the longevity movement is propelling broader conversations about the built environment as a key driver for prevention, longevity, and aging well. From our homes to our workplaces to our communities, physical spaces can be designed to reduce harm and positively influence our healthspan. As the world faces intersecting challenges of climate risks, aging populations, and rising chronic disease, a multidimensional approach to *wellness real estate* and healthy environments will become essential for the future health of people and planet.[15]

- **Our global crises of loneliness, stress, and mental unwellness are broadening the focus of *wellness real estate* and giving rise to new models of multi-generational living and co-living.** In its early years, *wellness real estate* focused primarily on the physical dimensions of health (e.g., exercise, walking, air quality, sick building syndrome). More recently, there has been growing recognition of how profoundly our built environments affect social and mental well-being. More people are living alone than ever—with fewer and later marriages, declining birthrates, higher divorce rates, and longer lifespans. Isolation, loneliness, social disconnection, and stress are on the rise around the world. Housing is becoming increasingly unaffordable in many places. The design of our cities, neighborhoods, and homes can exacerbate—or help alleviate—these challenges. This confluence of challenges is driving greater attention to built environment features that foster meaningful social connections, from our "strong ties" (family, friends, colleagues) to our "weak ties" (neighbors, acquaintances, people we bump into). Strategies include everything from mixed-use, higher-density, mixed-income neighborhoods, to walkability, to accessible public spaces and "third places." These forces are also driving the rapid growth and evolution of co-living and multi-generational housing models in countries around the world—including "living with friends" arrangements, senior and multi-age cohousing models, new types of housing cooperatives, multi-generational "home within a home" and accessory dwelling models, and more. These new models are reshaping residential real estate and moving it away from the single-family model, combining smaller private living spaces with shared community spaces and amenities. In addition to supporting social well-being, these new living models can help to ease housing shortages and affordability pressures while accommodating changing family structures. Together, these shifts are expanding *wellness real estate* into a wider array of models that address some of the world's most pressing challenges, from aging populations to loneliness to housing affordability.

[15] For more discussion of the climate adaptability and longevity trends, see: Girr, C., and Hubler, S., "Trend #5: Ready Is the New Well," and Kitchen, J., "Trend #10: Longevity Residences," in Global Wellness Summit (2026), *The Future of Wellness: 2026 Trends*, https://www.globalwellnesssummit.com/2026trends/. See also: Kitchen, J., "Climate-Adaptive Wellness," in Global Wellness Summit (2024), *The Future of Wellness: 2024 Trends*, https://www.globalwellnesssummit.com/product/2024-global-wellness-trends-report-the-future-of-wellness/.

Mental Wellness

2025 Market Size: $300.7b	2030 Projected Size: $544.0b
Historical CAGR (2019-2025): 11.9%	**Projected CAGR (2025-2030): 12.6%**

Mental wellness has grown very rapidly since 2019, as consumers around the world increasingly seek out ways to address their rising levels of stress, anxiety, worry, sadness, burnout, and loneliness. This cultural shift is especially strong among younger generations, who have embraced mental health and well-being as fundamental to daily life. *Mental wellness* is one of only four wellness sectors that maintained a steady upward growth trajectory throughout the pandemic period, and it has nearly doubled in size in the last six years (from $153.2 billion in 2019 to $300.7 billion in 2025).

- ***Mental wellness* services, products, and solutions are proliferating across the wellness economy.** Mental wellness is becoming ever more challenging to quantify as a discrete category of products and services, because it is increasingly embedded across so many other wellness sectors. All kinds of businesses are developing new *mental wellness* offerings, such as sleep retreats in the tourism sector; brain imaging in wellness and longevity clinics; life coaching services in spas and wellness centers; sensory soundscapes at bathhouses; social sauna raves and communal Aufguss rituals; and the wellness music channels that are now streaming across all platforms (from fitness streaming services like Peloton and Apple Fitness to digital music services like Spotify and YouTube). Consumer products are evolving in parallel, from mood-boosting aromatherapy to functional beverages and sensory devices. Therefore, the growth and development of *mental wellness* is not confined to this sector, but is also fueling innovation, new business models, and revenue growth across the entire wellness economy and beyond.

- **Meditation is evolving beyond a standalone practice or app into a much broader universe of meditative, stress-reducing, restorative, and multisensory experiences.** Consumer interest in meditation and mindfulness has surged in recent years, with spending growing by 13.6% annually, to $7.7 billion in 2025. Meditation apps have helped bring these practices into the mainstream, while meditation and mindfulness are now taught everywhere, from schools and corporate retreats to prisons and refugee camps. The market is quickly moving beyond the app-based meditation model. In-person breathwork, sound baths, multisensory experiences using sound and light, and other immersive practices are proliferating across spas, bathhouses, fitness and wellness studios, hotels, and wellness tourism destinations. "Nervous system regulation" has emerged as a new umbrella for many of these offerings. By making meditative and restorative practices more experiential, social, and accessible, these new formats are reaching consumers who may find traditional meditation difficult or unappealing.

- **Functional beverages and alcohol alternatives are a major growth area within the brain-boosting nutraceuticals and botanicals market.** Consumers spent more than $104.3 billion in 2025 on over-the-counter supplements, traditional remedies, and functional beverages that promise to support brain health, cognition, energy, and sleep, with these segments growing by 12.0% annually. One of the most dynamic areas is the proliferation of "social" and functional beverages positioned as alternatives to alcohol, particularly among younger consumers who are drinking less alcohol and seeking alternative ways to relax, socialize, and alter their mood. These include drinks formulated with adaptogens, nootropics, botanicals, and low doses of hemp-derived THC and other cannabinoids (where legally permitted). Changing cannabis and hemp regulations in some countries have helped open new markets, while restaurants, bars, and beverage companies are rapidly developing sophisticated nonalcoholic and functional alternatives to replace declining alcohol-based occasions and revenues.

- **Sleep has become a major consumer obsession, spawning an entire economy of new products, services, technologies, and experiences.** The "sleep economy" is a booming segment within *mental wellness*, alongside a wider range of products and services that target mental well-being through our five senses (including aromatherapy, wellness music, sound therapy, circadian lighting, weighted blankets, fidget toys, and more). The "senses, spaces, and sleep" segment has been growing by 12.5% annually since 2019, to reach $120.3 billion in 2025. Sleep has evolved from a biological necessity into a performance-driven wellness trend and something to be optimized (e.g., "sleepmaxxing"), with millions of consumers now using smartwatches, wearables, apps, and other home devices to monitor and improve their sleep. Sleep tech is becoming increasingly sophisticated and expensive, from smart beds and mattresses to smart sleep masks and headbands that track brain waves. AI is bringing another layer of personalization, turning sleep tracking data into individualized recommendations and coaching. At the same time, lower-tech sleep solutions—from specialized bedding and lighting to analog alarm clocks—continue to proliferate, while sleep tourism and sleep retreats have also emerged as a fast-growing travel niche. These developments reflect a fundamental shift in how consumers view sleep: not simply as a basic biological need, but as something to measure, manage, optimize, and invest in.

- **AI is transforming the self-help and digital mental wellness market, making personalized support and coaching available at unprecedented scale.** The traditional self-help universe of books, gurus, workshops, retreats, and personal coaching has expanded into a vast digital ecosystem of apps, podcasts, influencers, online therapy platforms, wearables, and AI-enabled tools. AI chatbots, personalized recommendations, real-time monitoring, and virtual coaching are increasingly embedded across these platforms, while wearables are evolving from simply collecting data to interpreting it and telling users what actions to take. This shift has the potential to make personalized coaching available continuously and at relatively low cost to a wider swath of the population. At the same time, major meditation and mental wellness tech platforms are moving beyond direct-to-consumer subscriptions toward partnering with employers, insurers, and clinical services to drive revenue, thereby blurring the boundaries between wellness, self-help, and mental healthcare. These developments bring enormous potential for greater access and personalization, but also growing concerns around quality, privacy, efficacy, and the use of AI for mental health support without appropriate clinical oversight.

- **Brain and nervous-system health are emerging as new frontiers for *mental wellness*, alongside a rapidly expanding consumer brain tech market.** Advances in wearables, sensors, brain imaging, and neurotechnology are feeding growing consumer interest in understanding and influencing the brain and nervous system.[16] Mainstream wearables increasingly track stress, recovery, heart-rate variability, and other proxies for mental and nervous-system health, while a growing array of consumer devices promise to stimulate the vagus nerve, influence brain waves, improve cognition, reduce stress, or produce some of the restorative effects associated with meditation. This emerging market spans both clinical and consumer applications, from pain management and therapy to relaxation and cognitive enhancement. The technologies and evidence base are still evolving, and some product claims run ahead of the science. Nevertheless, the idea of "brain health" as a missing dimension of preventive health is gaining momentum, especially as concern about cognitive health increases in an aging population, and as younger generations embrace mental wellness as a core component of their overall health.

- **At the same time that technology is transforming *mental wellness*, a countertrend is creating an entirely new market for products and experiences that help people disconnect from technology.** Digital overload, social media, constant connectivity, difficulty separating from our devices, and AI rapidly blurring the boundaries between what is real and artificial are all increasingly recognized as contributors to our growing global crises of stress, distraction, poor sleep, and mental unwellness. In response, an "analog wellness" market is emerging around three types of solutions: devices intentionally designed with fewer digital distractions; apps and physical tools that restrict access to websites, social media, and other addictive features; and analog or phone-free experiences that encourage people to disconnect. Premium "dumb phones," distraction-free writing devices, app-blocking tools, phone-free social clubs, silent reading clubs, vinyl listening clubs, crafting clubs, digital detox programs, and unplugged travel experiences are among the many manifestations of this trend. This shift reflects a major paradox within the *mental wellness* space and the broader wellness economy: even as AI, wearables, and digital platforms become more deeply integrated into mental wellness, another fast-emerging part of the market is helping consumers to control, limit, or escape from technology altogether.[17]

[16] See: Moon, H., "Trend #3: The Rise of Neurowellness," in Global Wellness Summit (2026), *The Future of Wellness: 2026 Trends*, https://www.globalwellnesssummit.com/2026trends/.

[17] See: McGroarty, B., "Analog Wellness," in Global Wellness Summit (2025), *The Future of Wellness: 2025 Trends*, https://www.globalwellnesssummit.com/product/2025-future-of-wellness-trends-report/.

Mature sectors with steady growth, mostly driven by consumer spending patterns: *physical activity*; *personal care & beauty*; *healthy eating, nutrition, & weight loss*; and *traditional & complementary medicine*.

These four sectors are among the largest in the wellness economy, and they encompass activities that consumers have long associated with the concepts of wellness and personal responsibility for health (i.e., healthy eating, dieting and weight loss, exercise, self-care, vitamins and supplements, traditional medicine, alternative health remedies, etc.). These sectors have several common characteristics that drive their growth trends:

- First, all of these sectors can be characterized as "mature" industries, meaning they are large and well-established in the economy, are highly competitive, are widely used by mainstream consumers in most places, and therefore tend to have slower and steady growth trends. In mature and relatively saturated markets like personal care and food, companies have to keep innovating in order to stay relevant, grow their market share, or capture new segments of consumers. Novel wellness-related offerings are a big part of the drive for innovation and differentiation across many product categories in all four sectors.

- Second, since these are such large consumer spending categories, they tend to rise and fall with consumer spending patterns, consumer sentiment, disposable incomes, and overall economic conditions. Total global consumer expenditures grew by 5.0% annually from 2019-2025 (based on Euromonitor data), and the growth rates for all four sectors in this group have generally tracked at that rate. For the most part, these categories are also discretionary purchases for consumers (other than food), and they are easily cut during times of crisis or downturn. That was evident during the pandemic, when *personal care & beauty*, *physical activity*, and *traditional & complementary medicine* all saw a decline in spending in 2020.

- Third, a very large share of the spending across these four sectors is on product sales (rather than services or technology). Therefore, these sectors can be highly affected by global economic conditions, including tariffs, trade policies, inflation, currency fluctuations, climate events that disrupt supply chains, geopolitical issues, and so on. The post-pandemic period has seen high price inflation worldwide, particularly for products like food. Therefore, part of the growth in these sectors over the last several years is from people paying more for their purchases, rather than an actual increase in what consumers are buying.

Physical Activity

2025 Market Size: $1,232.6b	2030 Projected Size: $1,610.2b
Historical CAGR (2019-2025): 5.3%	**Projected CAGR (2025-2030): 5.5%**

Physical activity is a very large and diverse sector that includes many types of participation in recreational physical activities (sports & active recreation, fitness & gyms, mindful movement, which together represent $603.9 billion of spending globally in 2025), along with several supporting segments (technology, equipment & supplies, apparel & footwear, together accounting for $664.5 billion of spending).[18] Spending on *physical activity* shrank in the first year of the pandemic but then rebounded quickly as people returned to their regular activities and exercise routines, with a six-year market growth rate of 5.3% from 2019-2025.

- **There is no direct relationship between physical activity spending and physical activity participation.** The estimated number of people participating in recreational physical activities has grown far more slowly than spending (only 2.2% annual growth in the number of participants from 2019-2025, as compared to 5.3% growth for spending). Globally, the average percentage of the population participating in all types of recreational physical activities is estimated at 46.4% in 2025 (which is higher than the pre-pandemic/2019 rate of 43.1%). In nearly half of all countries (especially in developing and poorer countries), participation rates have not yet returned to their pre-pandemic levels. These trends mean that a substantial portion of the growth in this sector is due to price inflation, with people simply spending more on their physical activities, instead of more people doing physical activity.

- **Government investments play a critical role in boosting access to and participation in recreational physical activities.** Many people participate in various types of physical activities without spending any money at all (e.g., running, hiking, tai chi in the park, plaza dancing, at-home yoga, etc.). This is especially true in lower-income countries, where the private fitness and recreational business, facilities, and infrastructure are less developed. It is also true in some higher-income markets, where ample publicly subsidized recreational infrastructure provides opportunities for greater participation at low out-of-pocket costs. Government investments in free public infrastructure for exercise (e.g., trails, parks, outdoor gyms, sidewalks) play a critical role in supporting movement as a public health aim. The overall growth of fitness, sports, and other recreational physical activities in countries like China and India has especially been boosted by government initiatives to promote exercise as a national health priority (e.g., Healthy China Initiative, Khelo India Programme, Fit India Movement).

[18] Note: The figures for the two segments do not sum to the sector total for *physical activity*, due to some overlaps in the segments (which we remove when calculating the overall value for the sector).

- **The fitness industry is increasingly polarized between budget and premium offerings, while high-end gyms are evolving far beyond traditional fitness.** In most countries, fitness growth is concentrated in both the lower end (budget/low-cost gyms) and the upper end (premium full-service gyms and boutique studios) of the market, a "barbell effect" that mirrors the rise of financial inequality and a growing stratification of society by income. The fastest growth in the last few years has been in Asia, the Gulf countries, and Latin America, where the fitness market is less developed, penetration rates remain relatively low, disposable incomes are rising, and all kinds of fitness/gym offerings are exploding. At the premium end, the definition of a "gym" is changing dramatically. Higher-end clubs are evolving into comprehensive wellness and longevity destinations, adding recovery treatments, preventive diagnostics, longevity medicine, spa services, nutrition, chronic disease management, AI-powered training and coaching, and more. These hybrid models increasingly overlap and compete with spas, wellness clinics, longevity centers, and wellness clubs, further blurring traditional boundaries across the wellness economy.

- **Changing consumer preferences are reshaping what people do when they exercise, with strength training, Pilates, running, and other forms of movement gaining ground over some of the fitness formats that dominated the last decade.** The activities people pursue within gyms and fitness studios are constantly shifting. Strength training has gone from a niche activity to a mainstream health imperative for all ages. No longer just about "pumping iron," it is now driven by research around metabolic health, aging, and longevity (especially for women, as a fast-growing body of research links muscle strength with longevity for females). The rapid adoption of GLP-1 drugs is also reinforcing the importance of preventing muscle loss. Mindful movement continues to grow rapidly, led especially by the recent boom in Pilates and reformer Pilates, which is attracting new participants (including more men) and generating a wider ecosystem of studios, home equipment, apparel, and accessories. These gains contrast with softer growth or declining interest in some previously dominant fitness formats (e.g., group cycling, bootcamps, and high-intensity cross-training), while yoga appears to have matured in some markets after decades of rapid expansion. Running is also experiencing a major resurgence, increasingly connected with social clubs, races, and competitive events (see further discussion below). Taken together, these shifts suggest that consumers are moving away from some of the intense, repetitive, and highly structured fitness formats of the 2010s and toward activities that offer a broader mix of strength, longevity benefits, mind-body wellness, enjoyment, social connection, and sustainable participation.

- **A global boom in social sports, outdoor recreation, and fitness competitions is shifting physical activity from a solitary workout into a social experience, community, and lifestyle.** Many outdoor, recreational, and social sports have surged in popularity since the pandemic, including pickleball, golf, running, hiking, cycling, and paddlesports, as well as emerging sports like women's flag football.[19] These trends are spreading even in countries where individual/recreational sports have not traditionally been part of the culture (e.g., China, Vietnam, the United Arab Emirates, Egypt). Running has experienced a particularly strong revival, with expanding participation in social running clubs, outdoor/trail running, races, and marathons, while newer racquet sports like pickleball and padel also continue to spread rapidly across countries and regions. At the same time, mass-participation fitness competitions (e.g., HYROX, Spartan DEKA, and Turf Games) are creating a new intersection among fitness, sports, entertainment, community, and tourism. Unlike more extreme endurance events, many of these competitions are designed to be accessible across a range of fitness levels, turning training into a structured social journey and the competition itself into a celebration or event. An entire ecosystem is forming around these competitions—from specialized training programs at gyms

[19] See: Eisinger, A., "Trend #8: Women & Sports: The Revolution Continues," in Global Wellness Summit (2026), *The Future of Wellness: 2026 Trends*, https://www.globalwellnesssummit.com/2026trends/.

to apparel, travel, hotels, and destination events. These trends point to a broader post-pandemic shift from "working out" toward "doing something": Consumers increasingly want their physical activities to provide connection, identity, fun, competition, and meaningful experiences alongside the many health benefits. This social dimension is also important because many of these activities cost no money (e.g., informal running clubs, hiking, etc.) and can flourish outside the commercial fitness space, thereby expanding access and participation for people of all ages, backgrounds, and income levels.

- **Fitness technology is rapidly evolving from tracking exercise to managing health, with AI transforming data into personalized coaching and action.** The explosion of fitness technologies around the world has created new channels for free and low-cost participation in all kinds of physical activities. The fitness technology market reached $107.0 billion in 2025 (more than 2.7 times larger than its 2019 size), and it includes wearable devices and trackers, smart/networked equipment, digital fitness platforms (apps and streaming), and software. The fitness tech category itself is changing rapidly. Wearables that once counted steps, workouts, and calories are increasingly tracking sleep, recovery, stress, heart-rate variability, metabolic health, and other health indicators, as technology companies position their devices not simply as fitness accessories but as health platforms that may ultimately connect with employers, insurers, healthcare providers, and medical systems. AI accelerated this shift in 2025 by moving wearables beyond passive data collection toward interpretation and personalized coaching: Instead of simply showing users their data, devices and apps increasingly tell them what it means and what to do next. Gyms and fitness platforms are also adopting AI-driven coaching, potentially making highly personalized training available to many more people at a much lower cost. Other types of fitness technologies are emerging, as consumers tire of screens, notifications, and constant self-tracking. Newer fitness devices are becoming more ambient and "invisible," collecting information in the background and intervening only when useful. All of these developments are rapidly expanding across large markets like China and India, demonstrating that the future of fitness technology will not be shaped solely by familiar Western brands. As the category converges with healthcare, however, questions about accuracy, privacy, health claims, and the appropriate use of consumer-generated data will become increasingly important.

- **The rise of optimized, measurable, and results-driven fitness is being matched by a growing desire for simpler and more social forms of movement.** On one side is a growing "hard wellness" approach to fitness, fueled by longevity science, GLP-1 drugs, wearable devices, AI, and a growing emphasis on healthspan. Exercise is increasingly framed not simply as a way to lose weight or look good, but as a tool to preserve muscle and bone, maintain metabolic and cognitive health, prevent chronic disease, and extend healthy years of life. This shift is making things like strength training, personalized programming, biometrics, recovery, and measurable outcomes increasingly central to fitness. Yet, a powerful countertrend is moving in the opposite direction. After years of high-intensity workouts, optimization, tracking, and screen-based fitness, many consumers are seeking movement that is sustainable, enjoyable, social, and integrated into everyday life. Walking, hiking, outdoor exercise, social running, recreational sports, Pilates, and other lower-intensity activities fit within this "soft wellness" approach, as does a growing desire to exercise without constantly measuring performance. The apparent contradiction reflects a broader tension across the wellness economy: the more technology enables consumers to quantify and optimize every dimension of their fitness and health, the more some consumers seek experiences that help them disconnect, socialize, get outdoors, and simply move. Rather than one trend replacing the other, both are likely to shape the future of *physical activity*, giving consumers an expanding spectrum of choices between highly optimized, results-driven fitness and more intuitive, experiential, and social forms of movement.

Personal Care & Beauty

2025 Market Size: $1,416.3b	2030 Projected Size: $1,819.0b
Historical CAGR (2019-2025): 5.0%	**Projected CAGR (2025-2030): 5.1%**

The growth rates for the *personal care & beauty* sector (5.0% annually from 2019-2025) have generally tracked overall consumer spending growth (also 5.0% according to Euromonitor data), and this pattern is expected to continue in the coming years. *Personal care & beauty* is the largest sector in the wellness economy, and its massive size is because it encompasses such a vast range of everyday consumer products for personal hygiene and self-care: soaps, lotions, skin care, hair care, dental care, shaving, cosmetics, perfumes, beauty salons, barbershops, and more. Nearly every consumer in the world (unless they are living in a subsistence society) purchases many or some of these products on a regular basis. *Personal care & beauty* is a great example of a mature, oversaturated, and hypercompetitive industry, in which companies are chasing growth through wellness-driven innovations, increasingly specialized products, and horizontal expansion. As traditional product categories become crowded, beauty businesses are continually reinventing their offerings, drawing on broader trends in mental wellness, traditional medicine, longevity, preventive health, and technology to create new sources of demand and tap new customers.

- **Moving beyond women as their longstanding market, the beauty industry is pursuing new demographic segments, including men/boys and teens/tweens.** Beauty brands are increasingly targeting men and teenage boys with specialized skincare, fragrances, hair and scalp treatments, and cosmetic services, supported by changing attitudes toward male grooming, social media influences, and the growing association between appearance and self-optimization. Online "looksmaxxing" trends—amplified by male influencers and social media communities focused on masculinity, attractiveness, and self-improvement (the "manosphere")—are promoting increasingly elaborate grooming routines and cosmetic interventions as ways to improve appearance, social status, and self-confidence. Demand for Botox, fillers, hair restoration, and other aesthetic treatments is also expanding among men. Teens and tweens (both girls and boys) are becoming a major consumer market for skincare, fragrances, and wellness-oriented beauty and personal care products. Rather than simply offering playful, colorful, and sparkly products for younger consumers, brands are increasingly introducing sophisticated, dermatologist-inspired skincare lines, clinical active ingredients, and elaborate beauty routines that resemble those marketed to adults. This trend is extending into spas, resorts, and hotels, which are developing specialized beauty and wellness programming for ever-younger ages, including age-specific facials and skincare treatments, hair and scalp care, etc. These trends are creating entirely new customer segments for the beauty industry, but are also raising concerns about social media pressures, unrealistic beauty standards, and the promotion of anti-aging products and cosmetic interventions to increasingly younger consumers.

- **Beauty is moving beyond the face, with specialized products and treatments targeting nearly every part of the body.** The growing "skinification" of the body is extending sophisticated results-oriented facial skincare regimes and clinical, active ingredients (e.g., retinol, exfoliating acids, peptides, and hyaluronic acid) to nearly every part of the body. Beauty brands are encouraging consumers to treat their bodies with the same level of attention as their faces, introducing specialized products to address concerns like body acne, uneven skin tone, wrinkles, and skin firmness (e.g., retinol body serums, firming creams, exfoliating treatments for body acne, anti-aging hand masks, intimate care products, etc.). Hair and scalp wellness is emerging as an especially dynamic category, expanding beyond traditional shampoos and styling products into preventive hair-loss treatments, scalp diagnostics, specialized serums, supplements, and head spa experiences. These offerings draw on new technologies, including AI-enabled scalp analysis, and longstanding Asian hair and scalp care traditions. Fragrance is also moving beyond traditional perfumes into specialized products for hair, body, and even fabrics, with offerings such as whole-body deodorants, mood-enhancing and functional fragrances, and "scent stacking." These kinds of innovations are creating new product categories and encouraging consumers to extend their beauty spending across the entire body.

- **Beauty brands are capitalizing on expanding consumer interest in mental wellness and traditional healing practices to create new products, experiences, and self-care rituals.** The growing intersection of beauty and mental wellness is driving the development of neurocosmetics, functional fragrances, aromatherapy, and hair/body products marketed to support relaxation, mood enhancement, and stress reduction. New formulations and product designs emphasize the "mind-skin connection," using soothing scents, textures, colors, and sensory experiences to transform everyday beauty routines into restorative self-care rituals. Linked with the rising consumer interest in indigenous, traditional, and herbal medicine, beauty and personal care products are also being infused with all kinds of traditional ingredients, drawing from Chinese medicine (adaptogenic mushrooms, ginseng), Ayurveda (ashwagandha, turmeric), African traditions (shea butter, argan oil), Mediterranean traditions (olive oil, calendula), and beyond. These developments reflect consumers' desire for more natural and holistic approaches to beauty, while also raising broader questions about scientific claims, cultural appropriation, ethical sourcing, fair trade, and equitable partnerships with the communities where these traditions originate.

- **The beauty market is being reinvented through the lens of longevity, prevention, and health optimization.** Driven by the explosion of consumer interest in longevity, biohacking, and measurable results, many beauty and personal care companies are moving from the "clean" to the "clinical," and from "repair" to "prevention," with all kinds of new clinical and lab-engineered product lines and ingredients that make a variety of purportedly science-based claims. These include clinical-grade skin longevity formulations (e.g., cellular repair creams and serums, skin microbiome products), personalized skincare (e.g., DNA-based formulations and AI-guided regimens), "beauty from within" supplements (e.g., collagen, peptides, and skin health nutraceuticals), and preventive hair and scalp longevity products.[20] While some of these innovations repackage longstanding anti-aging claims, others reflect advances in dermatology and skin science. At-home beauty technologies are becoming more accessible and affordable, bringing treatments once largely confined to medical spas and aesthetic clinics into consumers' homes, including LED and infrared devices, laser treatments, and facial sculpting tools. These developments are increasingly blurring the boundaries between beauty, cosmetics, medical aesthetics, consumer health technologies, and preventive wellness, although the evidence supporting individual products and claims varies considerably.

[20] See: McCormack, C., "Trend #6: Skin Longevity Redefines Beauty," in Global Wellness Summit (2026), *The Future of Wellness: 2026 Trends*, https://www.globalwellnesssummit.com/2026trends/.

- **Medical aesthetics is becoming increasingly mainstream, as cosmetic procedures shift from occasional luxury treatments toward routine beauty maintenance and preventive care.** Demand for injectables, Botox, fillers, laser treatments, skin rejuvenation, and other minimally invasive procedures continues to expand beyond affluent consumers worldwide, supported by social media influences, changing beauty norms, and the growing emphasis on maintaining a youthful appearance as people live longer. Cosmetic treatments are increasingly marketed as preventive investments rather than corrective procedures, and they are increasingly targeting younger demographics. GLP-1-related weight loss is generating additional demand for facial rejuvenation, skin tightening, and body-contouring services. Medical spas, aesthetic clinics, and longevity clinics are increasingly converging, combining appearance-focused treatments with broader health optimization, preventive care, and diagnostic services. The boom in medical aesthetics is driving a related boom in medical aesthetics tourism, as consumers travel for cosmetic procedures, advanced skin treatments, and specialized aesthetic services in destinations like South Korea, Thailand, Turkey, and the United Arab Emirates. However, the mainstreaming of cosmetic interventions is also intensifying social pressures around appearance and aging, along with unrealistic expectations about the need for ongoing treatments to maintain a youthful look.

- **As clinical and highly optimized beauty becomes mainstream, a countertrend is emerging around authenticity, natural appearance, and aging positivity.** Growing dissatisfaction with standardized, heavily treated appearances is encouraging some consumers and celebrities to embrace more natural-looking faces, reduce cosmetic interventions, and challenge conventional anti-aging ideals. Social media and fashion are starting to give greater visibility to older women and more diverse representations of beauty, reflecting a growing movement of age positivity and acceptance alongside the broader body-positivity movement. Meanwhile, population aging is creating a rapidly expanding market for beauty products and services designed for older consumers, particularly in Asian countries where demographic shifts are reshaping traditional beauty markets. These seemingly contradictory trends highlight a fundamental tension in the beauty industry: Even as technologies and treatments offer more ways to control and optimize appearance, consumers are also questioning unrealistic beauty standards and seeking greater authenticity, individuality, and freedom to age naturally.

Healthy Eating, Nutrition, & Weight Loss

2025 Market Size: $1,184.6b	2030 Projected Size: $1,598.5b
Historical CAGR (2019-2025): 4.5%	**Projected CAGR (2025-2030): 6.2%**

This sector captures a wide range of packaged foods, beverages, vitamins, supplements, and nutraceuticals, and that are positioned, marketed, and labeled as health- and wellness-enhancing, along with non-pharmaceutical weight management products and services. Among the four sectors in the "mature and steady growth" group, *healthy eating, nutrition, & weight loss* is the only one that continued to grow throughout the pandemic, as consumers sought out products that promised to strengthen their immunity and help ward off disease. This sector reached nearly $1.2 trillion in 2025 and has been growing by 4.5% annually since 2019. About three-quarters of the market is on healthy-labeled foods & beverages ($899.8 billion), while vitamins & supplements account for $176.7 billion, and weight-loss products & services are estimated at $108.2 billion.

- **Growth in this sector does not necessarily mean that people are eating healthier.** The market sizes and growth rates in this sector need to be interpreted with caution, because GWI's measurements only capture the products currently being marketed under the labels and claims of "healthy eating," while they are not able to measure large categories of fresh foods that are a core part of a healthy diet. Many products marketed as healthy have limited scientific evidence supporting their claims, and there is no consensus on how healthy they actually are. In addition, food price inflation has been very high globally in recent years (peaking at 13% in 2023, then declining to 3.1% in 2024 and 3.4% in 2025, based on UN data[21]); therefore, some of the growth in this sector reflects rising food prices, rather than an increase in consumer purchases. The rising price of food (especially healthy foods) is a major contributor to food insecurity and malnutrition around the world, while ultra-processed foods are consistently cheaper than unprocessed and minimally processed foods. According to UN data, 33% of the global population was unable to afford a healthy diet in 2025, and the cost of a healthy diet has gone up every year since 2017.[22] Food insecurity affects both lower-income countries and vulnerable populations in wealthier economies. These disparities highlight a fundamental contradiction in this sector: While affluent consumers are spending more on specialized wellness foods, beverages, and supplements, billions of people continue to struggle to afford a basic healthy diet.

- **Food and beverage companies are turning wellness trends into mainstream consumer products.** As consumer interest in wellness expands, food and beverage brands are launching increasingly specialized products targeting mental wellness, gut health, energy, cognitive performance, and other health-related goals. Functional beverages with wellness claims are a booming category, with products ranging from mood-enhancing and stress-relieving drinks to probiotic sodas, nootropic beverages, and alcohol alternatives that capitalize on the growing sober-curious movement (e.g., THC-/CBD-infused drinks, distilled botanicals for mocktails, etc.). The rapid adoption of GLP-1s is creating new

[21] Food and Agriculture Organization of the United Nations (2026, June 11). *General and food consumer price indices inflation rates, 2020-2025*. https://www.fao.org/statistics/highlights-archive/highlights-detail/general-and-food-consumer-price-indices-inflation-rates.-may-2026-update/en.

[22] FAO, IFAD, UNICEF, WFP, and WHO (2026). *The State of Food Security and Nutrition in the World 2026—Understanding and addressing the high cost of a healthy diet*. Rome: FAO. https://doi.org/10.4060/cd8306en.

opportunities for high-protein and high-fiber foods, smaller-portion meals, and specialized nutritional products. Younger consumers, especially Gen Z and Gen Alpha, are helping to drive these trends through social media, where visually appealing drinks, wellness snacks, and branded health products have become part of aspirational lifestyles and identity. Major food and beverage conglomerates are responding by developing their own wellness-oriented product lines and acquiring innovative startups, widening their distribution from niche health stores into conventional supermarkets and other mass-market channels. This mainstreaming is making wellness-branded foods and beverages more accessible, but it also raises questions about whether products marketed with functional ingredients or health claims are necessarily healthier than conventional alternatives.

- **The food and supplement industry is transforming traditional healing practices and ingredients into modern wellness products.** Growing consumer interest in traditional medicine, herbal remedies, and culturally rooted approaches to health is fueling new categories of functional foods, beverages, and supplements, particularly across Asia and increasingly in Western markets. In China and India, longstanding traditions of using herbs, botanicals, and foods for health are being repackaged into modern and factory-produced consumer products, including herbal wellness shots, powdered supplements, medicinal teas, functional snacks, and drinks incorporating Traditional Chinese Medicine (TCM) and Ayurvedic ingredients. These innovations combine local traditions with modern manufacturing, branding, and distribution, while also adapting Western-style supplementation and functional nutrition concepts for Asian consumers. Some businesses are creating entirely new experiences around these traditions, such as contemporary TCM-inspired cocktail bars and tea shops offering herbal drinks and formulations that can be personalized using AI. Internationally, ingredients like matcha, adaptogenic mushrooms, ashwagandha, turmeric, and traditional botanicals are being incorporated into a widening range of mass-market products (e.g., adaptogen teas, mushroom coffees, fermented and probiotic/prebiotic drinks for gut health, ancient grain snacks, etc.). However, the commercialization of these traditions can separate individual ingredients from their original cultural and holistic contexts, while adding sugars, additives, and other ingredients that may undermine the products' purported health benefits (for example, the colorful and sugary matcha drinks now being marketed to teens/tweens).

- **The supplement industry is becoming more sophisticated, personalized, and quasi-medical, even as scientific evidence and regulation struggle to keep pace.** The rise of longevity, preventive health, and health optimization is driving an explosion of specialized supplements targeting everything from brain health, sleep, and immunity to gut health, muscle performance, hormonal balance, children's nutrition, and healthy aging.[23] Peptide-related products are an especially fast-growing category, alongside ingestible beauty and increasingly complicated "supplement stacks" and supplement regimens targeting specific wellness goals. Moving beyond pills and capsules, new delivery models for supplementation are proliferating (e.g., wearable patches, drink powders, gummies and gels, oral strips, etc.), focusing on higher absorption, convenience, taste, and fun. Aging populations, rising incomes, and growing consumer interest in self-directed health management are all supporting the growing demand worldwide. Advances in diagnostics, biotechnology, and AI are enabling new approaches to personalized supplementation based on blood tests, microbiome analysis, genetic information, and other biomarkers, often through digital health and telemedicine platforms that combine testing, recommendations, and product sales. Supplementation is increasingly adopting the language and appearance of medical care, blurring the boundaries between consumer wellness products and clinical interventions. Yet, many supplement products and combinations have limited evidence of effectiveness, while regulatory oversight, ingredient quality, labeling accuracy, and

[23] See: Smith, J., "The Supplement Paradox," in Global Wellness Summit (2025), *The Future of Wellness: 2025 Trends*, https://www.globalwellnesssummit.com/product/2025-future-of-wellness-trends-report/.

safety standards vary widely across countries. The emergence of independent supplement-testing and transparency services reflects growing concerns about product quality, but also underscores the difficulty consumers face in distinguishing evidence-based nutrition from increasingly elaborate wellness marketing and unsubstantiated claims.

- **The explosion of GLP-1 drugs is fundamentally reshaping the weight loss sector, as well as the broader food, beverage, and nutrition industry.** In GWI's estimates, the weight-loss products & services segment has experienced mixed growth trends. Weight management *products* (e.g., meal replacements, OTC weight-loss supplements) have grown strongly (+5.1% annually from 2019-2025), while weight-loss *services* have contracted slightly (-0.5% annually), in part due to the explosive rise of GLP-1 medications. GWI excludes prescription weight-loss drugs from our measurements of this sector because pharmaceuticals fall within the medical industry and not wellness. However, GLP-1s are transforming how consumers approach weight management. This is especially true in the United States, where falling prices, expansion of telemedicine platforms, and new distribution channels have made these drugs increasingly accessible. Digital health platforms are combining GLP-1 prescriptions with nutrition counseling, supplement sales, and ongoing weight-management services, alongside complementary offerings like exercise programs and behavioral coaching. In the food industry, GLP-1s are prompting major food companies to develop new products and reformulate existing products to emphasize protein, fiber, and nutrient density, while restaurants are experimenting with smaller portions and GLP-1-friendly menus. More broadly, GLP-1s are affecting sectors across the wellness economy, including beauty and personal care, fitness, tourism, spas, and more (as discussed elsewhere in this report).[24] Although the market impacts have been most pronounced in the United States, GLP-1 adoption is spreading across Asia and other regions, supported by growing pharmaceutical competition, evolving regulations and patent protections, and expanding insurance coverage in some markets. Nevertheless, conventional weight-management products and services continue to serve consumers who cannot access, cannot tolerate, or prefer not to use these medications. Altogether, these developments are redefining the boundaries between medical treatment, wellness, nutrition, and consumer weight management.

- **Government food policies and public health initiatives are playing a growing role in shaping the healthy eating and nutrition consumer marketplace.** As obesity, diabetes, and other diet-related chronic diseases place increasing pressure on health systems, governments are adopting a wider range of measures to encourage healthier diets and influence the food industry. These include sugar taxes, nutrition labeling requirements, restrictions on unhealthy food marketing, efforts to reduce consumption of ultra-processed foods, and subsidies or incentives for healthier food choices. In China, the Healthy China agenda is reinforcing consumer interest in preventive nutrition, food quality, and healthier eating, while countries such as Singapore are using public policies and incentives to encourage healthier food purchases. European governments are also strengthening aspects of food labeling and nutrition policy, reflecting growing recognition of the links between diet, chronic disease, and public health expenditures. Alongside these policy developments, the emerging "food as medicine" movement is bringing nutrition more directly into healthcare delivery, particularly through partnerships among healthcare providers, insurers, employers, digital health companies, and specialized meal-delivery services. Programs offering medically tailored meals, produce prescriptions, nutrition counseling, and subsidized healthy foods are seeking to improve health outcomes and reduce healthcare costs. Although these models remain relatively small in relation to the broader food industry, they signal a shift toward treating nutrition not only as a consumer lifestyle choice but also as an important component of preventive healthcare and chronic disease management.

[24] See: Laurence, E., "A Wellness Check for Weight Loss Drugs," in Global Wellness Summit (2024), *The Future of Wellness: 2024 Trends*, https://www.globalwellnesssummit.com/product/2024-global-wellness-trends-report-the-future-of-wellness/.

Traditional & Complementary Medicine

2025 Market Size: $646.3b	2030 Projected Size: $1,000.8b
Historical CAGR (2019-2025): 5.1%	**Projected CAGR (2025-2030): 9.1%**

Spending on *traditional & complementary medicine* (T&CM) has been growing at an average annual rate of 5.1% over the last six years, reaching $646.3 billion in 2025. This large and diverse sector encompasses a wide range of traditional, indigenous, complementary, and alternative health practices, products, and services, spanning centuries-old healing systems and newer wellness modalities and technologies. The role of T&CM varies considerably across countries and regions, reflecting differences in cultural traditions, consumer preferences, healthcare systems, and government policies. As interest in preventive health and wellness continues to expand worldwide, T&CM is evolving in different ways across different markets, creating new opportunities for innovation, commercialization, and integration with other sectors of the wellness economy.

- **The T&CM sector spans ancient healing traditions and cutting-edge wellness technologies, increasingly blurring the boundaries between wellness and medicine.** In many ways, traditional and indigenous healing systems helped lay the foundations for the modern wellness movement, with practices and philosophies originating in Ayurveda, Traditional Chinese Medicine (TCM), herbal medicine, and other longstanding traditions influencing the development of wellness offerings around the world. Alongside these ancient approaches, the T&CM market encompasses a wide variety of complementary and alternative therapies, from chiropractic, naturopathy, and homeopathy to newer technology-driven modalities. In recent years, high-tech treatments like red-light and infrared therapy, cryotherapy, hyperbaric oxygen, flotation therapy, and IV infusions have expanded rapidly, moving beyond specialized recovery facilities into spas, fitness centers, hotels, and longevity clinics. Increasingly marketed for prevention, recovery, longevity, and biohacking, these offerings appeal to consumers seeking technologically advanced approaches to health optimization, while wellness businesses are embracing them as new revenue drivers. T&CM is one of the gray areas of the wellness economy, where consumer market wellness increasingly overlaps with the medical space. The interplay between ancient and modern approaches is a defining characteristic of the T&CM sector and is increasingly a major driver throughout the wellness economy. As wellness offerings become ever-more sophisticated, high-tech, quasi-medical, and "optimized," many consumers are pushing back and seeking out more authentic, culturally rooted, holistic, and personalized healing experiences.

- **Traditional medicine is being revived and modernized in its countries of origin, supported by consumer demand and national government priorities.** The T&CM market is heavily concentrated in Asia-Pacific, which accounts for $403.0 billion in spending in 2025 (or nearly two-thirds of the global total)—reflecting the region's longstanding healing traditions and the continuing role of traditional medicine in both healthcare and daily life. In countries like China, India, Japan, and South Korea, traditional medicine systems have varying degrees of formal recognition, integration into healthcare delivery, and insurance coverage. China and India, in particular, are actively promoting their traditional healing systems as national strategic priorities, not only to strengthen healthcare provision and preventive health, but also to preserve their cultural heritage, reinforce national identity, develop domestic and export industries, and expand international influence. In China, the government's Healthy China agenda is supporting the expansion and modernization of TCM, with an emphasis on professional training, standardization, scientific research, technological innovation, and integration with allopathic healthcare. In India, the government is similarly investing in Ayurveda and other traditional medicine systems through research, education, quality standards, international cooperation, and efforts to expand their global recognition. The country's Ayushman Bharat Initiative supports the expansion of traditional medicine clinics and providers as a key part of broader efforts to strengthen primary and preventive healthcare and advance universal health coverage. These government initiatives are unfolding alongside a consumer-led revival of T&CM across Asia, particularly among younger generations, who are rediscovering traditional healing practices and embracing modernized versions of functional foods and beverages, superfoods, and supplements that utilize ingredients from their local and indigenous traditions. These developments are transforming traditional medicine into an increasingly important intersection of healthcare policy, cultural identity, consumer wellness, and economic development in Asia.

- **Western wellness markets are adapting and commercializing healing traditions from around the world, largely through consumer-driven spending.** In Western, English-speaking countries that do not have a longstanding cultural tradition of T&CM (e.g., the United States, Canada, the United Kingdom, Australia), the T&CM market is driven by consumer out-of-pocket spending and mostly operates outside of the conventional healthcare system. Although some complementary therapies are recognized or reimbursed within conventional healthcare, much of the sector operates through private practitioners, wellness businesses, and discretionary spending. Interest in T&CM is driven by growing demand for preventive, holistic, and personalized approaches to health, alongside growing dissatisfaction with aspects of conventional healthcare (including high costs, limited access, and treatments that some consumers perceive as ineffective or impersonal). Consumers are increasingly combining conventional medical care with complementary therapies, or assembling their own approaches to health management outside of established healthcare systems. Western wellness businesses (especially in the United States) are adept at borrowing from traditional/indigenous practices from around the world, infusing them into new products and services, and making them appeal to modern wellness consumers. This trend has helped to propel the growth of the modern wellness movement for several decades, and it has introduced wider audiences to practices like acupuncture, Ayurveda, herbal medicine, and various traditional bodywork therapies. However, the commercialization of T&CM traditions has also generated criticism, particularly when practices are separated from their original cultural contexts, marketed without appropriate recognition of their origins, or promoted with exaggerated health claims. These dynamics highlight both the opportunities and tensions involved in translating culturally rooted healing traditions into global consumer wellness markets.

- **T&CM is becoming a major source of innovation across the broader wellness economy, creating new products, services, and business models.** GWI projects spending on T&CM will grow by 9.1% annually over the next five years, considerably faster than many other large and established wellness sectors. That is because the rise of indigenous, traditional, herbal, complementary, and novel wellness and health modalities and ingredients is one of the biggest trends driving growth and innovation across many other wellness sectors. Their widespread incorporation into new products, services, and business models—from functional beverages and supplements, to beauty and personal care products, to spas and wellness clinics—is helping to drive the consumer spending growth in this sector. In particular, the rapid growth of the *wellness tourism*, *spas*, and *thermal/mineral springs* sectors is helping to boost T&CM growth, as travel often introduces consumers to modalities and products that they may subsequently seek to incorporate into their daily lives at home. Businesses are using these offerings to differentiate themselves, reach new consumer segments, and generate additional revenue in an increasingly competitive wellness marketplace. At the same time, specialized T&CM services are becoming more accessible through new delivery models, including standalone wellness clinics, treatment studios, and equipment-based facilities offering recovery, relaxation, and longevity-oriented services. This diffusion across industries is expanding T&CM's influence well beyond traditional practitioners and specialized wellness businesses, while helping to bring previously niche products and treatments into the mainstream consumer market.

- **The growing medicalization of wellness is raising new questions about scientific evidence, safety, and regulation in the T&CM sector.** Clinical research and scientific evidence remain uneven across the vast range of traditional and alternative treatments. Many longstanding practices have not been rigorously evaluated using modern clinical research methods, while newer wellness technologies and interventions are often commercialized faster than their health claims can be independently verified. These challenges are becoming more pronounced as consumer wellness businesses increasingly offer treatments that resemble medical care, including IV infusions, hyperbaric oxygen, and other interventions marketed for longevity, recovery, and health optimization. The growing promotion of injectable peptides and other experimental compounds within the broader biohacking and longevity marketplace illustrates these risks, particularly where products have limited human safety data, uncertain effectiveness, or unclear regulatory status. Regulatory oversight of T&CM varies widely across the world, with every country having different standards for practitioner qualifications, treatment safety, product quality, advertising claims, and the use of medical technologies. As T&CM becomes more commercialized, technologically sophisticated, and medically oriented, the challenge for policymakers and consumers will be distinguishing evidence-based and appropriately regulated treatments from offerings whose promised benefits exceed the available scientific support.

High-growth sectors closely tied to the tourism and hospitality industries: *wellness tourism*, *spas*, and *thermal/mineral springs*.

These three wellness sectors are embedded in and closely linked to the tourism and hospitality industry. Travel was decimated during the pandemic and has taken several years to recover (for general tourism worldwide, domestic trips did not recover beyond their pre-pandemic levels until 2025, and inbound trips are only 5% higher than in 2019). Likewise, *wellness tourism*, *spas*, and *springs* also suffered a multi-year loss of revenue, but in most countries, these sectors fared better during the pandemic and have recovered more quickly than overall tourism. While the pandemic was truly a shock to these sectors, it was also a temporary blip in terms of their growth prospects, and the fundamental consumer interest in and demand for these activities are stronger than ever.

Because these three sectors are so intertwined, we will discuss their major growth trends and drivers as a group, rather than separately. As a comparison to the sector data points below, overall tourism spending (for domestic and inbound trips combined) grew by 2.8% annually from 2019-2025, is now at 118% of its 2019 level, and is projected to grow by 5.5% annually from 2025-2030.

Wellness Tourism	
2025 Market Size: $982.4b	**2030 Projected Size: $1,383.9b**
Historical CAGR (2019-2025): 6.9%	**Projected CAGR (2025-2030): 7.1%**

Spas	
2025 Market Size: $184.0b	**2030 Projected Size: $270.1b**
Historical CAGR (2019-2025): 7.3%	**Projected CAGR (2025-2030): 8.0%**

Thermal/Mineral Springs	
2025 Market Size: $77.9b	**2030 Projected Size: $124.5b**
Historical CAGR (2019-2025): 3.2%	**Projected CAGR (2025-2030): 9.8%**

The *wellness tourism*, *spas*, and *thermal/mineral springs* sectors are evolving rapidly, reflecting the broader shifts taking place across the wellness economy. Businesses are expanding beyond their traditional offerings, developing new models that combine hospitality, beauty, fitness, recovery, medical wellness, and social experiences. Consumers are seeking a widening range of experiences, from high-tech, medicalized, and results-oriented treatments to simpler, more affordable opportunities for relaxation, nature, cultural immersion, and human connection. These trends are creating new opportunities for investment, innovation, and growth, while blurring industry boundaries and changing long-established definitions of what constitutes a spa, wellness destination, or wellness experience.

- **The market is driven by two opposing trends: the pursuit of high-tech health optimization and longevity versus a return to more authentic, natural, and social experiences.** Spa and wellness tourism offerings are becoming more clinical, medicalized, and high-tech ("hardcare wellness"[25]), building on the recent preoccupation with longevity medicine and biohacking, the ongoing emergence of new technologies, and consumers' increasing demand for evidence-based and results-oriented services. At the luxury end, wealthy consumers are spending thousands or even tens of thousands of dollars on highly personalized programs that combine advanced diagnostics, biomarker testing, medical consultations, and longevity-focused interventions. These experiences are changing the traditional idea of a wellness vacation from relaxation and rejuvenation into intensive health assessment and optimization. A parallel yet contradictory growth driver is the rising consumer interest in all things natural, authentic, human, and social ("softcare wellness" [26]). Younger generations, and women in particular, are pushing back on the rise of "hyper-optimized, high-pressure, uber-commodified wellness."[27] They are seeking out simpler, lower-tech, less lonely experiences that focus on social and emotional wellness and bring them into closer contact with the natural world, with authentic local cultures, and with other people. In response, spas, wellness resorts, and wellness tourism operators around the world are launching new retreats and "slow tourism" experiences that go far beyond the traditional yoga retreat: pilgrimages, spiritual and temple retreats, farm+wellness tourism, analog and digital detox travel, and more. This interest in less-structured wellness experiences is also reflected in the popularity of rustic cabins, glamping, and nature retreats among tourists. These developments reflect the evolving and expanding motivations consumers bring to wellness and the diversity of experiences being developed to meet their needs in the spa and wellness tourism spaces.

- **Spas are becoming increasingly hybridized, blurring the boundaries between wellness, beauty, and medicine.** For the last decade or two, spas have been moving far beyond traditional massage and facials, and this transformation has accelerated in recent years. Medical aesthetic treatments and cosmetic procedures are exploding in popularity around the world—from injectables and microneedling to laser treatments and mole removal—leading to rapid growth in medical spas and medical wellness tourism (as well as cosmetic tourism, which is beyond the scope of GWI's dataset). Spas around the world have been adding all kinds of high-tech experiences and "touchless" equipment to help drive revenue growth: infrared saunas, hyperbaric oxygen and cryotherapy chambers, vibroacoustic therapy beds, LED light therapy beds, multisensory and VR-guided meditation pods, robotic massage, etc. While "touchless wellness" initially took off during the pandemic (to address concerns about physical contact), these technologies are now being marketed for recovery, biohacking, and longevity. They also offer attractive business models because they require relatively little staffing, generate additional revenue, and provide more affordable entry points for consumers. Meanwhile, procedures that used to take place only at hospitals and medical clinics are increasingly showing up spa menus (e.g., lymphatic

[25] See: McGroarty, B. (Executive Ed.), "Preface," in Global Wellness Summit (2024), *The Future of Wellness: 2024 Trends*, https://www.globalwellnesssummit.com/press/press-releases/gws-trends-2024/.

[26] Ibid.

[27] See: Smith, J., "Trend #2: The Over-Optimization Backlash," in Global Wellness Summit (2026), *The Future of Wellness: 2026 Trends*, https://www.globalwellnesssummit.com/2026trends/.

drainage, gut microbiome assessments, sleep analysis, blood/biomarker analysis, genetic testing, musculoskeletal assessments, etc.). Wealthy consumers who can easily pay out-of-pocket are turning to spas and wellness clinics for diagnostics and early detection, personalized preventive care, chronic disease management, health and nutrition coaching, and much more. Higher-end spas and wellness/health resorts are expanding to become **hybridized medical-wellness clinics and longevity clinics**, offering everything from massage to diagnostic testing to functional medicine. Similar hybrid medical-wellness models are emerging in many other parts of the wellness and concierge healthcare industry (e.g., in luxury gyms, wellness/social/urban clubs, longevity clinics, functional medicine clinics, etc.). As a result, there is a growing overlap between wellness and medicine at the higher end of the market, blurring the lines across sectors and making it harder to even define what is a "spa."

- **Competitive pressures and changing consumer interests are driving new models of wellness travel.** Several big shifts in the wellness market are shaping the future growth of *wellness tourism*, including a drive toward ever more **specialized offerings**, both as a differentiator in a competitive market and as a way to attract new customer segments. Businesses are developing new products and programming that target the specific needs of different demographics—for example, menopause retreats, men's retreats, alcohol-free retreats for the sober curious, sports performance and recovery programs, and so on. Another emerging trend is the development of **more affordable, informal retreat models, pilgrimages, farm stays, and slow travel experiences** that operate outside of traditional destination spas and wellness resorts.[28] Often organized by independent operators in rural lodges, cabins, rented accommodations, and other nontraditional settings, new kinds of group-oriented retreats are especially appealing to younger consumers seeking social connection, nature, relaxation, and analog activities like reading, crafts, board games, outdoor recreation, and digital detox. **Fitness and sports** are becoming important drivers of wellness travel, with more people traveling to participate in fitness competitions and challenges (e.g., HYROX), marathons and races, and other sporting events.[29] These event-based forms of wellness tourism represent a different model from the traditional spa- and resort-based wellness travel of the past, combining physical activity, competition, travel, and community. Another emerging trend is the "**festivalization of wellness**," with wellness brands and event organizers creating large-scale, multi-day gatherings that borrow from the music festival model, combining group workouts, yoga, meditation, breathwork, educational workshops, music, entertainment, and immersive experiences.[30] These events turn wellness into a shared, celebratory, and community-oriented experience, often attracting people who may not otherwise visit a traditional wellness retreat or destination spa. These increasingly diverse offerings are expanding the boundaries of *wellness tourism* and attracting a wider range of consumers with different wellness interests, motivations, and budgets.

- **Consumer demand for mental wellness, stress reduction, and better sleep is reshaping wellness tourism and spa offerings.** While consumers have always viewed tourism and spas as opportunities for rest and relaxation, businesses across these sectors are now capitalizing on the rise of mental wellness, with all kinds of targeted offerings being developed to address stress reduction, mindfulness, sleep, and emotional well-being. Hotels and wellness resorts are introducing specialized sleep retreats, guided meditation and mindfulness programs, stress-management workshops, and digital detox experiences, while also incorporating sleep-enhancement products and technologies into their guest rooms (e.g., circadian lighting, soundproofing, sleep-tracking devices, and specialized bedding) and

[28] See: Wilson, E., "The Power of the Pilgrimage," in Global Wellness Summit (2024), *The Future of Wellness: 2024 Trends*, https://www.globalwellnesssummit.com/product/2024-global-wellness-trends-report-the-future-of-wellness/.

[29] See: Ladis, P., "Sports Finally Finds Its Footing in Hospitality," in Global Wellness Summit (2024), *The Future of Wellness: 2024 Trends*, https://www.globalwellnesssummit.com/product/2024-global-wellness-trends-report-the-future-of-wellness/.

[30] See: Whitby, M., "The Festivalization of Wellness," in Global Wellness Summit (2026), *The Future of Wellness: 2026 Trends*, https://www.globalwellnesssummit.com/2026trends/.

creating dedicated spaces for meditation and relaxation. Even airports and airlines are introducing stress-reducing amenities and experiences, such as meditation lounges, quiet rooms, and guided mindfulness content during flights. Spas are incorporating mental wellness into their treatment menus with mindfulness massages enhanced with biofeedback or breathwork, multisensory relaxation pods, aromatherapy, sound therapy, and other experiences designed to calm the nervous system and promote deeper relaxation. Thermal springs, saunas, and bathhouses are also expanding their mental wellness offerings through guided bathing rituals, group meditation, breathwork, and sound-based experiences that combine bathing, relaxation, and social connection.

- **Thermal/mineral springs, bathhouses, and saunas are flourishing as consumers seek out natural, water-based, and social wellness experiences.** Despite the setbacks during the pandemic, *thermal/mineral springs* has long been one of the fastest-growing sectors in the wellness economy, and springs businesses around the world have seen exceptionally strong revenue growth in recent years. In the largest and most established thermal springs markets (Japan, China, and Europe), growth is increasingly driven by the modernization and diversification of traditional bathing facilities into integrated wellness destinations, with investments in upgraded accommodations, spa and preventive health services, and other value-added experiences to attract new customer segments and increase spending, even as operators contend with aging infrastructure, labor shortages, and rising operating costs. Hundreds of new springs-based businesses are also in development worldwide, from China, Japan, Taiwan, and Vietnam to the United States, Turkey, Tunisia, Brazil, and beyond. The rise of water-based wellness extends beyond the *thermal/mineral springs* sector to the proliferation of all kinds of new social bathhouses, saunas, and other water-based offerings in spas and resorts (hydrotherapy circuits, hammams, watsu therapy, ice baths, etc.).[31] Consumers in places without longstanding public bathing traditions are "discovering" the therapeutic benefits of thermal waters, saunas, hydrotherapy, thalassotherapy, cold plunges, contrast bathing, Korean bathhouses, and wild swimming. The opportunities to connect with nature, experience cultural traditions, and enjoy "social wellness" are a big part of the appeal. Springs, saunas, and bathhouse establishments are tapping into these desires, with super-social bathing offerings like theatrical Aufguss events and music+soaking programs ("soak & sound," "deep listening sauna sessions"). In major cities around the world, a new generation of hip, design-forward urban bathhouses is emerging, combining saunas, hot and cold plunges, and communal bathing with stylish social spaces, music, curated events, and immersive experiences that are especially appealing to younger guests. These new bathhouse and thermal spring facilities are becoming wellness-oriented "third places," where people can find connection and community. Their relatively affordable price points (especially in comparison to traditional "luxury" spa and wellness offerings) are attracting younger and more diverse customers to the wellness industry.

- **Asia is emerging as a powerhouse of innovation and investment in *wellness tourism*, *spas*, and *thermal springs*.** Across Asia-Pacific, the combination of longstanding healing and wellness traditions, government support, and large-scale business investment and modernization is positioning the region as a major source of new wellness tourism concepts and business models. Countries across Asia are seeking to differentiate their wellness tourism offerings by drawing on traditional medicine systems, indigenous healing practices, natural assets, and cultural heritage, while incorporating modern technologies and expanding into medical aesthetics, advanced diagnostics, longevity medicine, recovery therapies, and other tech-based wellness services. By marrying cutting-edge medical science and diagnostics with ancient healing modalities, Asian wellness resorts and clinics are pioneering a new medical-wellness paradigm. South Korea's global success in promoting K-beauty and medical aesthetics has strengthened its position as a beauty and medical wellness tourism destination, while encouraging other

[31] See: Kitchen, J., "Sauna Reimagined," in Global Wellness Summit (2025), *The Future of Wellness: 2025 Trends*, https://www.globalwellnesssummit.com/product/2025-future-of-wellness-trends-report/.

Asian countries to develop their own distinctive beauty and wellness concepts. China is experiencing rapid growth in medical spas, preventive aesthetic services, and technology-driven wellness, alongside major investments in modernizing its vast thermal springs industry and integrating TCM, rehabilitation, preventive health, and other wellness services into its hot spring and tourism offerings. Southeast Asian countries, including Thailand, Vietnam, Indonesia, the Philippines, and Malaysia, are increasingly seeking to move beyond a generic wellness tourism image centered on spas, beach resorts, and rest and relaxation. National and regional tourism authorities are developing more distinctive identities and investing in new offerings that capitalize on their unique local assets. Thailand, for example, is leveraging its longstanding international reputation for spas, traditional Thai massage, and wellness hospitality to position itself as a more comprehensive wellness destination. Key priorities include expanding into medical wellness, longevity, and preventive health; elevating its traditional healing practices and cultural heritage; and investing in underdeveloped natural assets like hot springs. Vietnam, an emerging wellness tourism market, is seeing substantial investment in new coastal wellness resorts, modern thermal springs destinations, and wellness-oriented residential and hospitality developments, capitalizing on its natural landscapes, thermal/mineral water resources, and rapidly expanding tourism infrastructure. Across the region, developers are investing in offerings ranging from luxury integrated wellness resorts and medical-wellness destinations to smaller retreats, culturally immersive experiences, and nature-based properties. These developments are supported by rapidly rising consumer interest in wellness across the region, expanding tourism markets, well-established service traditions, and the relative affordability of many Asian destinations for international visitors.

- **Climate change is beginning to reshape wellness tourism destinations, travel patterns, and business operations.** Rising temperatures, more frequent extreme heat events, and other climate-related disruptions are posing growing challenges for tourism destinations worldwide, particularly in locations where outdoor activities, nature experiences, and warm-weather travel are important components of the visitor experience. Increasingly uncomfortable summer conditions in parts of southern Europe and other traditionally popular destinations are contributing to growing interest in cooler-climate alternatives (e.g., northern Europe, Canada, and higher-altitude locations). Concerns about heat are also starting to influence when people travel, with some shifting vacations away from peak summer months toward spring, autumn, or other periods with more favorable weather. These changes are especially relevant for *wellness tourism* because many experiences depend on access to nature, outdoor recreation, outdoor bathing and thermal springs, and comfortable environments for relaxation and wellness activities.

  Climate risks also pose immense challenges for wellness business operators and investors, including rising energy and water costs; greater energy demands for cooling; the need for climate-resilient infrastructure; and business disruptions from wildfires, floods, droughts, and extreme weather. Wellness tourism and spa operators are facing growing pressures to rethink how they design, build, and operate their facilities, in order to reduce their environmental footprints and make more efficient use of natural resources, especially water and energy. This includes investments in energy-efficient buildings and equipment; renewable energy; water conservation and recycling systems; and more sustainable heating, cooling, and water-intensive spa and bathing operations.[32] All of these pressures are creating opportunities for emerging destinations that can offer cooler climates, year-round wellness experiences, and more environmentally sustainable tourism models. Although climate-driven changes in wellness travel are still in the early stages, sustainability, climate resilience, and changing seasonal travel patterns are likely to become increasingly important considerations for *wellness tourism* development and destination competitiveness in the coming years.

[32] Kitchen, J., "Watershed Wellness," in Global Wellness Summit (2025), *The Future of Wellness: 2025 Trends*, https://www.globalwellnesssummit.com/product/2025-future-of-wellness-trends-report/.

Sectors where growth is shaped more by public/private sector policies than consumer demand: *public health, prevention, & personalized medicine* and *workplace wellness*.

Most of the sectors in the wellness economy are selling products and services directly to consumers, and their growth trends are directly shaped by the evolving interests and demand patterns in the marketplace. These two sectors are different because they are not primarily consumer-facing. The *public health, prevention, & personalized medicine* sector is largely shaped by government health and public health policies, health spending, and the national healthcare systems in each country. *Workplace wellness* is driven by company spending on and approaches to employee programs, benefits, and hiring practices. Below, we discuss the unique factors driving the growth and development of these two sectors, and why their growth trajectories look different from the other wellness economy sectors.

Public Health, Prevention, & Personalized Medicine

2025 Market Size: $851.3b	2030 Projected Size: $1,179.7b
Historical CAGR (2019-2025): 6.4%	**Projected CAGR (2025-2030): 6.7%**

This sector, as defined by GWI, has two distinct subsectors with very different growth patterns. It is also one of only two sectors where we specifically include some medical and healthcare-related expenditures in our wellness economy estimates (the other is *traditional & complementary medicine*). While *public health & prevention* is largely funded by governments and other institutional sources, *personalized medicine* is increasingly driven by private consumer spending on preventive diagnostics, individualized health services, and longevity.

- **The pandemic led to a massive ramp up and then deceleration in public health & prevention spending since 2020.** The *public health & prevention* segment accounts for 57% of the spending in this sector ($487.5 billion in 2025), funding efforts to avoid the spread of disease, address risk factors, and provide early detection (e.g., vaccinations, epidemiological surveillance, educational campaigns, COVID-19 testing, breast cancer screenings, etc.). Much of this is public sector spending because in most places, public health and prevention efforts are funded by governments, nonprofits, and multilateral/donor agencies—although these activities can also be funded through the private insurance system and directly out-of-pocket by individuals and families. Around the world, public health spending ramped up dramatically from 2020 to 2022, in response to the pandemic. In 2023 to 2025, the growth has decelerated and/or spending has shrunk in most places, moving back toward pre-pandemic levels. A good way to understand this trend is to look at public health/prevention spending as a share of total global health expenditures: starting at 4.0% in 2019, peaking at 7.1% in 2021, and then shrinking back to 4.0% in 2025 (GWI estimates based on WHO data).

- **Public health and prevention are facing major setbacks in some countries, while becoming central priorities for healthcare reform in others.** In recent years, government policies and priorities around the world have been moving in sharply different directions. The United States has a huge influence on the overall spending levels in this sector, because it accounts for 46% of total global health expenditures and 36% of global spending on *public health & prevention* in 2025 (GWI estimates based on WHO data). Since January 2025, the Trump administration has been dismantling public health programs and defunding biomedical research domestically, along with decimating global preventive health funding and assistance. Since the United States has historically been the largest funder of public health initiatives worldwide (via direct foreign aid and funding to multilateral agencies), the severe cuts to U.S. foreign aid and humanitarian assistance have had major repercussions for public health programs across developing and lower-income countries (affecting funding for programs like maternal/child health, HIV/AIDS prevention, malaria prevention, vaccinations, food security, and much more).[33]

[33] See: Kates, J., et al (2025, March 6). The Trump Administration's Foreign Aid Freeze and Global Health: The Biggest Gaps Left on the Donor Landscape. *Kaiser Family Foundation*. https://www.kff.org/global-health-policy/the-trump-administrations-foreign-aid-freeze-and-global-health-the-biggest-gaps-left-on-the-donor-landscape/.

Meanwhile, a number of countries in Asia and the Middle East are moving in the opposite direction, making preventive health, healthy aging, and longevity central priorities for long-term healthcare reform. Singapore's Healthier SG initiative, China's Healthy China strategy, and Abu Dhabi's Healthy Living Strategy illustrate a growing emphasis on shifting healthcare systems away from treating disease toward preventing illness, managing chronic health risks, and improving population health. These initiatives encompass everything from preventive screenings and personalized health assessments to lifestyle interventions, traditional medicine, digital health technologies, and policies that encourage healthier behaviors. In these countries, prevention is increasingly viewed not just as a healthcare priority, but also as an economic necessity in the face of aging populations, rising chronic disease burdens, and growing healthcare costs.

- **The consumerization of healthcare is fueling rapid growth in personalized medicine, preventive diagnostics, and longevity services.** The *personalized medicine* segment focuses on preventive diagnostics and individualized nutrition, lifestyle, and health optimization services (e.g., genetic testing and biomarker analysis), with spending driven more by the private consumer market and out-of-pocket payments. *Personalized medicine* has grown at a rapid pace in recent years (6.5% annually since 2019), reaching $363.8 billion in 2025. This strong growth, which is projected to continue in the coming years, is fueled by ongoing innovations in biomedical technologies, genomics, AI, and longevity science. There is a growing segment of consumers who are interested in and willing to pay for personalized health optimization, testing, and diagnostic services to improve both their lifespans and healthspans.[34] Much of this spending is taking place outside of conventional healthcare systems, with a growing array of private longevity clinics, functional and integrative medicine clinics, concierge medicine centers, advanced virtual/telehealth platforms, and direct-to-consumer services. This reflects a broader trend toward the disintermediation of conventional medicine in some countries, as consumers seek out more convenient, personalized, and prevention-oriented services that may not be readily available through regular healthcare providers or covered by insurance systems. The range of offerings is rapidly expanding, from biomarker and genetic testing to advanced imaging, personalized nutrition and fitness plans, hormone-related services, and AI-assisted health assessments. Declining diagnostic costs and advances in AI are making these services easier to deliver, more personalized, and more accessible to a broader consumer market, although much of the spending remains driven by wealthy people in wealthy countries (who have the disposable incomes to pay out-of-pocket for these high-price services). As noted elsewhere, advanced diagnostic and personalized medicine services are increasingly being offered in luxury fitness centers, spas, health resorts, wellness clubs, and other nonclinical settings. Telemedicine platforms are also transforming consumer access to prescription-based treatments (such as GLP-1 drugs), often combining medical consultations with nutrition coaching, fitness programs, and other holistic wellness services. While these developments are creating new opportunities for personalized and preventive healthcare, many commercially marketed personalized medicine and longevity interventions remain ahead of the science**,** and questions persist about clinical effectiveness, medical oversight, affordability, and equitable access.

[34] See: Pelletier, K.R., and Weiner, Z., "Longevity Has Longevity," in Global Wellness Summit (2024), *The Future of Wellness: 2024 Trends*, https://www.globalwellnesssummit.com/product/2024-global-wellness-trends-report-the-future-of-wellness/.

- **Longevity is becoming a major driver in the consumer wellness market and a growing priority for national healthcare and economic policy.** The global longevity movement is evolving along two very different, but increasingly overlapping, paths. In the United States and some other Western countries, the pursuit of longevity and healthspan is largely being marketed as an individual consumer opportunity, with growing demand for advanced diagnostics, biohacking, personalized health optimization, and private-pay longevity services (as discussed above). In parts of Asia and the Middle East, however, longevity is increasingly being approached as a much broader societal and economic challenge. Countries like Japan, China, Singapore, and South Korea are confronting the implications of rapidly aging populations, low birth rates, rising chronic disease burdens, and mounting pressures on their healthcare and eldercare systems. In countries like Singapore, China, the United Arab Emirates, and others (as noted above), national government initiatives are developing responses to these challenges that go far beyond medical treatments and consumer wellness offerings, to include preventive healthcare reform, healthy living environments, aging-friendly homes and communities, technology-enabled eldercare, and efforts to support healthier and more productive lives at older ages. These approaches reflect a much broader understanding of longevity—not simply as extending individual lifespans, but as adapting healthcare systems, economies, and societies to longer lives and older populations. Ultimately, the greatest population-wide benefits of advances in personalized medicine and longevity science will depend upon continued clinical testing and their integration into mainstream healthcare systems, public health policies, and insurance coverage, which will be necessary to expand access and scale their impacts beyond affluent consumers.

Workplace Wellness

2025 Market Size: $55.9b	2030 Projected Size: $62.4b
Historical CAGR (2019-2025): 1.3%	**Projected CAGR (2025-2030): 2.2%**

The *workplace wellness* sector measures a wide array of spending and programs by companies that aim to raise awareness, provide education, and offer incentives for employees to adopt healthier lifestyles—from subsidized gym memberships and fitness challenges, to on-site health screenings and health fairs, to stress management groups and smoking cessation programs. As such, this sector is measuring spending by companies (not by consumers). The overall growth trend for *workplace wellness* spending has been relatively slow (1.3% annual growth over the last six years). However, this slow growth does not necessarily reflect declining corporate interest in worker well-being, but rather important shifts in how employers approach employee health, benefits, and working conditions.

- **Employers are rethinking traditional workplace wellness programs and shifting toward more holistic approaches to worker well-being.** Employers in larger or "mature" markets (e.g., North America, Europe) are increasingly moving away from programmatic approaches to workplace wellness, reflecting growing questions about whether these programs are actually effective in improving employee well-being or health outcomes.[35] Recent research has found limited evidence that many conventional offerings—such as wellness apps, mindfulness classes, and fitness incentives—lead to meaningful improvements in employee wellness. Low participation rates, rising healthcare and insurance costs, and tighter corporate budgets are also prompting employers to reassess spending on discretionary wellness benefits. Meanwhile, some companies are increasingly adopting more holistic approaches that encompass company culture, leadership style, workflow, benefits, physical environments, and more—and these efforts are not definable or measurable as "workplace wellness spending." Approaches such as living wages, paid sick leave, better retirement benefits, job security, flexible schedules, limits on working hours/overtime, and workplace safety can have a huge impact on employee health and well-being. Aging populations and workforces, especially in parts of Asia and Europe, are also creating new priorities for employers as more people remain in the workforce at older ages. Companies will increasingly need to adapt their workplace wellness approaches to address things like age-related health needs, chronic disease management, flexible working arrangements, and caregiving responsibilities.[36] Therefore, workplace wellness and worker well-being as a company priority can be growing, even when measurable spending on programs is not.

[35] For example, see: Croft, J., et al (2024, Oct. 18). Why Workplace Well-Being Programs Don't Achieve Better Outcomes. *Harvard Business Review,* https://hbr.org/2024/10/why-workplace-well-being-programs-dont-achieve-better-outcomes.

[36] See: Stewart, D., "Longevity Redefines Work," in Global Wellness Summit (2025), *The Future of Wellness: 2025 Trends*, https://www.globalwellnesssummit.com/product/2025-future-of-wellness-trends-report/.

- **The growing crisis of employee stress, burnout, and mental health is forcing employers to address the underlying conditions of work.** Recognizing the costs of worsening employee mental health, many employers are making mental wellness a priority. However, industry leaders increasingly understand that mental health promotion means more than just an app or a yoga class. Excessive workloads, long working hours, always-on digital work cultures, job insecurity, and blurred boundaries between work and personal life are all major sources of stress and burnout. Remote and hybrid work can provide greater flexibility while also making it harder for employees to disconnect, especially as digital technologies enable work to extend into evenings and weekends. Some employers are responding by putting limits on working hours and after-hours communications, offering more flexible schedules, and strengthening social support systems in the workplace. Some countries, such as Argentina, France, Belgium, Australia, and Portugal, have introduced various right-to-disconnect or rest laws and codes. Experiments with four-day workweeks in countries like Germany, the United Kingdom, and Iceland also point to the potential benefits of giving workers more time for rest, family, exercise, and social connection. Some leading companies are also training line managers in mental health support and addressing workplace culture and management practices as sources of stress. These developments signal a growing recognition that improving employee mental health requires changing how work is organized, not simply offering more stress-management programs.

- **AI and digital technologies are transforming workplace wellness offerings while creating new pressures on employees.** The rapid introduction and adoption of AI represent both a boon and a source of stress for workers. While AI can improve productivity, expand opportunities for workers with disabilities, and make work more accessible, it is also creating anxiety about job security, changing skill requirements, and potential job losses. At the same time, employers are increasingly turning to digital and AI-enabled platforms to deliver workplace wellness benefits more efficiently and at lower costs. This "appification" of workplace wellness includes subscription-based platforms offering mental health support, fitness classes, nutrition counseling, telehealth, fertility and menopause support, and other services, often through relatively inexpensive per-employee memberships. Remote and hybrid work are accelerating this shift by increasing demand for benefits that can reach employees outside of traditional office settings. AI-assisted mental health tools, virtual physical therapy, and personalized health coaching are further expanding these offerings. However, digitalization raises concerns about employee privacy and surveillance, as employers and insurers gain new capabilities to track workers' health behaviors, wellness program participation, and other personal data.

- **Healthy workplace environments are becoming a major focus for employers seeking to improve worker well-being and productivity.** Many companies are investing in healthy built environments (e.g., indoor air quality, thermal comfort, better lighting, biophilic elements, ergonomics, etc.), reflecting growing evidence that these efforts support not only employee wellness, but also productivity and the bottom line. In commercial real estate, wellness features can support higher employee productivity and performance, reduced absenteeism and presenteeism, and improved retention and recruitment. The evidence for these business impacts comes from a growing body of research on indoor environmental quality and worker performance, along with studies and case examples from specific companies and buildings.[37] The introduction of "at scale" certification programs by both Fitwel and WELL has supported the rapid growth of healthy buildings in the commercial space, with large and multinational corporations pursuing wellness certifications across entire portfolios of properties. Importantly, these investments in healthier physical work environments are not captured in GWI's *workplace wellness* spending figures, even though they may represent much larger expenditures than conventional wellness programs and can have significant impacts on employee health and performance.

[37] For more information on these studies, see: Yeung, O., and Johnston, K. (2025). *Build Well to Live Well: The Future*. Miami, FL: Global Wellness Institute. https://globalwellnessinstitute.org/2025-build-well-to-live-well-wellness-real-estate-communities/.

- **Structural changes in global labor markets limit access to workplace wellness and are widening disparities in worker health and well-being.** Around the world, the "gig economy," temporary employment, and contract work are reshaping labor markets, leaving many workers in jobs characterized by a lack of job security, irregular hours, unstable income, and other stressors. A large share of the global workforce is in informal, temporary, or insecure employment, with little or no access to employer-sponsored benefits, much less workplace wellness programs. This means the benefits of workplace wellness efforts are limited to the less than 10% of the global workforce (based on GWI estimates) that is lucky enough to be in secure jobs with benefits—and these are predominantly in wealthy countries (North America, Europe), multinational corporations, and knowledge-intensive industries (e.g., IT, finance, etc.). Meanwhile, a huge portion of the workforce, especially in lower-income countries, faces much more fundamental challenges related to exploitation, workplace safety and health threats, lack of secure employment, and inadequate social protections. Even as leading employers expand their approaches to worker health and well-being, the vast majority of workers worldwide remain outside the reach of these efforts.

CHAPTER 3

Wellness Real Estate

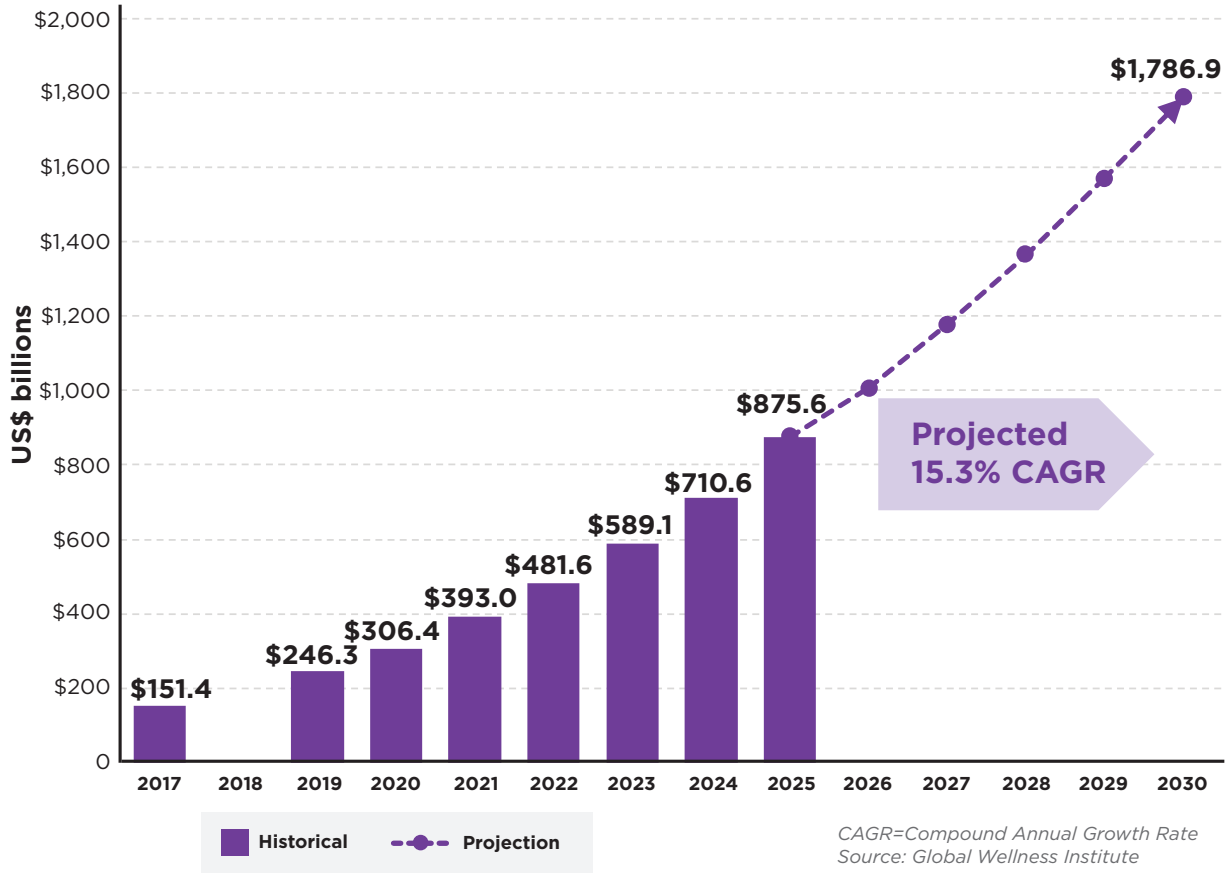
Sector Definition

Expenditures on the construction of residential and commercial/institutional properties (including office, hospitality, mixed-use/multifamily, medical, and leisure) that incorporate intentional wellness elements in their design, materials, and building, as well as their amenities, services, and/or programming.

$875.6b
Global Market In 2025

23.5%
CAGR 2019-2025

Figure 3.1: Global Market Size and Growth Projections, 2017-2030



CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute

Wellness Real Estate

Market size and growth

Wellness real estate is by far the fastest-growing sector in the wellness economy. The GWI research team first defined and quantified the global wellness real estate industry as a $100.0 billion market in 2013.[38] Since then, this sector has experienced dramatic growth, uninterrupted even through the pandemic year of 2020, when most other wellness sectors shrank.

We estimate wellness real estate reached a global market size of $875.6 billion in 2025, which is 23.2% larger than in 2024. Wellness real estate now represents about 5.1% of global annual construction output.[39] The wellness real estate market has grown by 23.5% annually over the six-year period from 2019-2025, as compared to an average annual growth rate of only 5.3% for overall construction. With its rapid growth trajectory, wellness real estate is now the fifth-largest sector in the wellness economy. **We project 15.3% annual growth for wellness real estate over the next five years, with the market increasing to an estimated $1,786.9 billion by 2030** (see *Figure 3.1*).

Figure 3.2: Wellness Real Estate Market by Region, 2019-2025

	Wellness Real Estate Market (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
Asia-Pacific	$88.39	$115.90	$149.33	$185.45	$230.80	$278.17	$350.03	*25.8%*	*25.8%*
North America	$100.19	$118.82	$147.24	$180.81	$207.30	$240.16	$273.94	*14.1%*	*18.3%*
Europe	$48.20	$59.14	$79.86	$93.86	$121.14	$152.45	$204.85	*34.4%*	*27.3%*
Middle East-North Africa	$8.68	$11.54	$15.11	$19.72	$27.41	$36.59	$42.58	*16.4%*	*30.3%*
Latin America-Caribbean	$0.57	$0.78	$1.11	$1.40	$2.03	$2.80	$3.70	*32.3%*	*36.4%*
Sub-Saharan Africa	$0.24	$0.25	$0.30	$0.34	$0.40	$0.43	$0.50	*16.2%*	*13.2%*
WORLD	**$246.28**	**$306.43**	**$392.95**	**$481.58**	**$589.08**	**$710.61**	**$875.60**	***23.2%***	***23.5%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as the United Nations. In addition, we have revised and expanded our estimates for the wellness real estate market across a number of large countries in Asia (e.g., China, India, Japan), the Middle East (e.g., Saudi Arabia, UAE), Europe (e.g., Italy, Spain), and Latin America (e.g., Brazil), due to improved availability of information and data in these regions.*
Note: Figures may not sum to total due to rounding.
Source: Global Wellness Institute, based on construction output data from the United Nations.

[38] Yeung, O., and Johnston, K. (2014). *Global Spa & Wellness Economy Monitor.* Global Wellness Institute and SRI International. https://globalwellnessinstitute.org/industry-research/global-spa-wellness-economy-monitor-2014/.

[39] Global construction figures estimated by GWI, based on data from: United Nations Statistics Division, *National Accounts Official Country Data Database*, https://unstats.un.org/unsd/nationalaccount/default.asp, accessed 12 May 2025.

The wellness real estate market is heavily concentrated in North America, Asia-Pacific, and Europe (see *Figure 3.2*); these regions together account for 95% of the global market. North America remains the largest regional market in 2025, accounting for 40% of the global total.

At the regional level, wellness real estate growth has outpaced overall construction growth across every single region from 2019-2025, by a factor of 3-6 times or more (see *Figure 3.4*). Middle East-North Africa (MENA) and Latin America-Caribbean have been the fastest-growing regional markets for wellness real estate over the 2019-2025 time period, followed by Europe and Asia-Pacific.

- The MENA region posted the highest annual growth rate for overall construction activity from 2019-2025 (at 12.0%; see *Figure 3.4*), driven by massive investments in infrastructure, real estate, tourism, and economic diversification in the Gulf countries. In Saudi Arabia and the United Arab Emirates (which comprise 85% of the MENA wellness real estate market), a substantial share of these megaprojects incorporates strong wellness and sustainability elements, driving a robust annual growth rate of 30.3% for wellness real estate in the MENA region.

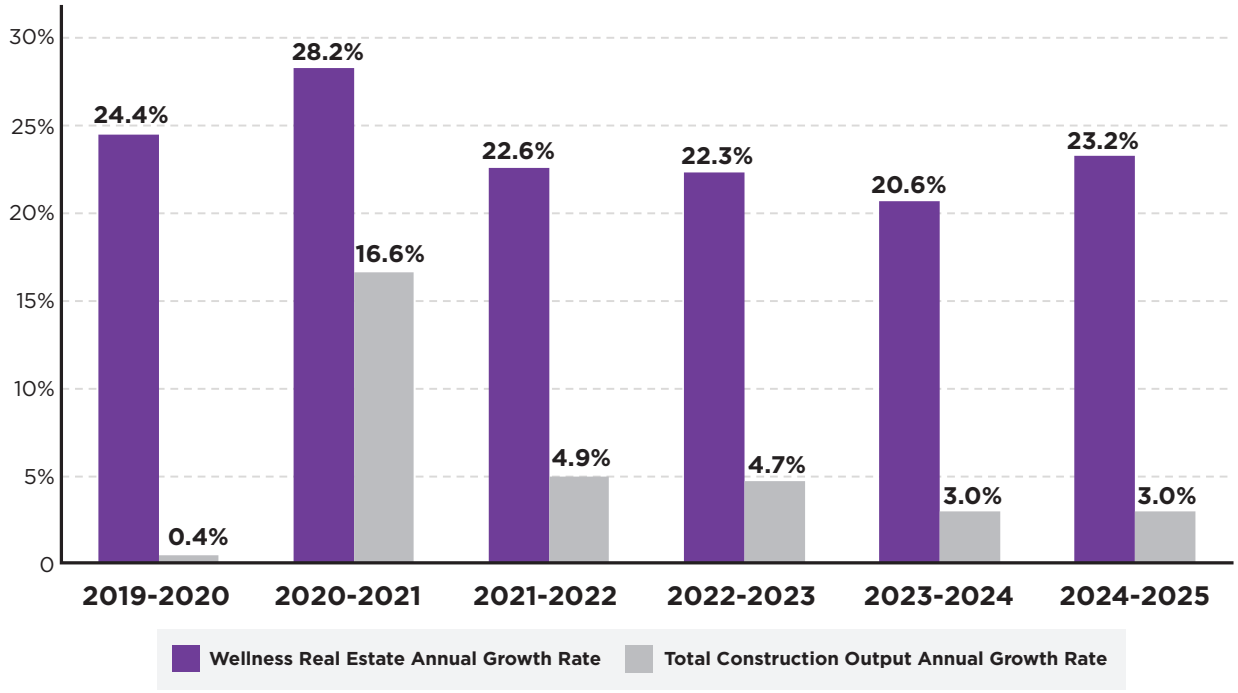
- In Latin America-Caribbean, the percentage growth for wellness real estate is high partly because of the region's much smaller market size ($0.57 billion in 2019 and $3.7 billion in 2025), but wellness real estate has been growing at a rate nearly ten times faster than overall construction. Brazil and Mexico (which comprise 89% of the regional wellness real estate market) have accounted for most of the region's strong growth, even in the midst of uneven and volatile construction market trends.

- In Europe, the construction market has weakened in the post-pandemic period, due to rising costs, economic uncertainty, and declining investment and consumer demand; however, wellness real estate has grown by nearly five times faster than overall construction (see *Figure 3.4*). The region's robust 27.3% annual growth rate for wellness real estate has been driven by several large markets, including the United Kingdom, France, Germany, Spain, and Italy.

- Asia-Pacific is home to several massive and fast-growing countries for wellness real estate (China, Australia, Japan, India, South Korea), which together comprise 94% of the regional wellness real estate market and account for much of the region's growth. Growth in this region has been dampened by economic volatility and overall construction market contraction in some years across China, Japan, and South Korea, with currency fluctuations against the U.S. dollar also dampening the growth rates when measured in dollar terms. For example, Japan's wellness real estate market grew by 26.7% annually from 2019-2025 when measured in yen but only 20.2% when measured in dollars.

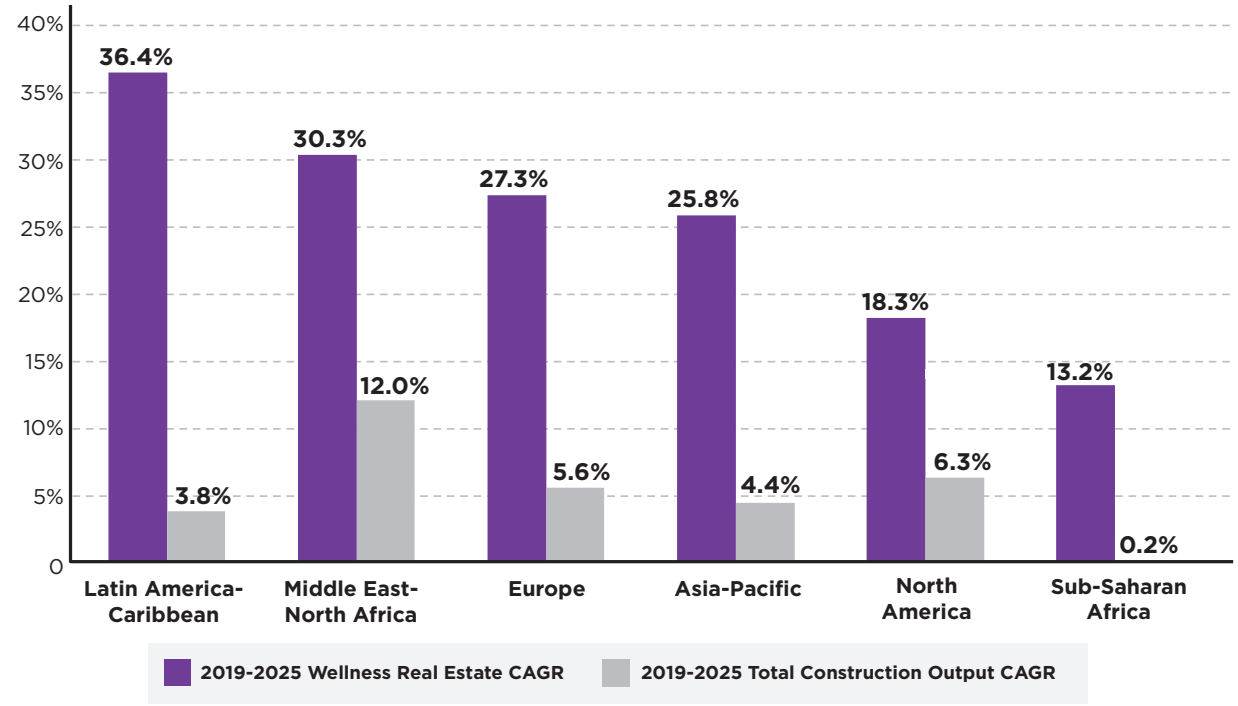
Over the last few years, annual global construction output growth has been uneven and has slowed considerably, from 16.6% growth in 2020-2021 to only 3.0% growth in 2024-2025 (see *Figure 3.3*). This shift has been driven by a number of factors, including weakening economic growth trends, high inflation, rising energy costs, geopolitical uncertainty, and a severe and prolonged property market downturn in China (which is by far the world's largest construction market). While the growth rate for wellness real estate has remained far above that for overall construction, the sector's growth is tied to overall construction activity, and its annual growth rate has also tapered off a bit in the last few years (from a 28.2% increase in 2020-2021 to 23.2% growth in 2024-2025).

Figure 3.3: Wellness Real Estate Versus Construction Output, Global Annual Growth Rate, 2019-2025



Source: Global Wellness Institute, based on construction output data from the United Nations

Figure 3.4: Wellness Real Estate Versus Construction Output, Regional Compound Annual Growth Rate, 2019-2025



CAGR = Compound Annual Growth Rate
Source: Global Wellness Institute, based on construction output data from the United Nations

The list of the largest markets (see *Figure 3.5*) further illustrates how heavily concentrated the wellness real estate sector is in just a few major countries. The United States alone accounted for 29% of the global market in 2025, while the top ten countries accounted for 85% of the global market. Average annual growth rates for 2019-2025 remained quite high across all of the largest country markets, and many of the countries on this list have been growing faster than the global sector average (23.5%) during this time period. For many of the countries below the national average (Australia, Japan, Canada, South Korea, Norway, New Zealand), their 2019-2025 growth rates in U.S. dollars have been dampened by the effects of currency depreciation. The top twenty largest country markets for wellness real estate have remained largely the same since 2019. A few countries have climbed considerably in their rankings during this time, including the United Kingdom (from 5th in 2019 to 3rd in 2025), Saudi Arabia (from 11th to 8th), Spain (from 14th to 9th), and Italy (from 17th to 10th). Singapore entered the top twenty for the first time in 2021, climbing from 22nd in 2019-2020 to 17th in 2025.

Figure 3.5: Wellness Real Estate Top Twenty Markets in 2025

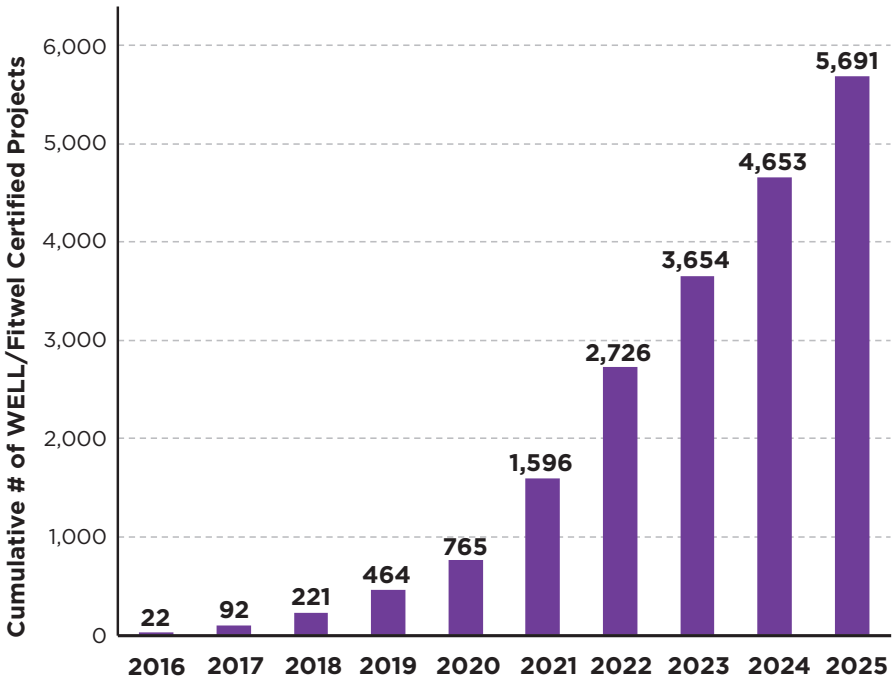
	Wellness Real Estate Market (US$ billions)							Rank in 2025	Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025		2024-2025	2019-2025
United States	$94.32	$110.99	$136.85	$168.31	$192.62	$223.17	$254.35	**1**	*14.0%*	*18.0%*
China	$44.15	$63.52	$84.85	$109.66	$144.88	$176.55	$218.34	**2**	*23.7%*	*30.5%*
United Kingdom	$10.77	$14.76	$21.40	$23.37	$28.64	$36.67	$50.81	**3**	*38.5%*	*29.5%*
Australia	$15.58	$16.54	$21.12	$23.94	$27.38	$30.86	$37.98	**4**	*23.1%*	*16.0%*
France	$9.55	$11.24	$16.41	$18.90	$23.24	$29.82	$35.03	**5**	*17.5%*	*24.2%*
Japan	$11.28	$17.06	$19.42	$22.53	$24.87	$26.70	$33.98	**6**	*27.3%*	*20.2%*
Germany	$8.67	$9.71	$11.10	$12.16	$16.64	$18.58	$28.72	**7**	*54.5%*	*22.1%*
Saudi Arabia	$4.80	$7.53	$10.37	$13.63	$18.90	$23.58	$27.71	**8**	*17.5%*	*33.9%*
Spain	$2.27	$3.16	$4.36	$7.17	$11.92	$15.46	$22.06	**9**	*42.6%*	*46.1%*
Italy	$1.84	$2.40	$3.76	$5.46	$9.75	$15.07	$21.15	**10**	*40.4%*	*50.2%*
India	$5.01	$5.25	$7.00	$8.62	$9.83	$15.96	$20.50	**11**	*28.4%*	*26.5%*
Canada	$5.87	$7.83	$10.39	$12.50	$14.68	$16.99	$19.60	**12**	*15.3%*	*22.2%*
South Korea	$5.67	$6.17	$7.48	$9.54	$10.39	$11.80	$16.51	**13**	*40.0%*	*19.5%*
United Arab Emirates	$3.80	$3.91	$4.59	$5.90	$8.30	$12.76	$14.57	**14**	*14.2%*	*25.1%*
Netherlands	$2.88	$4.00	$5.50	$7.22	$8.09	$10.44	$13.34	**15**	*27.9%*	*29.1%*
Sweden	$1.63	$1.80	$2.71	$2.94	$3.43	$3.90	$5.86	**16**	*50.0%*	*23.7%*
Singapore	$1.14	$1.25	$2.14	$2.70	$3.35	$4.11	$5.35	**17**	*30.0%*	*29.3%*
Switzerland	$2.27	$2.51	$2.88	$3.24	$3.87	$4.44	$5.25	**18**	*18.4%*	*15.0%*
Norway	$2.04	$2.30	$2.80	$3.23	$3.46	$3.98	$4.98	**19**	*25.0%*	*16.0%*
New Zealand	$1.47	$1.55	$2.18	$2.39	$2.91	$2.95	$4.13	**20**	*40.0%*	*18.8%*

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as the United Nations. In addition, we have revised and expanded our estimates for the wellness real estate market across a number of large countries in Asia (e.g., China, India, Japan), the Middle East (e.g., Saudi Arabia, UAE), Europe (e.g., Italy, Spain), and Latin America (e.g., Brazil), due to improved availability of information and data in these regions.*

Source: Global Wellness Institute, based on construction output data from the United Nations.

One good way to understand the rapid growth trajectory of wellness real estate is to look at the number of projects earning wellness building certifications in recent years. The WELL Building Standard (WELL) and Fitwel are the two major third-party rating systems that focus specifically on health and wellness of building occupants and that operate in multiple countries. WELL awarded its first certifications in 2014, while Fitwel certified its first projects in 2016. As illustrated in *Figure 3.6*, interest in wellness certifications has risen rapidly since that time, with the total number of wellness-certified building projects increasing by over sixty-fold from 2017 to 2025. **At the end of 2025, there were over 5,690 WELL- and Fitwel-certified projects around the world.** Over 49% of these certifications are located in the United States. The majority of the certifications are for office/commercial and mixed-use properties, with about 23% in residential projects (including multifamily, single family, and senior living). As of May 2026, an additional 2,200+ projects were in progress for certification (Fitwel) or pre-certified (WELL) across 54 countries, with the majority of these located in the United States, China, India, and the United Kingdom.

Figure 3.6: WELL and Fitwel Certifications, Cumulative, 2016-2025



Top 10 in 2025

United States (2,806)
China (580)
Canada (422)
United Kingdom (284)
Spain (184)
India (140)
Hong Kong (132)
France (121)
Australia (112)
Japan (98)

These figures measure fully certified projects, and they are cumulative (showing the increase in the total number of certified projects over time).
Data compiled by GWI using publicly-available online project databases from WELL/IWBI and Fitwel. Note that the data have been revised slightly since the previous release of this data (in the 2025 edition of the Global Wellness Economy Monitor), due to changes in the underlying project databases.
Source: Global Wellness Institute, based on data from WELL/IWBI and Fitwel

It is important to keep in mind that WELL and Fitwel certifications represent only a small fraction of the wellness real estate market as defined by GWI. And, the impact of rating systems extends far beyond the simple number of certifications awarded. For example, large, multi-location companies are increasingly consulting with these rating systems to enhance healthy features across their entire portfolio of buildings, even though they may only officially certify their headquarters. Although WELL and Fitwel are the most well-known and most global programs, several other wellness-related certifications and toolkits are available in the market, some of which focus more broadly on regenerative living or more narrowly on indoor environmental quality.[40] For example, there are more than 250 certified Living Building projects, as well as over 900 UL Verified Healthy Buildings around the world. Simultaneously, the well-established green building certifications like LEED and BREEAM have been shifting toward a more holistic emphasis on human health and have added criteria related to indoor environments and occupant health and well-being. Globally, there are more than 1 million BREEAM-certified buildings, more than 125,000 LEED-certified projects, and more than 55,300 Passive House-certified projects.[41] Some countries also offer their own localized healthy building certification systems; for example, Japan's CASBEE Wellness Office program has issued 246 certifications as of September 2026.[42] Therefore, the extent of the real estate projects that have obtained certifications using some kind of human health- or wellness-related criteria extends far beyond just the number of WELL- and Fitwel-certified properties discussed above.

[40] For more information on wellness certification and global trends in the wellness real estate market, see the recently released GWI report: Yeung, O., and Johnston, K. (2025). *Build Well to Live Well: The Future*. Miami, FL: Global Wellness Institute. https://globalwellnessinstitute.org/2025-build-well-to-live-well-wellness-real-estate-communities/.

[41] See: https://breeam.com/web/bre-group/news/bre-launches-new-version-of-leading-sustainability-tool-breeam-new-construction and https://passivehouse.com/en/ipha/ipha/. LEED figures are derived from GWI analysis of the LEED project directory in April 2026 (https://www.usgbc.org/projects).

[42] See: https://www.ibecs.or.jp/CASBEE/WO_certification/CASBEE_wo_certified_buld_list.htm.

Definitions: What we measure and what we do not

We define wellness real estate as ***built environments proactively designed, built, and operated to support the holistic health of occupants, visitors, and the community.***

Following this definition, we measure the wellness real estate market by estimating ***expenditures on the construction of residential and commercial/institutional properties (including office, hospitality, mixed-use/multifamily, medical, and leisure) that incorporate intentional wellness elements in their design, materials, and building, as well as their amenities, services, and/or programming.***

There is a vast and ever-growing array of wellness-focused buildings and real estate projects around the world, in both new developments and the redesign of existing properties. Healthy building concepts have expanded into every real estate asset class, and wellness real estate can be built at any scale, for all kinds of occupants. In the residential space, wellness real estate is spreading from the luxury market to all types of projects, price points, and demographics, including master-planned communities; multifamily projects (apartments and condominiums); urban districts and mixed-use projects; resort/spa/hospitality-based wellness real estate; affordable/subsidized housing; and other wellness concepts based on eco-communities, co-living, senior living, student living, and more.

Our measurement of the wellness real estate market tries to capture these developments, and it is important to emphasize that **the wellness real estate market is not limited to projects that have obtained certifications**. Wellness real estate is extremely diverse, so instead of using a checklist to count what is "wellness real estate," we use a more expansive concept that considers many elements that address different aspects of our health and well-being, including some or all of the following:

- **Physical wellness:** Wellness real estate improves our physical health by shaping the "default" movement options in our daily lives, and by linking us to recreational physical activity infrastructure. Community design that increases the ease and attractiveness of walking, biking, and public transit encourages us to get more **natural movement and exercise** on a regular basis. Inside buildings, attractive and well-located stairways steer us away from elevators. Recreational facilities and programs that are free/cheap and close to home (e.g., parks, playgrounds, walking trails, outdoor gyms, sports courts, community fitness centers, etc.) help us to engage in more **recreational physical activity** during our leisure time. When we have easy and close access to fresh, healthy, and local foods—via well-stocked neighborhood grocery stores, farmers markets, food co-ops, etc.—we are more likely to have **healthy eating habits**. Healthy and non-toxic building materials, fixtures, and furnishings—along with safe water and clean air—reduce our physical **exposure to environmental elements** that can make us sick. Efforts to improve **mobility and accessibility** for people of all ages and abilities, along with improving **safety and security** in our buildings and communities, bring physical health benefits to everyone.

- **Mental & spiritual wellness:** Wellness real estate can play an important role in improving our mental, emotional, and spiritual well-being. **Access to nature** and green/blue spaces—through biophilic design, parks, street trees, etc.—has been demonstrated to boost our mood and cognitive functioning, while reducing stress, aggression, and negative feelings. Building projects can promote better **sleep, rest,**

and stress reduction through measures such as soundproofing, noise control, natural daylight, and human-centered lighting. Building on the emerging field of neuroaesthetics, our built environments can **inspire** us, create a sense of **awe and delight**, and connect us to **spirituality, purpose, and meaning**—via public art, beautiful gardens, inspiring architecture, majestic monuments, sacred buildings, and multisensory design. Many features in our communities can improve our **work-life balance** and work-related mental well-being, including a robust Internet infrastructure, as well as access to flexible workspaces and easy/short commutes to work. Close proximity to schools, libraries, local clubs/organizations, and community programming can support **lifelong learning** and improve our mental wellness and cognitive functioning throughout our lifespans.

- **Social wellness:** Wellness real estate should encourage different types of meaningful social connections, from our "strong ties" (family, friends, colleagues) to our "weak ties" (neighbors, acquaintances, people we bump into). Many **prosocial planning, zoning, and design** elements—such as mixed-use spaces, housing diversity, higher density, limited street setbacks, strategically located parking and public transit, walkable schools, well-designed sidewalks, public plazas and parks, porches and balconies, benches and street furniture, etc.—have been demonstrated to encourage more pedestrian and street activities, public gathering of people, spontaneous meeting of neighbors, and general social interactions. **Ample, attractive, free, and accessible public spaces and "third places"** (e.g., parks, playgrounds, community gardens, pet parks, community centers, libraries, etc.) help to combat loneliness and social isolation by providing places to meet and encouraging us to socialize with people beyond our close friends and family. Neighborhoods with **mixed housing types and price points** help to reduce social segregation and encourage us to cross paths with people of diverse backgrounds, ages, social classes, identities, cultures, races, and ethnicities.

- **Civic & community wellness:** A community is only as strong as the engagement of its members and the trust people place in each other. Studies have shown that community interaction builds trust among neighbors and encourages civic engagement. Studies have also shown **social trust** increases with walkability and access to nature and attractive public spaces. Real estate and building projects rooted in the **local culture and traditions**—such as using local materials and plants, vernacular architecture, and culturally-relevant design—will reinforce our sense of place and identity and also build a sense of community connection. Public spaces are even more vital and vibrant parts of the social fabric when they are **"activated" with regular programming and events** (e.g., festivals, concerts, sporting/exercise events, etc.) and when they are well-maintained, well-functioning, inviting, and **accessible to everyone**. Real estate and infrastructure projects are most likely to address the wellness needs of the community when they are designed with **local engagement, participation**, **and governance structures**. The impacts of wellness real estate projects are also much broader when they are **open to the wider community**, and when they are situated within a broader effort of urban infill, regeneration, or redevelopment.

- **Environmental wellness:** Wellness real estate can help combat the rapidly rising environmental threats to our health and well-being. Many infrastructure and design elements that are good for our health are also **environmentally sustainable and energy-efficient**—such as locally sourced, recycled, natural, nontoxic, and sustainable building materials and methods; net-zero architecture; circular and regenerative design; passive design; indoor plants and green walls; public transit; and so on. **Climate adaptable and resilient** building practices, as well as strategies to **manage and conserve water** help to protect us against the rising health threats from extreme heat, storms, and droughts. All kinds of **urban greening** efforts—parks, street trees, community/rooftop gardens, protected natural areas, native landscaping, etc.—

are simultaneously good for our physical and mental health, combat climate change, and **support biodiversity.**

- **Economic & financial wellness:** It is well-documented that our individual and family economic situations play a major role in our health and well-being. **Housing stability and affordability** are critical—and wellness real estate projects that increase the supply of high-quality and affordable middle-class housing can reduce financial pressures and lay the foundation for residents to build economic stability, dignity, and wealth for future generations. Real estate projects that develop higher density, mixed-use, integrated, and walk-/transit-friendly neighborhoods help their residents with **accessing job opportunities**, balancing work-life demands, and reducing the economic burden of car ownership. The expansion of wellness real estate into a **wider variety of building projects at different price points**—from affordable housing and multifamily developments, to co-living, coworking, live-work units, senior housing, etc.—helps to support the economic well-being of a growing range of individuals and families at different income levels and life stages.

Many of the elements we consider essential for wellness real estate can be provided by the government, such as safe and inviting outdoor spaces, sidewalks, plazas, recreational facilities, public parks, trails and gardens, walkable and transit-friendly urban planning, prosocial design of public spaces, public art installations, abatement of noise and light pollution, etc. However, we do not include these public investments in our estimates of the wellness real estate market. The reality is, when governments invest more in health-enhancing and environment-protecting infrastructure at the neighborhood, community, city, and regional levels, purpose-built/privately developed wellness real estate may become less necessary. Until populations around the world have direct access to these kinds of healthy built environments, wellness real estate will continue to see rising demand and adoption in the foreseeable future.

CHAPTER 4

Mental Wellness

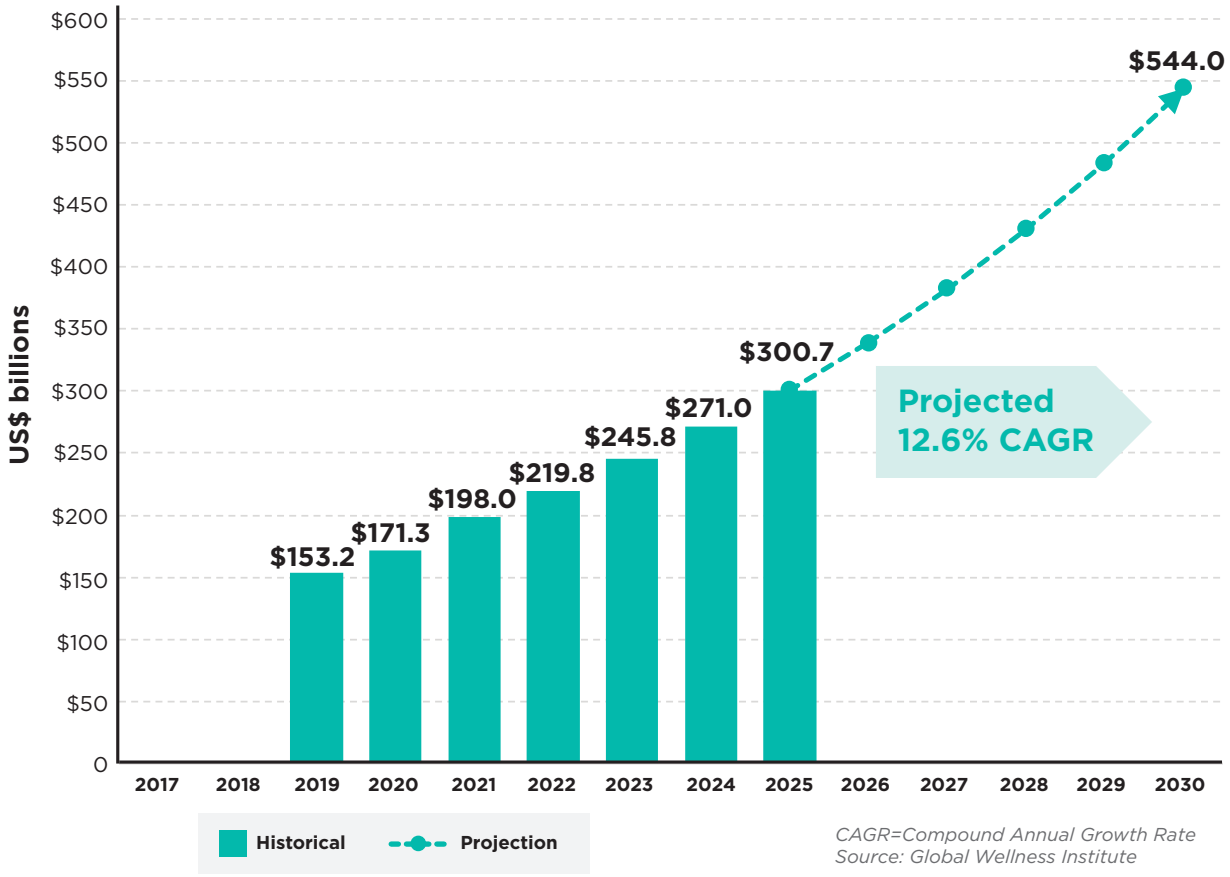
Sector Definition

Consumer expenditures on four categories of mental wellness-related products, services, and experiences: senses, spaces, & sleep; brain-boosting nutraceuticals & botanicals; self-improvement; and meditation & mindfulness.

$300.7b
Global Market In 2025

11.9%
CAGR 2019-2025

Figure 4.1: Global Market Size and Growth Projections, 2019-2030



CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute

Mental Wellness

Market size and growth

Mental wellness has maintained a steady upward growth trajectory, even during the pandemic period. **The global mental wellness market has nearly doubled in size in the last six years, rising from $153.2 billion in 2019 to $300.7 billion in 2025.** Ongoing growth in this sector is fueled by consumers around the world seeking out ways to address their rising levels of stress, anxiety, worry, sadness, burnout, and loneliness. **We project this sector will continue to grow at a rapid pace of 12.6% annually over the next five years to reach an estimated $544.0 billion in 2030** (see *Figure 4.1*).

North America is by far the largest regional market for mental wellness, accounting for nearly 51% of the global market in 2025. North America's per capita spending on mental wellness (at $398 in 2025) is many times the level in other regions around the world (e.g., $71 per capita in Europe, $12 per capita in Asia-Pacific). All regions saw very strong growth in mental wellness-related expenditures from 2019-2025, with especially rapid growth rates in North America, Europe, and Latin America-Caribbean over this six-year period (see *Figure 4.2*).

Figure 4.2: Mental Wellness Market by Region, 2019-2025

	Mental Wellness Market (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
North America	$73.12	$85.18	$100.82	$112.90	$127.46	$138.84	$152.55	*9.9%*	*13.0%*
Europe	$33.77	$37.42	$42.48	$46.20	$51.77	$58.41	$66.36	*13.6%*	*11.9%*
Asia-Pacific	$30.59	$32.23	$36.20	$39.91	$43.07	$47.59	$52.68	*10.7%*	*9.5%*
Latin America-Caribbean	$9.52	$9.91	$11.36	$12.92	$14.84	$16.66	$18.57	*11.5%*	*11.8%*
Middle East-North Africa	$3.80	$4.16	$4.49	$4.96	$5.51	$6.19	$6.79	*9.7%*	*10.2%*
Sub-Saharan Africa	$2.42	$2.46	$2.69	$2.94	$3.14	$3.33	$3.76	*13.0%*	*7.6%*
WORLD	**$153.21**	**$171.35**	**$198.05**	**$219.83**	**$245.79**	**$271.01**	**$300.72**	***11.0%***	***11.9%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as Euromonitor.*
Note: Figures may not sum to total due to rounding.
Source: Global Wellness Institute, based on data from Euromonitor, ICF, NCCIH, and other sources.

Overall, the world's mental wellness market is heavily concentrated in North America, Asia-Pacific, and Europe, and these three regions together account for 90% of all spending in this sector. At the country level, the United States is by far the largest market, at $138.7 billion in 2025, dwarfing all other countries (see *Figure 4.3*). Among the twenty largest countries, several have seen an especially large expansion of their mental wellness markets from 2019-2025 (with a 2025 market size that is close to or more than double where it was in 2019), including: the United States, China, Canada, Germany, Mexico, Australia, the Netherlands, and Poland (note that Turkey's high growth rate was primarily driven by its very high inflation rate during this time period). All of the largest markets have posted positive growth since 2019, but in some countries the growth rates have been dampened in U.S. dollar terms due to currency depreciation in recent years (including India, Japan, Brazil, South Korea, and Indonesia).

Figure 4.3: Mental Wellness Top Twenty Markets in 2025

	Mental Wellness Market (US$ billions)							Rank in 2025	Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025		2024-2025	2019-2025
United States	$66.58	$77.05	$90.73	$101.77	$115.40	$125.99	$138.74	**1**	*10.1%*	*13.0%*
China	$9.32	$9.88	$11.66	$13.57	$14.51	$16.59	$18.29	**2**	*10.2%*	*11.9%*
Canada	$6.54	$8.13	$10.09	$11.13	$12.06	$12.85	$13.81	**3**	*7.5%*	*13.3%*
Germany	$6.28	$7.25	$7.95	$8.55	$9.64	$10.82	$12.16	**4**	*12.4%*	*11.6%*
United Kingdom	$6.19	$6.76	$7.81	$8.43	$9.24	$10.37	$11.54	**5**	*11.4%*	*10.9%*
India	$4.81	$4.95	$5.57	$6.17	$6.72	$7.21	$8.05	**6**	*11.6%*	*9.0%*
France	$4.19	$4.69	$5.40	$5.81	$6.48	$7.13	$7.90	**7**	*10.8%*	*11.1%*
Japan	$5.37	$5.80	$6.13	$6.34	$6.76	$6.70	$7.55	**8**	*12.7%*	*5.8%*
Italy	$3.28	$3.53	$3.94	$4.33	$4.81	$5.33	$5.96	**9**	*11.8%*	*10.5%*
Brazil	$3.12	$3.03	$3.30	$3.84	$4.55	$5.25	$5.94	**10**	*13.3%*	*11.3%*
Mexico	$2.73	$2.94	$3.54	$4.00	$4.53	$5.01	$5.37	**11**	*7.1%*	*11.9%*
South Korea	$3.67	$3.90	$4.31	$4.34	$4.65	$4.84	$5.14	**12**	*6.1%*	*5.8%*
Spain	$2.23	$2.34	$2.73	$2.93	$3.32	$3.72	$4.20	**13**	*12.8%*	*11.1%*
Australia	$1.82	$1.88	$2.12	$2.31	$2.55	$3.32	$3.71	**14**	*11.6%*	*12.7%*
Russia	$1.58	$1.62	$1.86	$2.38	$2.44	$2.77	$3.39	**15**	*22.4%*	*13.6%*
Netherlands	$1.10	$1.30	$1.42	$1.49	$1.70	$2.04	$2.53	**16**	*23.9%*	*14.9%*
Turkey	$0.77	$0.85	$0.93	$1.09	$1.37	$1.71	$2.09	**17**	*21.7%*	*18.2%*
Saudi Arabia	$1.13	$1.19	$1.28	$1.42	$1.63	$1.91	$2.06	**18**	*8.2%*	*10.6%*
Poland	$0.96	$1.11	$1.21	$1.33	$1.45	$1.66	$1.87	**19**	*12.7%*	*11.8%*
Indonesia	$1.25	$1.24	$1.38	$1.48	$1.56	$1.72	$1.83	**20**	*6.5%*	*6.5%*

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as Euromonitor.*

Source: Global Wellness Institute, based on data from Euromonitor, ICF, NCCIH, and other sources.

Figure 4.4: Mental Wellness Market by Subsector, 2019-2025

	Market Size (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
Senses, Spaces, & Sleep	$59.3	$67.6	$75.3	$83.7	$94.3	$106.6	$120.3	*12.9%*	*12.5%*
Brain-Boosting Nutraceuticals & Botanicals	$52.7	$60.0	$73.1	$81.1	$90.5	$96.8	$104.3	*7.7%*	*12.0%*
Self-Improvement	$37.6	$39.8	$45.0	$49.6	$54.9	$60.8	$68.4	*12.5%*	*10.5%*
Meditation & Mindfulness	$3.6	$4.1	$4.7	$5.4	$6.1	$6.8	$7.7	*13.2%*	*13.6%*
TOTAL	**$153.2**	**$171.3**	**$198.0**	**$219.8**	**$245.8**	**$271.0**	**$300.7**	***11.0%***	***11.9%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as Euromonitor.*
Note: Figures may not sum to total due to rounding. See the "Definitions" section for detailed descriptions of the subsectors
Source: Global Wellness Institute, based on data from Euromonitor, ICF, NCCIH, and other sources.

We include four subsectors in the mental wellness market: **1) senses, spaces, & sleep; 2) brain-boosting nutraceuticals & botanicals; 3) self-improvement; and 4) meditation & mindfulness**. All four subsectors saw strong positive growth rates from 2019-2025 (see *Figure 4.4*).

- **Senses, spaces, & sleep** is the largest segment, representing 40% of the market in 2025 and growing at 12.5% annually from 2019-2025. Sleep is a major focus of this sector, and rising consumer spending on an exploding array of sleep and relaxation products and gadgets has helped to drive strong growth in this segment. The "sleep" portion of this segment is estimated at $83.1 billion in 2025, growing at 12.8% annually since 2019.[43]

- **Brain-boosting nutraceuticals & botanicals** is the second-largest segment (at $104.3 billion in 2025) and growing rapidly (increasing by 12.0% annually from 2019-2025). Within this large segment, product categories that have been growing especially strongly since 2019 include cannabis (22.6% annual growth since 2019), functional foods/beverages targeting brain health and energy (10.4% annual growth since 2019), and over-the-counter sleep aids like herbal/traditional products and melatonin (9.5% annual growth since 2019).

- **Self-improvement** has grown by 10.5% annually from 2019-2025, to reach $68.4 billion in 2025. This segment encompasses personal/life coaching, personal development, and brain/cognitive training, with a wide array of services and products to support these activities, such as live events/speakers, workshops/seminars, group meetings, retreats, tech platforms, and books.

- **Meditation & mindfulness** is the smallest segment, at $7.7 billion in 2025, but also the fastest growing, at 13.6% annually from 2019-2025. Interest in meditation has exploded since the pandemic, and the growth of new participants and spending on meditation apps, books, and products has helped drive the growth in this segment.

[43] Note that GWI's estimate for the "sleep" segment here is smaller than many other estimates available from various Internet sources because we use a narrower definition of this category. Our estimate focuses on consumer- and home-based products and technologies (e.g., smart bedding, sleep accessories, sleep apps, sleep-tracking gadgets and tech, etc.) and sleep-focused travel and leisure offerings (e.g., nap cafés, sleep pods). We do not include sleep-focused vitamins and supplements in this number (those are counted in the "brain boosting nutraceuticals & botanicals" segment), and we exclude all clinical and pharmaceutical products from our wellness economy data (e.g., sleep clinics, prescription and OTC sleep drugs, sleep apnea devices) because those sit in the "medical" space.

Mental Wellness

Definitions: What we measure and what we do not

Mental wellness is defined as ***an internal resource that helps us think, feel, connect, and function; it is an active process that helps us to build resilience, grow, and flourish***.[44] Our measurement of mental wellness as an economic sector encompasses consumer expenditures on four categories of mental wellness-related products, services, and experiences: **1) senses, spaces, & sleep; 2) brain-boosting nutraceuticals & botanicals; 3) self-improvement; and 4) meditation & mindfulness.**

Senses, spaces, & sleep: Includes products, services, and design that target our senses, physical spaces, and the mind-body connection, based upon the growing understanding that environmental stimuli have a major impact on our mood, stress levels, sleep, cognitive functioning, and mental health and well-being. This broad sector encompasses sound (sound healing, white noise, noise cancellation, wellness music); scent (aromatherapy, home fragrances); light (circadian lighting, light therapy consumer products); and touch (stress toys and gadgets, weighted blankets). Sleep is a major focus of this sector, with an exploding array of sensory products and services that promote relaxation and improve our sleep environments (e.g., sleep accessories, smart bedding, nap cafés, sleep retreats, etc.). Many new tech gadgets, wearables, and apps target sleep hygiene, ambience, and tracking. Multisensory experiences are appearing in wellness travel, spas, fitness, and entertainment venues (e.g., forest bathing, hugging therapy, scream therapy, laughter yoga, cuddle parties, flotation tanks). Sensory-based design and architecture are a rapidly growing part of wellness real estate, shaping the physical spaces and built environments where we live, work, and play, and especially our sensory experiences within these spaces (e.g., biophilic design, multisensory design, human-centric lighting). Some of the expenditures in this category overlap with the *wellness real estate* and *traditional & complementary medicine* sectors, and we account for this overlap when aggregating the figures for the overall wellness economy.

Brain-boosting nutraceuticals & botanicals: Includes products we ingest or put into our bodies with the specific aim of improving our mental health and well-being. Many over-the-counter natural supplements, herbals and botanicals, and traditional remedies specifically claim to support better sleep, brain health, memory, energy, and overall mental wellness. A wide range of functional foods and beverages claim to have brain health benefits, across nearly every packaged food and beverage category. There is growing interest in the potential of cannabis and its derivatives, psilocybin, and other plant-based and synthetic psychedelic drugs for both mental wellness and treatment purposes. A growing number of supplements and functional foods and beverages incorporate cannabis, hemp, CBD, THC, and medicinal mushrooms. (Note that our figures include only the legal, over-the-counter cannabis and cannabis derivatives market.) Most of the expenditures in this category overlap with the *healthy eating, nutrition, & weight loss* and *traditional & complementary medicine* sectors, and we account for this overlap when aggregating the figures for the overall wellness economy.

[44] GWI first defined and measured the mental wellness sector in 2020. For more details on mental wellness as a concept and as an industry sector, see: Yeung, O. and Johnston, K. (2020). *Defining the Mental Wellness Economy*. Miami, FL: Global Wellness Institute. https://globalwellnessinstitute.org/industry-research/defining-the-mental-wellness-economy-2020/.

Self-improvement: Includes a wide range of activities typically associated with self-help and personal development, which can be done individually, in groups, and with professional guidance and support. The sector includes: self-help books; self-help gurus, organizations, and institutes that deliver a variety of classes, workshops, seminars, and retreats; self-help organizations and mutual support groups; personal and life coaches; cognitive enhancement and brain training products and services; a wide array of self-help apps and online platforms; and anti-loneliness efforts. This sector is especially hard to quantify because the activities overlap with so many other sectors. Self-help gurus, groups, and organizations now deliver content through a variety of media channels (e.g., Instagram, Facebook, Reddit, YouTube, websites, magazines, TED talks, podcasts, etc.), which cannot be easily separated as a consumer spending category.

Meditation & mindfulness: Includes all forms of meditation practice, related/spin-off mindfulness practices (e.g., breathwork and breathing methods, guided imagery, body scan, relaxation exercises), and products and services that support these practices. Key spending categories include classes, teachers, retreats, online platforms, apps, books, and videos. There is a growing market for meditation accessories (e.g., cushions, beads, chimes) and mindfulness products (e.g., journals, coloring books), as well as a fast-growing range of connected gadgets, trackers, monitors, and aids to support meditation (e.g., headbands, headsets, glasses, wearable sensors, lamps)—many of which build upon biofeedback, neurofeedback, and virtual reality technologies.

The identification of these four subsectors as part of the mental wellness industry is based on the following criteria:

- They include wellness practices, products, and services widely recognized and understood by consumers as being associated with mental wellness (e.g., meditation, self-help, coaching).
- They include products and services proactively positioned, marketed, and branded by businesses as specifically targeting aims such as reducing stress, building resilience, improving sleep, preventing cognitive decline, and other mental wellness-enhancing benefits (e.g., sleep apps, brain training, sound baths, stress-reducing candles, stress toys).
- They include many products and services that are not already defined and classified as being part of other wellness economy sectors within GWI's framework (although there is some overlap between the mental wellness industry and other wellness industries, as noted above).
- They *do not* include products and services that may be very beneficial for mental wellness, but whose primary purpose is something else (e.g., fitness, healthy foods, arts and literature, worship and religion, pets).
- They *do not* include products and services that sit in the medical or clinical arena (e.g., psychotherapy, sleep labs).

Note that by singling out the four subsectors above, we are not implying these are the most important or most effective practices for pursuing mental wellness. They are simply the commercialized products and services in the marketplace most often identified by businesses and consumers as being related to mental wellness. Importantly, there are many things we can do to support our mental wellness that are not acts of consumption, and, therefore, are not measured in our market figures—such as spending time in nature, joining a spiritual community, being with friends, or making/enjoying art and music.

By measuring the size of the mental wellness industry, we are not assessing the mental wellness of the global population or in individual countries. In fact, the relationship between people's mental wellness and the mental wellness industry is anything but straightforward. In a particular country, a small mental wellness market could mean many things—perhaps people are generally happy and content because

of their stable, safe, and equitable society/economy, or they have ways to stay mentally well without spending money (e.g., strong families and community networks, spiritual beliefs, connections to nature), or perhaps mental wellness services and products are not affordable/available to those who need them. Therefore, we cannot interpret a large and growing mental wellness sector as implying that people are feeling more mentally well, or interpret a small mental wellness market as implying that people are not interested or are not mentally well.

In spite of the growing market for mental wellness products and services, recent evidence points to a continuing decline in global mental health and well-being. The World Health Organization (WHO) estimates nearly one in seven people struggles with a mental health disorder, such as anxiety or depression.[45] One study estimates more than a quarter of us are distressed or struggling.[46] The younger generations feel worse off. A survey of Gen Z and millennials in 44 countries found that more than one-third feel stressed or anxious either most or all of the time.[47] Technology and social media often amplify the continued threats to our mental well-being, particularly among younger users. Children and youth spend more time online instead of with each other or pursuing social and physical activities. Already stressed by rising academic pressures, they are more vulnerable to the unrealistic images and toxic comments plaguing digital platforms and social media. Concerned lawmakers in several nations, including the United States, Australia, and France are addressing this problem with measures to ban or limit teen social media use.[48] In addition, a lack of social connection, climate anxiety, financial instability, and political conflicts are all leading to stress, anxiety, and depression in rising numbers of youth, and yet children and youth are often the least able to access their communities' overtaxed mental health services.[49]

Across the world, a growing level of consumer spending on mental wellness products and services may be driven by deteriorating global mental health and well-being—that is, consumers' growing call for help to access various mental wellness pathways and the proliferating business innovations to deliver them. It is important to recognize mental wellness is deeply connected to the broader societal, cultural, economic, and geopolitical environments that people live in; therefore, our collective mental distress cannot be "consumed away" through spending on mental wellness products, services, and modalities.

Still, it is critical to help people understand mental wellness pathways and mental health promotion. It is also important to expand access to activities, spaces, and programs for supporting mental wellness, such as: increasing universal access to nature; introducing social support opportunities like friendship benches; tapping into existing community resources via social prescribing; and utilizing culture and arts programs to promote connection and creativity. As more stakeholders recognize the many biological, social, and environmental factors fueling this crisis, communities, national governments, and private companies will seek more holistic ways to address them.

[45] World Health Organization (2026, Sept. 11). *Fact Sheet: Mental Disorders*. https://www.who.int/news-room/fact-sheets/detail/mental-disorders.

[46] Sapien Labs (2025). *The Mental State of the World in 2024* [Global Mind Project report]. https://sapienlabs.org/wp-content/uploads/2025/02/Mental-State-of-the-World-2024-Online-Feb-26.pdf.

[47] Deloitte (2025). *2025 Gen Z and Millennial Survey: Growth and the pursuit of money, meaning, and well-being*. https://www.deloitte.com/global/en/issues/work/genz-millennial-survey.html.

[48] For example, Australia bans youth under 16 from using social media; France requires parental consent for those under 15; and the State of Florida in the United States has banned social media under age 14 and requires parental consent for youth ages 14-16. Conroy, G. (2024, Dec. 10). Governments are banning kids from social media: will that protect them from harm? *Nature*, 636(8043), 530-531. https://doi.org/10.1038/d41586-024-03955-5. See also: Reuters. (2026, Sept. 17). *From Australia to Europe, countries move to curb children's social media access*. Reuters. https://www.reuters.com/legal/government/australia-europe-countries-move-curb-childrens-social-media-access-2026-08-24/.

[49] McGorry, P.D., et al (2024, Sept.). The *Lancet Psychiatry* Commission on youth mental health. *The Lancet Psychiatry*, 11(9), 731-774. https://doi.org/10.1016/S2215-0366(24)00163-9.

CHAPTER 5

Physical Activity

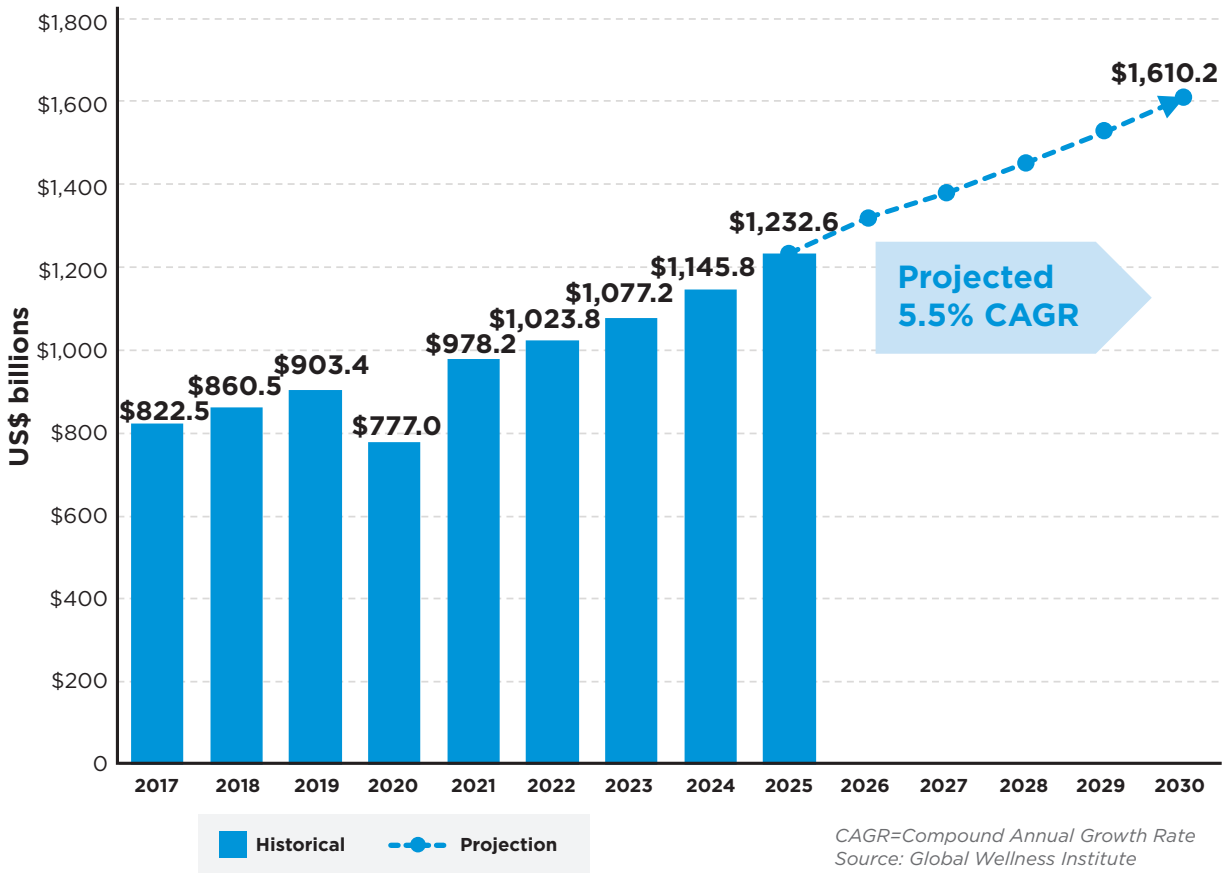
Sector Definition

Consumer spending associated with intentional physical activities performed during leisure and recreation.

$1,232.6b
Global Market In 2025

5.3%
CAGR 2019-2025

Figure 5.1: Global Market Size and Growth Projections, 2017-2030



CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute

Physical Activity

Market size and growth

We estimate the global market for physical activity at $1,232.6 billion in 2025. Among the eleven sectors we track as part of the wellness economy, physical activity is one of the largest, ranking second in size (after personal care & beauty). Physical activity accounted for 16.4% of all wellness economy spending worldwide in 2025.

In 2019-2020, physical activity spending declined by 14.0%, due to the pandemic. The sector then rebounded quickly with a 25.9% growth rate in 2021, as businesses and facilities gradually reopened, and people started returning to their regular activities. By 2021, the overall physical activity sector had already recovered and exceeded its pre-pandemic level. Since then, the physical activity market has continued to grow but at a more moderate rate of 4%-8% annually, with a 7.6% increase from 2024-2025. **We project the physical activity sector will grow by 5.5% annually over the next five years, reaching an estimated $1,610.2 billion in 2030** (see *Figure 5.1*).

Figure 5.2: Physical Activity Market by Region, 2019-2025

	Physical Activity Market (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
North America	$319.9	$251.4	$358.0	$386.5	$409.7	$435.8	$460.9	*5.8%*	*6.3%*
Asia-Pacific	$275.2	$257.7	$299.2	$297.8	$303.7	$320.4	$344.3	*7.5%*	*3.8%*
Europe	$234.7	$210.3	$251.3	$256.0	$271.0	$289.9	$319.6	*10.3%*	*5.3%*
Latin America-Caribbean	$39.4	$28.6	$35.5	$44.7	$53.7	$56.6	$60.2	*6.5%*	*7.3%*
Middle East-North Africa	$23.0	$20.1	$24.5	$27.8	$28.3	$31.8	$34.8	*9.4%*	*7.1%*
Sub-Saharan Africa	$11.2	$9.0	$9.7	$10.9	$10.8	$11.4	$12.7	*11.6%*	*2.1%*
WORLD	**$903.4**	**$777.0**	**$978.2**	**$1,023.8**	**$1,077.2**	**$1,145.8**	**$1,232.6**	***7.6%***	***5.3%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as Euromonitor.*
Note: Figures may not sum to total due to rounding.
Source: Global Wellness Institute, based on data from Euromonitor, ICF, NCCIH, and other sources.

More than 91% of the world's spending on physical activity takes place in North America, Asia-Pacific, and Europe (see *Figure 5.2*). North America also has by far the highest per capita level of expenditures on physical activity (at $1,202 in 2025, as compared to only $344 in Europe and $79 in Asia-Pacific). Over the six-year period since before the pandemic, the Latin America-Caribbean and Middle East-North Africa regions have seen the highest growth rates for the physical activity market (7.3% and 7.1% average annual growth, respectively, from 2019-2025). With lower penetration rates (see *Figure 5.5*) and less mature industries than the larger regions, alongside growing public policy agendas to encourage physical activity and rising consumer awareness and demand, both the Middle East and Latin America have considerable opportunities for ongoing investment and strong growth across all types of recreational physical activities. Countries across Asia-Pacific have also seen strong growth, propelled by similar drivers, but the overall regional growth rate when measured in U.S. dollars has been dampened by currency depreciation in Japan (Asia's second-largest market). If we measure the entire Asia-Pacific region in Japanese yen, it was growing by 9.4% annually from 2019-2025, as compared to only 3.8% when measured in U.S. dollars (see *Figure 5.2*).

The United States and China are by far the world's largest markets for physical activity, together accounting for just under 50% of all spending in this sector. The top twenty markets are concentrated in North America, Asia-Pacific, and Europe, although Mexico and Brazil also rank among the world's largest markets (see *Figure 5.3*). As of 2025, all of the top twenty markets exceed their pre-pandemic (2019) levels of physical activity spending, with the exception of Japan. As noted above, our measurement of Japan's market is affected by currency depreciation against the U.S. dollar; when measured in yen, Japan's market is now at 125% of its pre-pandemic level of spending (as compared to only 91% when measured in U.S. dollars). The growth rates in several other countries have also been dampened by currency depreciation when measured in U.S. dollar terms, including China, South Korea, Australia, India, Brazil, and Russia.

Figure 5.3: Physical Activity Top Twenty Markets in 2025

	Physical Activity Market (US$ billions)							Rank in 2025	Average Annual Growth Rate 2024-2025	Average Annual Growth Rate 2019-2025
	2019*	2020*	2021*	2022*	2023*	2024*	2025			
United States	$299.2	$235.0	$337.3	$361.6	$383.5	$407.8	$431.3	**1**	*5.8%*	*6.3%*
China	$137.9	$133.6	$160.5	$152.3	$155.3	$166.9	$179.7	**2**	*7.7%*	*4.5%*
United Kingdom	$42.4	$36.0	$48.6	$51.0	$52.8	$58.7	$64.9	**3**	*10.5%*	*7.3%*
Germany	$39.3	$36.8	$40.4	$41.4	$42.8	$43.6	$48.5	**4**	*11.0%*	*3.5%*
Japan	$44.8	$40.4	$43.1	$40.2	$38.5	$37.5	$40.9	**5**	*9.3%*	*-1.5%*
France	$27.5	$26.1	$31.1	$29.5	$31.8	$34.8	$37.5	**6**	*7.7%*	*5.3%*
South Korea	$26.3	$25.0	$28.3	$30.6	$27.8	$27.4	$30.7	**7**	*12.1%*	*2.7%*
Canada	$20.6	$16.4	$20.7	$24.9	$26.2	$28.0	$29.7	**8**	*6.1%*	*6.2%*
Australia	$18.9	$18.5	$20.8	$22.2	$23.1	$26.1	$25.5	**9**	*-2.2%*	*5.2%*
Italy	$19.3	$16.5	$20.8	$19.2	$21.0	$21.8	$23.9	**10**	*9.7%*	*3.6%*
Spain	$16.8	$14.8	$18.3	$18.5	$19.6	$20.8	$23.8	**11**	*14.4%*	*6.0%*
India	$13.9	$10.5	$13.6	$16.8	$19.0	$19.6	$21.0	**12**	*7.5%*	*7.1%*
Mexico	$11.2	$8.5	$11.2	$13.7	$17.1	$19.1	$19.6	**13**	*2.3%*	*9.8%*
Russia	$13.5	$11.8	$13.5	$14.4	$13.1	$13.6	$15.3	**14**	*12.8%*	*2.2%*
Brazil	$13.5	$9.4	$9.8	$11.6	$12.9	$13.7	$14.8	**15**	*8.2%*	*1.6%*
Netherlands	$10.0	$9.2	$9.7	$9.8	$10.7	$11.4	$12.9	**16**	*12.7%*	*4.3%*
Turkey	$5.1	$4.3	$4.9	$5.5	$7.7	$9.1	$10.4	**17**	*14.3%*	*12.6%*
Switzerland	$9.0	$8.1	$9.1	$9.8	$10.4	$10.9	$10.3	**18**	*-6.2%*	*2.2%*
Poland	$5.8	$5.2	$6.2	$6.4	$7.2	$8.3	$9.4	**19**	*13.3%*	*8.3%*
Taiwan	$6.7	$7.1	$7.6	$7.7	$8.0	$8.3	$9.1	**20**	*9.5%*	*5.3%*

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as Euromonitor.*

Source: Global Wellness Institute.

The core of the physical activity market is consumer participation in **three types of recreational physical activities: sports and active recreation**, **fitness, and mindful movement**.[50] Consumer spending on participating in recreational physical activities generated $603.9 billion in economic activity in 2025, representing 49% of the total physical activity market (see *Figure 5.4*).

- **Sports and active recreation** is the largest and most diverse category of physical activities. In 2025, this segment reached $308.6 billion, which is 29% higher than the pre-pandemic levels of spending. The popularity of outdoor recreation and nature-based activities has continued in the post-pandemic period, alongside exploding interest in social sports, driving the rising popularity of a number of recreational sports (e.g., outdoor running, hiking, cycling, skiing, snowshoeing, rock climbing, pickleball, padel, and many others). Even though overall spending on sports and active recreation has grown, we estimate the overall participation rates for these activities were slower to recover across many countries, with participation now at 42.9% globally for sports and active recreation (versus 40.6% in 2019, see *Figure 5.5*). Average annual spending per participant has grown faster than participation rates (rising from about $75.54 in 2019 to $87.52 in 2025), meaning a substantial share of the growth in this segment is driven by participants spending more money on these activities, rather than growth in the number of participants.

- **Fitness** is the second-largest segment and was the most negatively impacted segment during the pandemic, due to gym and fitness center closures (both temporary and permanent), with a 33.9% decline in spending in 2020. As of 2022, this segment had fully recovered and exceeded its pre-pandemic level, and it has continued to grow at a very rapid pace of 11.5% in 2023, 15.5% in 2024, and 11.9% in 2025. Note that GWI's measurement of "fitness" is broader than just commercial gyms and fitness studios, and it includes fitness workouts and classes that take place in home-based gyms, community centers, outdoor gyms, school gyms, hotel gyms, and via online platforms. Data sources indicate that gym membership and participation rates have recovered to or exceeded their pre-pandemic levels in most countries as of 2024, but in most regions the spending levels have grown at a faster pace than participation (indicating higher average spending per participant). In our data, the overall fitness participation rate has increased from 5.0% in 2019 to 8.1% in 2025, but this participation measurement encompasses a large and growing number of people doing fitness via streaming services, apps, and at home, in addition to formal gym memberships. We estimate the penetration rate of commercial gyms, fitness clubs, and studios at about 4.1% globally in 2025 (see *Figure 5.5*).

- **Mindful movement** is the smallest segment in terms of spending ($55.7 billion in 2025), was the least negatively impacted by the pandemic, and has seen the most growth as compared to its pre-pandemic level (with the market size increasing by 8.6% annually from 2019-2025). Yoga grew rapidly in popularity in the years during and after the pandemic (not only as a good at-home exercise option when gyms were closed but also as a stress reliever), and Pilates has exploded in popularity in recent years. GWI estimates about 5.7% of the adult population globally participates in yoga on a regular basis (with participation rates as high as 10%-20+% across some countries in Europe, North America, and Asia), while about 0.6% participates in Pilates regularly (see *Figure 5.5*). The rise of free and low-cost digital platforms (including apps, YouTube, etc.) has also allowed a growing number of people to practice yoga, Pilates, and other mindful movement modalities (e.g., tai chi, barre) at home.

[50] For a more detailed definition and elaboration of the subsectors GWI includes in the physical activity market, see: Yeung, O. and Johnston, K. (2019). *Move to be Well: The Global Economy of Physical Activity*. Miami, FL: Global Wellness Institute. https://globalwellnessinstitute.org/industry-research/global-economy-physical-activity/.

Figure 5.4: Physical Activity Market by Subsector, 2019-2025

	Market Size (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
Recreational Physical Activity	**$423.5**	**$330.7**	**$431.1**	**$470.6**	**$506.6**	**$551.5**	**$603.9**	***9.5%***	***6.1%***
Sports & Active Recreation	$238.8	$200.5	$255.0	$263.5	$276.7	$287.8	$308.6	*7.2%*	*4.4%*
Fitness	$150.8	$99.6	$137.0	$166.2	$185.3	$214.1	$239.6	*11.9%*	*8.0%*
Mindful Movement	$33.9	$30.5	$39.0	$40.9	$44.6	$49.6	$55.7	*12.3%*	*8.6%*
Enabling Sectors	**$487.9**	**$457.5**	**$561.8**	**$572.5**	**$594.7**	**$623.4**	**$664.5**	***6.6%***	***5.3%***
Sports Apparel & Footwear	$340.1	$295.5	$359.4	$366.7	$388.3	$403.4	$422.2	*4.7%*	*3.7%*
Sports & Fitness Equipment	$109.2	$113.1	$145.0	$139.7	$130.4	$135.6	$142.9	*5.4%*	*4.6%*
Fitness Technology	$40.1	$51.3	$61.2	$70.1	$80.5	$90.3	$107.0	*18.4%*	*17.8%*
TOTAL**	**$903.4**	**$777.0**	**$978.2**	**$1,023.8**	**$1,077.2**	**$1,145.8**	**$1,232.6**	***7.6%***	***5.3%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as Euromonitor.*
*** **Figures do not sum to total due to overlap in segments and rounding.***
Note: See the "Definitions" section for detailed descriptions of the subsectors.
Source: Global Wellness Institute.

The physical activity market also includes **three supporting segments** that enable and facilitate consumer participation in these activities: **apparel and footwear**, **sports and fitness equipment, and fitness technology** (see *Figure 5.4*).

- **Sports apparel and footwear** spending fell by 13.1% in 2020, but it has since recovered and exceeded its pre-pandemic level, reaching $422.2 billion in 2025. It is important to keep in mind that activewear/sportswear is increasingly popular worldwide as daily clothing for an aspirational lifestyle (not just for sports/fitness purposes), and this trend has accelerated since the pandemic. Therefore, not all of the spending in this category is actually supporting physical activity or active lifestyles.

- **Sports and fitness equipment** is a broad segment that includes sporting goods, protective gear, and fitness/exercise/training equipment and supplies. This segment has grown to $142.9 billion worldwide in 2025. Some types of sporting goods saw an explosion in demand during the pandemic, especially during the first few months of shutdowns (e.g., bicycles, kayaks, at-home fitness equipment, connected equipment like Peloton bikes), but the growth has tapered off (and spending even declined in 2022 and 2023) as people returned to in-person gyms, fitness studios, sports teams, and recreational leagues.

- **Fitness technology** exploded in 2020 and continued its very rapid growth trajectory in 2021-2025. Estimated at $107.0 billion in 2025, the global market for fitness tech is now 2.7 times larger than it was in 2019. Fitness tech includes wearable devices, trackers, and smart/networked equipment, as well as digital platforms (apps and streaming) and software—all of which support and encourage people's participation in fitness and physical activities by making it more convenient, fun, sociable, personalized, trackable, and affordable. We estimate consumer spending on various types of fitness apps, streaming, and on-demand services (a subsegment within fitness tech) has expanded at a very rapid rate of 25.7% annually from 2019-2025. In comparison, the fitness tech devices/equipment subsegment (e.g., fitness/activity wearables and smart/networked fitness equipment and sporting goods) has grown by 12.1% annually during this time period.

Figure 5.5: Participation in Recreational Physical Activity by Subsector, 2019-2025

	Percent of the total population who participate in some type of recreational physical activity on a regular basis (at least monthly)**						
	2019*	2020*	2021*	2022*	2023*	2024*	2025
By Sector (global averages)							
All Recreational Physical Activity* **	**43.11%**	**40.55%**	**42.03%**	**43.84%**	**44.57%**	**45.58%**	**46.41%**
Sports & Active Recreation	**40.63%**	**38.01%**	**39.25%**	**40.96%**	**41.54%**	**42.30%**	**42.93%**
Fitness	**4.99%**	**3.84%**	**5.29%**	**6.12%**	**6.63%**	**7.56%**	**8.14%**
Penetration rate for commercial gyms, fitness clubs, & studios	*3.37%*	*2.26%*	*3.01%*	*3.31%*	*3.46%*	*3.94%*	*4.06%*
Mindful Movement	**4.86%**	**5.24%**	**5.37%**	**5.38%**	**5.54%**	**5.83%**	**6.10%**
% of adults 18+ participating regularly in:							
Yoga	*4.56%*	*4.99%*	*5.13%*	*5.12%*	*5.14%*	*5.43%*	*5.72%*
Pilates	*0.43%*	*0.46%*	*0.47%*	*0.48%*	*0.52%*	*0.55%*	*0.60%*
By Region							
North America	58.58%	59.17%	58.38%	60.55%	61.57%	62.92%	63.87%
Europe	50.34%	48.80%	49.31%	50.02%	50.58%	51.42%	52.17%
Asia-Pacific***	46.37%	45.23%	46.84%	48.76%	49.78%	51.06%	51.93%
Latin America-Caribbean	37.52%	34.67%	36.03%	37.67%	37.84%	39.32%	41.54%
Sub-Saharan Africa	30.84%	21.76%	25.03%	28.27%	28.80%	29.34%	29.84%
Middle East-North Africa	26.56%	24.21%	25.07%	25.69%	26.32%	26.86%	27.40%

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions, updates, and improved data availability across various country sources.*
*** Participation rates are estimated as a share of the total population, except where noted in the table. Many people participate in more than one type of recreational physical activity, so the estimated participation rates by category are not mutually exclusive and do not sum to the total participation rate. We account for the estimated overlap when calculating the overall global and regional participation rates for recreational physical activities.*
**** In this report, we have substantially revised our estimates for the participation rates in Asia-Pacific; therefore, the regional and global figures in this report cannot be compared with figures that appeared in previous editions of the Global Wellness Economy Monitor. Our revisions are primarily for the sports/active recreation and fitness segments in China, due to improved access to Chinese-language reports and data sources via AI-based search capabilities.*
Source: Global Wellness Institute, based on a variety of country-level sources and surveys.

From a health and wellness perspective, people's participation in physical activities is far more important than how much money they are spending on these activities. In most (but not all) countries around the world, participation in recreational physical activities declined in 2020, and it took several years to recover. Globally, the average percent of the population participating regularly in all types of recreational physical activities reached 46.4% in 2025 (as compared to 43.1% in 2019, see *Figure 5.5*). In nearly half of the countries, we estimate that the participation rates have not yet returned to their pre-pandemic levels (especially in developing and poorer countries). Looking at the three categories of activities:

- We estimate that the participation rate for **sports/active recreation** dipped in 2020 and 2021 and then recovered in 2022. Participation globally reached 42.9% in 2025 (as compared to 40.6% in 2019).

- Participation rates for **mindful movement** increased a lot in 2020-2021 due to the pandemic, but growth then leveled off in 2022 and 2023 (probably due to some waning interest after the burst during the pandemic, as well as people returning to their pre-pandemic habits and activities). However, interest in mindful movement activities continues to rise (partially driven by the explosion of newly popular activities like Pilates), as reflected by the increase of the overall participation rate to 6.1% in 2025.

- Participation in **fitness** fell sharply in 2020 and has subsequently recovered and now far exceeds its pre-pandemic level, reaching 8.1% in 2025 (as compared to 5.0% in 2019). The overall increase in the fitness participation rate from 2019-2025 is partly driven by rapidly growing participation in digital/streaming/at-home fitness activities, in addition to people returning to gyms/health clubs/fitness studios in the post-pandemic period. We estimate the global penetration rate for traditional commercial gyms/fitness centers alone has increased from 3.37% in 2019 to 4.06% in 2025.

Looking across the world's regions, North America is the leading region for recreational physical activity participation rates (63.9% in 2025), followed by Europe (52.2%) and Asia-Pacific (51.9%). The regions with the strongest increases in their participation rates from 2019-2025 include Asia-Pacific (+5.6 percentage points), North America (+5.3 percentage points), and Middle East-North Africa (+4.0 percentage points).

Many people around the world conduct their leisure-time physical activity in public places (e.g., public parks and plazas, community sporting facilities, in the streets), at home, and/or via free digital platforms. This is especially true in lower-income countries, where the private fitness and recreational businesses, facilities, and infrastructure are less developed. It is also true in some higher-income markets, where ample publicly subsidized recreational infrastructure provides opportunities for greater participation at low out-of-pocket costs. The more people participate in physical activities outdoors, on their own, and using free digital services—and the more governments invest in publicly supported physical activity infrastructure—the less money people will need to spend out-of-pocket on exercising. Conversely, in some markets we see growing expenditures on physical activities without a commensurate increase in participation rates—meaning the same (or a smaller) share of the population is simply spending more per person on doing these activities. **Therefore, there is not a direct line relationship between physical activity spending and physical activity participation. When we measure higher spending in the physical activity market, it does not necessarily mean that people are doing more physical activity, or that more people are doing physical activity.**

Definitions: What we measure and what we do not

There are two broad types of physical activity: **natural movement** (movement that is essential to our daily lives, like walking for transportation, jobs that require manual labor, and household chores), and **recreational physical activity** (movement that we choose in our leisure time, like exercise, playing sports, taking a walk, or playing on a playground).[51]

> For the wellness economy data, our definition and measurement of the physical activity market focus on **private spending on recreational physical activity**. We define the physical activity sector as ***consumer spending associated with intentional physical activities performed during leisure and recreation.***

The core of the market is the services that allow consumers to participate in three categories of recreational physical activities: **fitness, sports and active recreation, and mindful movement**. The market also includes three supporting segments that enable and facilitate consumer participation in these activities: **technology, equipment and supplies, and apparel and footwear**. These segments are elaborated and defined below.

Recreational Physical Activities

Our physical activity sector dataset captures the share of each country's population that is part of the discretionary consumer marketplace for various types of recreational physical activities. Recreational physical activities are segmented into three categories (as described below). Many individuals will participate in multiple activities across these three segments, and so each category is measured separately; we account for overlap when we roll together the three categories to measure the total physical activity market.

We use a consumption-based approach for measuring the physical activity market, and for each category we estimate two key indicators:

- **Participation in recreational physical activities:** Participation rates measure the estimated percent of the population that participates in each category of recreational physical activity. In our dataset, "participation" is generally defined as doing the activity at least once a month or with some regularity. The participation estimates are agnostic of *where or how* people perform the activity. For example, people who do yoga may take a class at a specialized yoga studio, may take a class at a gym or YMCA, may use a streaming or on-demand class, or may simply practice yoga alone at home. For our estimates, all of these methods would count as "participation in yoga" if they are done with regularity.

  While we measure *participation* in recreational physical activities (i.e., do consumers do these activities with some regularity), we do not account for the intensity of recreational physical activities, or whether they are sufficient to meet WHO physical activity guidelines. In fact, the minimum threshold used to define "participation" in our analysis (at least once a month) is certainly not sufficient to meet WHO guidelines or to stay healthy. Nonetheless, this threshold is adopted in order to estimate market size because it is one of the most commonly used measures for recreational physical activity participation in many countries and consumer surveys around the world.

[51] GWI first defined and measured the physical activity sector in the following report: Yeung, O., and Johnston, K. (2019). *Move to be Well: The Global Economy of Physical Activity*. Miami, FL: Global Wellness Institute. https://globalwellnessinstitute.org/industry-research/global-economy-physical-activity/.

Therefore, the participation rates presented in this report should not be confused or conflated with the physical activity/inactivity statistics compiled by the WHO, *The Lancet*, and other health agencies, which capture the share of the population that is/is not meeting WHO recommendations to maintain good health (e.g., adults need 150 minutes of moderate-intensity or 75 minutes of vigorous-intensity physical activity on a weekly basis, agnostic of how these minutes are achieved). The most recent global data, published in *The Lancet,* indicate that 31.3% of the world's adult population are physically inactive.[52]

- **Consumer spending on recreational physical activities:** Based on participation rates, we estimate the direct, out-of-pocket expenditures made by consumers each year in order to participate in each category of recreational physical activity. This figure is limited to expenditures on services for actually doing an activity—i.e., gym or studio memberships, fees for classes and training, sports team or club dues, entry fees for events/competitions/tournaments, and other associated services. Non-service expenditures are measured in separate, supporting categories (as described below). In some instances, fees for participation may be subsidized (e.g., in facilities/programs run by nonprofits or local governments), and in these instances we still count consumer *participation* in the activity, although out-of-pocket expenditures would be reduced or possibly zero. Likewise, for some activities, there is no service provider or participation fee (e.g., running in the park or playing a pickup basketball game with friends), and in these instances we count consumer *participation* in the activity, although the expenditures are zero.

The three categories of recreational physical activities are defined below:

Sports and active recreation: This category encompasses a wide range of sports and recreation activities, including team sports (e.g., soccer, basketball, volleyball); individual sports (e.g., tennis, pickleball, swimming, gymnastics); indoor sports (e.g., squash, wrestling, martial arts); outdoor sports (e.g., skiing, rowing, bicycling); as well as a variety of recreational pursuits (e.g., hiking, trail running, kayaking, parasailing, rock climbing, dancing). The common denominator among these is that they all involve movement and physical activity that contributes to good health. *Sports* are typically more structured, governed by specific rules or forms, and often involve an element of competition; participants are usually motivated by mere enjoyment of the activity (fun and games), athletic achievement, competition, and/or camaraderie and team spirit. *Active recreation* activities are often less structured and formalized, although many do require instruction, mastering special skills, or adhering to specific systems or forms (e.g., different schools of martial arts and dance forms). Consumers may pursue active recreation because they enjoy doing the activity, working toward specific skills and goals, being part of a community, and/or being outdoors. Sports and active recreation attract people of all ages and abilities—children, youth, adults, and seniors.

Fitness: Consumers engage in structured fitness activities with the intention of becoming physically fit, maintaining desired physical conditions, or recovering from an illness or medical condition. These activities can encompass cardiovascular health, functional fitness, flexibility and strength, and weight loss or weight management. Fitness activities most often take place at gyms, health clubs, and fitness studios but can also happen in home-based gyms, outdoor gyms, community centers, schools, hotels, or other venues. These activities may be conducted under the supervision of trainers, may be led by teachers in small or group class settings, and/or may take place via online platforms (both live/streaming and pre-recorded). Fitness activities usually rely on equipment or machines, or they follow a protocol of exercises for conditioning and training. As such, this category includes diverse activities, from indoor

[52] See: Strain, T., et al (2024). National, regional, and global trends in insufficient physical activity among adults from 2000 to 2022: a pooled analysis of 507 population-based surveys with 5.7 million participants. *The Lancet Global Health*, 12(8), E1232-E1243. https://doi.org/10.1016/S2214-109X(24)00150-5.

cycling/spinning, treadmill running, and weight training, to aerobic dance, Zumba, cardio kickboxing, HIIT/LIIT, bootcamps, aqua aerobics, and much more. The participants in this market are primarily (but not exclusively) adults. Note that walking, running, jogging, and cycling in a gym, in a class, or using a piece of fitness equipment (treadmill or stationary bike) is included in the fitness category, while doing these activities outside of a gym, a class, or an equipment-based setting is generally counted as part of sports and active recreation.

Mindful movement: This category captures the exercise modalities that combine movement with mental/internal focus, body awareness, and controlled breathing, with the intention to improve strength, balance, flexibility, posture and body alignment, and overall health. Mindful movement includes activities such as yoga, tai chi, qigong, Pilates, stretch, and barre, as well as other less mainstream somatic, bodywork, and energy-based methods such as Gyrotonic and Gyrokinesis, Nia Technique, Feldenkrais Method, and 5Rhythms. While these classes are increasingly offered at gyms and fitness studios as part of a comprehensive fitness class offering, consumers usually turn to them with the intentions of improving mind-body health and mental focus, and for stress relief, mindfulness, recovery, or pain management, in addition to physical exercise. The participants in this market are primarily (but not exclusively) adults.

Physical Activity Enabling Sectors

In addition to direct expenditures on services, consumers also make related purchases that enable and support their participation in recreational physical activities. We measure three categories of enabling sectors:

Technology: In recent years, technology has greatly transformed the fitness and physical activity markets, enabling consumers to track their own metrics, monitor performance and progress, access programs and services on demand, and connect with communities. This category includes technology-enabled hardware/devices and software/services that support fitness, sports, and active recreation. Hardware, equipment, and devices include: wearable fitness trackers; smart/sensor-embedded fitness and sports clothing, shoes, and eyewear; and smart/sensor-embedded/networked fitness equipment and sporting goods. Software, apps, and services include: fitness, exercise, and nutrition apps and online services used for tracking, analyzing, learning, and sharing activities and achievements; streaming and on-demand fitness workout/class services and subscriptions; and fitness, sports, and recreation intermediary, booking, management, and marketing software, apps, and platforms. The fitness technology hardware/devices category does not include smart watches like Apple Watch, Google Pixel, Samsung Galaxy, Huawei Watch GT, Xiaomi Watch 5, Fire-Boltt, etc., even though they all have fitness functions embedded, because these devices are purchased and used by consumers for many purposes beyond just fitness. Similarly, the software/apps category excludes general entertainment-oriented streaming services such Netflix, Prime Video, YouTube, etc., which increasingly offer fitness programing. As consumers increasingly access fitness services and tracking capabilities through general-use devices like smartwatches and smartphones, and through a variety of streaming media/entertainment platforms, it becomes ever more challenging to capture the full extent of the fitness technology market or to even measure it as a segment separate from general consumer electronics and media/entertainment. Therefore, our market size estimates for the fitness technology segment are undercounting the extent of the market for these kinds of activities.

Equipment and supplies: This category includes a wide variety of equipment and supplies used to engage in fitness, sports, and active recreation, including sporting goods (e.g., balls, rackets, bats, and clubs; bicycles; climbing equipment; ice skates; etc.); protective gear (e.g., helmets, padding, gloves, etc.); as well as fitness/exercise/training equipment and supplies (e.g., treadmills, stationary bikes, other gym equipment, free weights, resistance bands, blocks, mats, etc.). This measurement captures the entire market size for these kinds of equipment and supplies, whether they are sold directly to consumers or to gyms, health clubs, sporting clubs, etc. Note that this category does not include the wide variety of

workout recovery devices and tools that are increasingly popular in the fitness market (e.g., massage guns, foam rollers, compression boots, electric muscle stimulators, etc.), because these cross over into the physical therapy and medical arena and are measured as such in industry data sources.

Apparel and footwear: This category captures the clothing and footwear used for fitness, sports, and active recreation, from ski pants to yoga leggings, and from running shoes to hiking boots. Since dressing has become more casual over the past few decades, and fitness has become both a daily activity and an aspirational lifestyle in many places, it is increasingly common for people to wear sports/fitness/active outdoor clothing and shoes as a personal style statement (i.e., "athleisure"). Therefore, it would be impossible to separate what consumers purchase and wear specifically and exclusively for physical activity, when those same pieces of clothing and shoes are also worn as daily casual wear.

Our definition and measurement of the physical activity market do not include the following:

- **Public expenditures on fitness, recreation, and sports facilities and infrastructure:** In most countries, governments support *recreational physical activities and sports* in a variety of ways, including building and maintaining public sports fields, swimming pools, tennis courts, and running paths and trails, as well as providing funding for youth and community sports leagues and training programs. A smaller number of governments build and/or subsidize community fitness centers and gyms. Governments fund physical education classes in schools, which provide children with early exposure to a variety of sports and physical activities and help instill lifelong healthy habits. Public expenditures are also critical for facilitating *natural movement physical activity*, especially via urban planning and public transit investments that create the infrastructure for people to walk and ride bicycles as part of their commute or daily activities.

  This spending is significant in many countries, but it is impossible to measure because the expenditures occur at multiple levels of government (local, regional, national) and across multiple agencies and budgetary items (transportation and infrastructure, parks and recreation, education, sports, etc.). Therefore, our sector measurements focus only on private, out-of-pocket consumer spending, as a gauge for the rising consumer interest in recreational/leisure-time physical activities and related services. In many countries, governments are investing more in physical activity infrastructure as part of urban planning (e.g., building more bike trails, greenways, pocket parks, and outdoor gyms) for a variety of purposes beyond just exercise, including improving transportation, quality of life, and environmental sustainability. The pandemic has accelerated this trend across the world. As people have better access to publicly funded infrastructure for physical activity, the need for out-of-pocket spending on these activities may even go down. However, until populations around the world have easy, low-cost access to physical activity facilities and infrastructure, the private physical activity sector will continue to see rising participation and spending.

- **Physical activity associated with domestic chores (e.g., cleaning, cooking, gardening, taking care of children), active transportation (walking or cycling as a means of transit), and work (e.g., physical activity done as part of a job):** While these activities can amount to significant physical activity and may contribute to good health, they are not intentional, recreational physical activity for the purpose of our analysis. Also, these activities do not involve significant direct consumer spending in order to participate in them and cannot be measured as part of the wellness economy.

- **Professional sports and dance:** We include participation in and expenditures on sports and dance when they are done on a recreational basis. We **exclude** professional sports and dance because they are occupational in nature rather than recreational. We also **exclude** intensive pre-professional training in sports and dance, although for children it can be difficult to draw a line between recreational and pre-professional training.
- **Spectator sports and dance:** The physical activity market is about people participating in recreational activities to stay healthy. Therefore, we **exclude** expenditures on viewing sports competitions or dance performances—as well as related media, sponsorships, and advertising—because this spending belongs to the entertainment industry and not wellness.

CHAPTER 6

Personal Care & Beauty

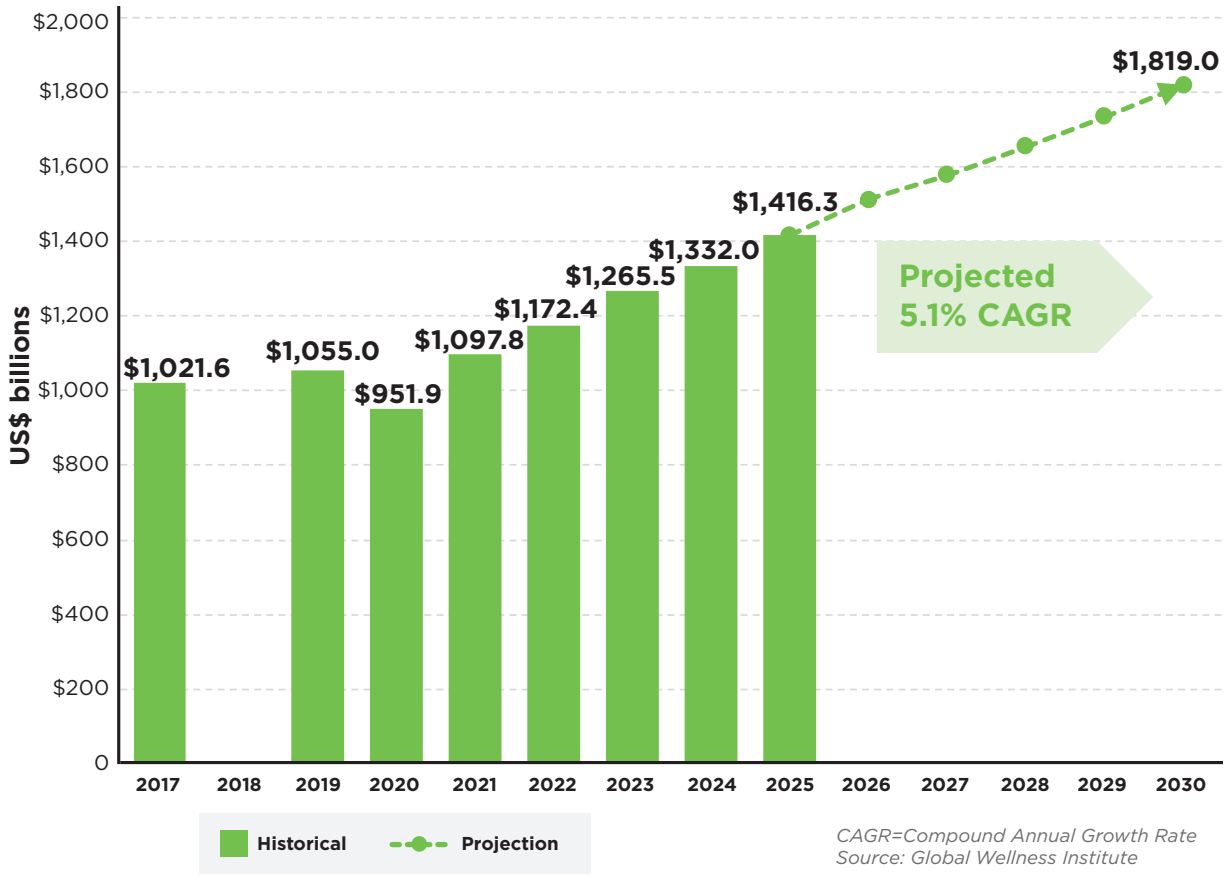
Sector Definition

Consumer expenditures on products and services for personal hygiene and appearance, encompassing the care of body, face, skin, hair, and nails.

$1,416.3b
Global Market In 2025

5.0%
CAGR 2019-2025

Figure 6.1: Global Market Size and Growth Projections, 2017-2030



CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute

Personal Care & Beauty

Market size and growth

Personal care & beauty is the largest sector in the wellness economy, and it accounted for 18.8% of all wellness spending globally in 2025. Consumer spending on personal care & beauty has increased steadily since 2019, with a one-year decline in 2019-2020 due to the COVID-19 pandemic (see *Figure 6.1*). **This sector has grown at an average annual rate of 5.0% from 2019-2025, and it reached a new peak of $1,416.3 billion in 2025.** The growth of personal care & beauty over the last six years has been equivalent to the growth of overall consumer expenditures during this time period (5.0% average annual growth rate from 2019-2025[53]). **Over the next five years, the personal care & beauty sector is projected to continue growing by 5.1% annually** (a rate that is just below the projected consumer spending growth rate of 5.2%), **reaching an estimated $1,819.0 billion in 2030.**

Figure 6.2: Personal Care & Beauty Market by Region, 2019-2025

	Personal Care & Beauty Market (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
North America	$314.7	$275.0	$331.8	$380.2	$415.5	$441.0	$461.5	*4.7%*	*6.6%*
Europe	$302.1	$284.8	$329.4	$341.9	$371.2	$391.0	$423.4	*8.3%*	*5.8%*
Asia-Pacific	$255.9	$234.6	$264.3	$257.6	$274.7	$291.5	$309.1	*6.0%*	*3.2%*
Latin America-Caribbean	$109.2	$88.7	$96.5	$109.4	$118.9	$120.7	$126.4	*4.7%*	*2.5%*
Middle East-North Africa	$49.5	$46.7	$52.1	$57.1	$59.2	$62.3	$68.1	*9.3%*	*5.5%*
Sub-Saharan Africa	$23.8	$22.1	$23.7	$26.2	$26.0	$25.4	$27.8	*9.3%*	*2.6%*
WORLD	**$1,055.0**	**$951.9**	**$1,097.8**	**$1,172.4**	**$1,265.5**	**$1,332.0**	**$1,416.3**	***6.3%***	***5.0%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as Euromonitor.*
Note: Figures may not sum to total due to rounding.
Source: Global Wellness Institute, based on data from Euromonitor.

[53] All consumer spending figures cited in this chapter are based on consumer expenditures data from Euromonitor, accessed July 23, 2025.

North America remains the largest region for personal care & beauty in 2025, both in terms of its overall market size ($461.5 billion) and per capita spending ($1,204). Europe follows closely in size, at $423.4 billion in 2025, but the per capita spending level is significantly lower ($456). **Over the six-year period from 2019-2025, North America and Europe posted the highest annual growth rates in this sector, followed by Middle East-North Africa** (see *Figure 6.2*).

Currency depreciation against the U.S. dollar has had a significant impact on the measurement of the personal care & beauty sector in many country and regional markets in recent years, especially in Asia-Pacific and Latin America-Caribbean. Further explanation is provided below:

- In Asia-Pacific, the regional growth rates have been dampened by currency depreciation in many large country markets since 2019 (and this phenomenon was even more pronounced from 2021-2025). In Japan and South Korea, the personal care & beauty markets contracted from 2019-2025 when measured in U.S. dollar terms but increased when measured in their local currencies. In China, India, the Philippines, Australia, and Taiwan, their markets grew significantly faster when measured in their local currencies as compared to in U.S. dollars, also due to depreciation. Since these seven economies comprise over three-quarters of the entire Asia-Pacific market for personal care & beauty, they have an oversized impact on the growth trend for the overall region. In addition, sluggish and uneven economic conditions and consumer spending growth in both China and Japan in the post-pandemic period have also dampened regional growth rates beyond just the currency effects.

- In Latin America-Caribbean, currency depreciation has had a major impact on Brazil's personal care & beauty market over the last six years: Its market shrank in U.S. dollar terms (-0.1% annually) from 2019-2025, but grew by 5.9% annually when measured in Brazilian reals. Since Brazil accounts for 40% of the entire personal care & beauty market in Latin America-Caribbean, this trend has a large impact on overall growth rates for the whole region.

- Similarly, currency depreciation across the Eurozone in 2021-2025, as well as in the United Kingdom (2021-2025) and Russia (2019-2025), has affected the U.S. dollar growth rates in Europe in recent years. As a result, the entire region grew by 6.5% annually from 2021-2025 when measured in U.S. dollars, but it grew by 7.7% annually when measured in euros. On the other hand, the euro appreciated against the U.S. dollar from 2024-2025, and so the one-year regional growth rate in euros (3.7%) is lower than when the rate is expressed in dollars (8.3%).

These currency swings, and the resulting disparities in the growth rates for the personal care & beauty sector, illustrate the many challenges of interpreting and comparing growth trends across different global regions and countries during the post-pandemic time period.

Personal Care & Beauty

Definitions: What we measure and what we do not

The personal care & beauty sector is broadly defined as ***consumer spending on products and services for personal hygiene and appearance, encompassing the care of body, face, skin, hair, and nails.***

This very large sector includes everyday consumer products such as soaps and bath products, lotions and skin care, hair care, dental care, shaving, sun care, cosmetics and cosmeceuticals, perfumes, and other personal hygiene and beauty items. It includes electric appliances for personal care (e.g., electric razors, hair dryers, electric toothbrushes, etc.), as well as many disposable personal products (e.g., toilet paper, sanitary napkins, cotton pads, diapers, etc.). The sector includes services like beauty and nail salons, hairdressing, and barbershops (but excludes spas and massage), as well as a variety of products and services marketed to address age-related appearance issues and conditions. Note that a small portion of personal care and beauty products are sold in spas, and we account for this overlap with the spa sector when we calculate the total wellness economy figures.

While personal care & beauty has always been the largest sector in the wellness economy, there are often questions about whether all of the spending in this category is really "wellness." On the one hand, caring for our bodies, grooming, and expressing ourselves through our appearance are all important parts of self-care, and they reflect a healthy human psyche of individual expression, dignity, and freedom. On the other hand, there are many toxic aspects of beauty that can cause people to feel self-conscious about their appearance or their natural aging process, to aspire to artificial standards, or to obsess over small "imperfections"—and these feelings can lead to mental health issues like anxiety, depression, and body dysmorphic disorder. All of these challenges are very real and should not be minimized, but as with other sectors, we do not make value judgements by including personal care & beauty as part of the wellness economy. Many consumers view grooming, skin care, and beauty routines as an important form of self-care, self-love, and self-expression, and the products/services in the market are increasingly marketed as such; therefore, we count these expenditures as part of the wellness economy.

Besides the psychological aspects of the beauty industry, some people take issue with the unwellness of beauty and personal care products themselves—for containing harmful chemicals, for not being natural, for their wasteful packaging, etc. Some may argue only products labeled "clean," "green," "natural," "non-toxic," "botanical," or "organic" should be considered part of the wellness economy. This approach has its own issues because there is no global authority on the definitions of these labels, and there is no requirement for companies to verify that their ingredients and formulations conform with these standards and claims. For example, "green" can mean anything from being GMO-free, cruelty-free, or vegan, to the environmental impact of the production process or packaging, to the recyclability or lifecycle of the product. We are not in the position to judge whether all beauty is wellness, or just a portion of it. But with rising consumer interest in clean, green, natural, and related categories, there will be demand for more transparency in ingredients, labeling, formulations, and production processes, as well as more precise definitions and standards across the board.

CHAPTER 7

Healthy Eating, Nutrition, & Weight Loss

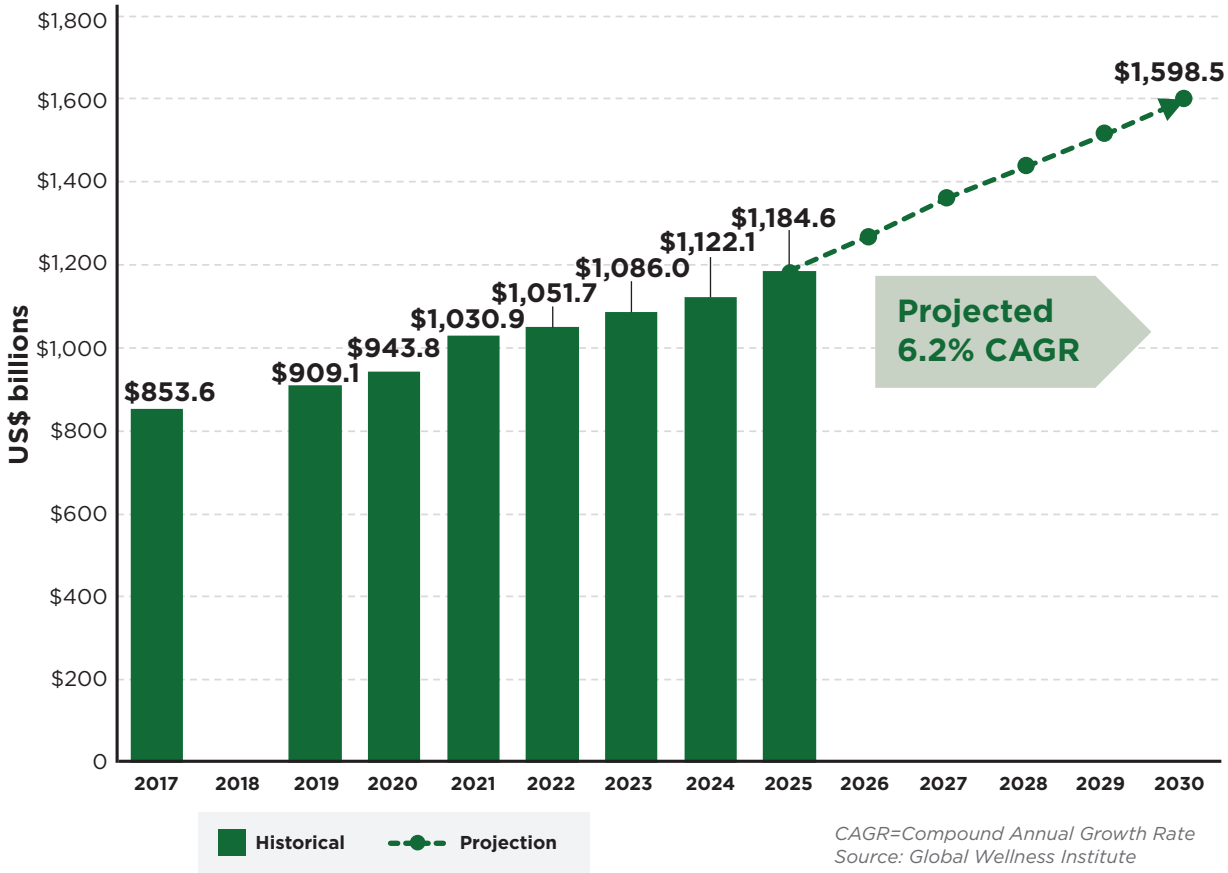
Sector Definition

Consumer expenditures on foods and beverages that are positioned, marketed, and labeled as health- and wellness-enhancing, as well as vitamins and dietary supplements, and weight management products and services.

$1,184.6b
Global Market In 2025

4.5%
CAGR 2019-2025

Figure 7.1: Global Market Size and Growth Projections, 2017-2030



CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute

Healthy Eating, Nutrition, & Weight Loss

Market size and growth

Estimated at $1,184.6 billion globally in 2025, healthy eating, nutrition, & weight loss has grown steadily every year over the last six years, with an average annual growth rate of 4.5% from 2019-2025. It is the third-largest sector in the wellness economy (slightly smaller than personal care & beauty and physical activity), and it accounted for 15.8% of all wellness economy spending worldwide in 2025. This sector is also one of the few wellness sectors that maintained a positive growth trajectory throughout the COVID-19 pandemic. **We project the healthy eating, nutrition, & weight loss sector will grow by 6.2% annually over the next five years, to reach an estimated $1,598.5 billion in 2030** (see *Figure 7.1*).

Figure 7.2: Healthy Eating, Nutrition, & Weight Loss Market by Region, 2019-2025

	Healthy Eating, Nutrition, & Weight Loss Market							Average Annual Growth Rate	
	(US$ billions)							2024-2025	2019-2025
	2019*	2020*	2021*	2022*	2023*	2024*	2025		
North America	$246.8	$266.6	$291.0	$316.8	$333.2	$336.8	$345.2	*2.5%*	*5.8%*
Asia-Pacific	$317.5	$325.4	$350.7	$329.7	$318.0	$328.9	$342.3	*4.1%*	*1.3%*
Europe	$221.1	$232.4	$255.6	$253.2	$272.2	$291.3	$323.2	*11.0%*	*6.5%*
Latin America-Caribbean	$76.3	$68.9	$80.2	$95.3	$106.0	$105.8	$110.3	*4.2%*	*6.3%*
Middle East-North Africa	$29.9	$32.0	$32.9	$34.9	$35.1	$37.0	$39.4	*6.6%*	*4.7%*
Sub-Saharan Africa	$17.6	$18.4	$20.4	$21.8	$21.5	$22.4	$24.2	*8.2%*	*5.4%*
WORLD	**$909.1**	**$943.8**	**$1,030.9**	**$1,051.7**	**$1,086.0**	**$1,122.1**	**$1,184.6**	***5.6%***	***4.5%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as Euromonitor and IBISWorld.*
Note: Figures may not sum to total due to rounding.
Source: Global Wellness Institute, based on data from Euromonitor, IBISWorld, and other sources.

Over the six-year period from 2019-2025, market growth has been quite strong across most regions of the world, with average annual growth rates ranging from 1.3% in Asia-Pacific to 6.5% in Europe and 6.3% in Latin America-Caribbean (see *Figure 7.2*). North American consumers spend the most per capita on healthy eating, nutrition, & weight loss ($900), almost three times the per capita spending in Europe ($348) and over eleven times higher than the per capita spending in Asia-Pacific ($79).

It is important to keep in mind that food prices and supply are heavily influenced by many factors, including commodity markets, currency rates, and external shocks (e.g., weather and climate events, wars, trade and tariff policies, etc.), especially in smaller countries that depend upon imports for food. Therefore, in some countries and regions, high per capita spending levels and/or high growth rates for the healthy eating sector may simply reflect high/rising food prices, rather than more consumer demand or more purchases of healthy-labeled products. Likewise, **currency fluctuations against the U.S. dollar in certain regions (as discussed below) often affect the market size and growth rate when expressed in U.S. dollar terms.**

While Asia-Pacific has the lowest average annual growth rate (1.3%) among the six regions from 2019-2025, that does not necessarily mean the entire region has seen slow growth in this sector. In recent years, market measurements in Asia-Pacific have been affected by currency depreciation against the U.S. dollar across several major countries, and the overall regional market size and growth rate would be even higher without these currency effects (e.g., the Asia-Pacific regional market shrank in both 2022 and 2023 when measured in nominal U.S. dollars, but it grew strongly if we measure the market in Japanese yen). In Japan, for example, the depreciation of the yen since 2019 has meant the country's market for healthy eating, nutrition, & weight loss shrank by 2.8% annually (2019-2025) when measured in U.S. dollars but grew by 2.5% annually when measured in yen. Similarly, South Korea's market grew by only 0.3% annually (2019-2025) in U.S. dollars but grew by 3.7% annually in won. Australia, India, Indonesia, Thailand, Vietnam, and the Philippines have all experienced similar currency effects during this timeframe. China also had currency depreciation, but the country's weak economic conditions and slower consumer spending growth also led to an overall decline in the healthy eating, nutrition, & weight loss sector in both 2022 and 2023, whether measured in U.S. dollars or local currency—although strong growth resumed in 2024 and then flattened in 2025. Since these nine countries together represent 89% of the overall market for this sector in Asia-Pacific, their growth trajectories have a major impact on the growth trend for the entire region.

In Latin America-Caribbean, currency depreciation has similarly had a major impact on Brazil's healthy eating, nutrition, & weight loss market over the last six years: Its market grew by only 3.8% annually in U.S. dollar terms from 2019-2025, but grew by 10.0% annually when measured in Brazilian reals. Since Brazil accounts for nearly one-third of the healthy eating, nutrition, & weight loss market in Latin America-Caribbean, this trend has a large impact on overall growth rates for the whole region.

We define the healthy eating, nutrition, & weight loss sector as comprising three subsectors. All three subsectors have maintained positive growth rates since 2019 (see *Figure 7.3*):

- **Healthy-labeled foods & beverages** is by far the largest segment, representing 76% of the market in 2025. This segment grew by 6.1% in 2025, reaching $899.8 billion.
- The **vitamins & supplements** segment represents 15% of the market in 2025. It grew by 5.2% in 2025, reaching $176.7 billion.
- **Weight-loss products & services** is the smallest segment, representing 9% of the market, or $108.2 billion in 2025. Growth trends in this segment have been uneven from year-to-year and for different underlying products and services. The weight-loss services portion of this segment has shrunk since 2019, but the segment still grew overall, buoyed by the strong growth of weight management products (e.g., functional foods/beverages, supplements, meal replacements, and other over-the-counter products targeting weight management).

Figure 7.3: Healthy Eating, Nutrition, & Weight Loss Market by Subsector, 2019-2025

	Market Size (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
Healthy-Labeled Foods & Beverages	$693.7	$716.3	$777.8	$792.9	$818.5	$848.5	$899.8	*6.1%*	*4.4%*
Vitamins & Supplements	$132.2	$139.9	$152.9	$153.2	$161.9	$168.0	$176.7	*5.2%*	*5.0%*
Weight-Loss Products & Services	$83.2	$87.6	$100.2	$105.5	$105.7	$105.6	$108.2	*2.4%*	*4.5%*
TOTAL	**$909.1**	**$943.8**	**$1,030.9**	**$1,051.7**	**$1,086.0**	**$1,122.1**	**$1,184.6**	***5.6%***	***4.5%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as Euromonitor and IBISWorld.*
Note: Figures may not sum to total due to rounding. See the "Definitions" section for detailed descriptions of the subsectors.
Source: Global Wellness Institute, based on data from Euromonitor, IBISWorld, and other sources.

Healthy Eating, Nutrition, & Weight Loss

Definitions: What we measure and what we do not

The healthy eating, nutrition, & weight loss sector encompasses ***a wide variety of foods and beverages that are positioned, marketed, and labeled as health- and wellness-enhancing, as well as vitamins and dietary supplements, and weight management products and services.***

This sector measures consumer expenditures in three subsectors:

- **Healthy-labeled foods & beverages:** This segment includes a wide variety of processed and packaged foods and beverages that are specifically positioned, marketed, or labeled with health and wellness claims, including low-fat/low-sugar/low-salt products; fortified/functional products with added nutrients (e.g., high fiber, high protein, antioxidants, probiotics, omega-3s, etc.); products "free from" gluten/dairy/lactose/meat/allergens (e.g., plant-based alternatives, meat substitutes, keto, etc.); products marketed as "naturally healthy" (e.g., minimal processing, non-artificial ingredients); and organic products.

- **Vitamins & supplements:** This segment includes vitamins and dietary supplements (including herbal/traditional products), as well as sports nutrition products (e.g., protein powders, etc.).

- **Weight-loss products & services:** This segment encompasses packaged foods/beverages specifically positioned to target weight management and calorie control; over-the-counter supplements and remedies targeting weight management (e.g., meal replacement or nutritional supplement drinks, non-prescription weight-loss drugs and supplements, etc.); and weight-loss services and programs (e.g., physical or online dieting centers, workshops, counseling, nutritionists and dietitians, etc.).

We **do not** include the following in our definitions and estimates for the healthy eating, nutrition, & weight loss sector:

- **Our measurement of weight-loss products & services does not include medical interventions, such as GLP-1 prescription drugs or bariatric surgery.** The emergence of GLP-1 drugs (e.g., Ozempic, Mounjaro, Wegovy, Saxenda, and other semaglutide formulations) is widely regarded as a "game changer" for weight loss, and the market has especially exploded in 2024 and 2025 (although mass market availability of these drugs varies around the world, depending on government reimbursement policies). Companies in the weight-loss space, including WeightWatchers and Noom, have quickly added weight-loss drug prescriptions to their offerings, and more are expected to follow suit. While the cost of these drugs has been dropping with the entry of compounding pharmacies and direct-to-consumer programs, their list price (in the range of $900-$1,300 per month in the United States) is still prohibitive for most people unless they are covered by insurance. The drugs present both a challenge and an opportunity for the weight loss sector to develop an integrated, long-term, lifestyle approach that benefits consumers by aligning their weight loss with improved health and wellness. Pharmaceutical industry estimates have put the weight-loss market for GLP-1 drugs in the tens of billions of dollars, in part because patients must use the drugs continuously to sustain their weight loss. But per our definition of the overall wellness economy, we do not include medical interventions or prescription drugs in our estimates, and so weight-loss drugs and surgery are excluded from our measurement of the weight-loss segment. However, our estimates do include the meal replacement programs and services; supplements; and dietary, fitness, and wellness counseling services that may be provided in conjunction with GLP-1 drugs.

- **Our measurements do not include large categories of fresh foods, such as fresh fruits and vegetables, fish and seafood, legumes, etc.** Even though they are a core part of a healthy diet, including these large categories of foods would render the sizing of this sector too broad and meaningless, would result in some double counting, and would not necessarily provide a better measurement of "healthy eating." The healthfulness of fruits and vegetables, meats, seafood, legumes, nuts, etc., depends upon many factors, including preparation and processing, portion size, and the balance of a person's overall diet. Moreover, fresh foods are used as inputs into prepared and processed foods, which may or may not be "healthy." It is not possible for us to differentiate between a walnut consumed as a healthful snack versus a walnut consumed in a candy bar, corn prepared in a fresh salad versus processed into high fructose corn syrup for a soft drink, or a strawberry eaten raw versus eaten as an ingredient in a fruit gummy.

- **We do not include herbs, spices, and plant-based foods when they are sold as seasonings, flavorings, or in raw form as food ingredients** (e.g., turmeric, garlic, and acai are good examples), but we **do include them** when they are packaged into pills/supplements or incorporated into functional/fortified foods and beverages and marketed as "healthy."

Our overall definition of this sector, and the categories we measure, reflect the products currently bought and sold in the consumer market under the labels and claims of "healthy eating" and "wellness." We are not implying these products and services are the most important or most effective way to maintain a healthy diet or to pursue a wellness lifestyle. Our numbers do not apply a value judgement on what is or is not "healthy eating," or whether dieting should or should not be considered "wellness." Rather, we objectively include products that are proactively labeled and positioned by businesses as "health-enhancing" and are most closely identified by consumers as such.

The irony of our data is that a fruit gummy labeled as "organic" or "natural" (because it includes strawberries as an ingredient) is included in our figures for healthy eating, whereas purchase/consumption of a fresh strawberry is not. Turmeric sold in capsule form as a supplement is included in our figures for vitamins and supplements, whereas turmeric used to season a home-cooked vegetable dish is not. Therefore, we acknowledge our ability to measure "healthy eating" as an economic sector is imperfect and unsatisfactory. Despite our best efforts, our numbers are only a proxy measurement based on product labels and claims in the packaged/processed foods, vitamins/supplements, and weight loss market, rather than a true measure of "healthy eating."

In general, the quantity and balance of foods—and how they are prepared—are just as important as which specific foods we consume. Also, there is no consensus on the role vitamins, supplements, organic foods, processed "health foods," etc., play in a healthy diet. **While the growing demand for healthy foods has been a boon for food product and supplement businesses, consumers remain confused by contradictory dietary advice, as well as by the "healthful" labels placed on processed/functional food products containing certain nutrients or omitting certain ingredients.** This confusing landscape is the product of many factors, including inadequate/ineffective public health guidance on how to achieve a healthy diet, lax regulation on labeling, the use of health claims on products in the absence of solid scientific evidence, and the role of social media influencers.

Therefore, **we want to caution that the continued expansion of the healthy eating, nutrition, & weight loss sector in recent years should not be interpreted as evidence to suggest "consumers are eating healthier."** Consumer spending on certain categories of foods, beverages, and supplements *labeled* as healthy is not an indicator of healthy diets, when there is no consensus on how healthy these products are, or what a "healthy diet" even means. However, increased spending on healthy-labeled foods, beverages, vitamins, and supplements can be taken as a signal of the growing consumer intention and interest in eating well. In addition (as noted above), food prices are affected by commodity prices, currency rates,

and other factors, and so "growth" may simply reflect price inflation or currency appreciation rather than a real change in consumer demand.

Finally, **we need to acknowledge that a healthy diet has become unaffordable for a large share of the world's population.** The rising price of food (especially healthy foods) is a major contributor to food insecurity and malnourishment around the world. According to the UN Food & Agriculture Organization (FAO), 2.69 billion people (32.7% of the global population) were unable to afford a healthy diet in 2025, and the cost of a healthy diet has gone up every year since 2017.[54] Global food prices—elevated during the pandemic and subsequently by other global shocks—have remained high globally and have especially affected low- and middle-income countries, even as inflation has eased since 2023. Ultra-processed foods are consistently cheaper than unprocessed and minimally processed foods, creating cost barriers that can lead to adverse health impacts and malnutrition. Much of this food insecurity is concentrated in developing and low-income countries, but it also afflicts pockets of people living in wealthy countries, due to increasing income disparities and insufficient social safety nets. Unfortunately, addressing this dire and important issue is beyond the scope of this chapter or our wellness economy data.

[54] FAO, IFAD, UNICEF, WFP, and WHO (2026). *The State of Food Security and Nutrition in the World 2026—Understanding and addressing the high cost of a healthy diet*. Rome: FAO. https://doi.org/10.4060/cd8306en.

CHAPTER 8

Traditional & Complementary Medicine

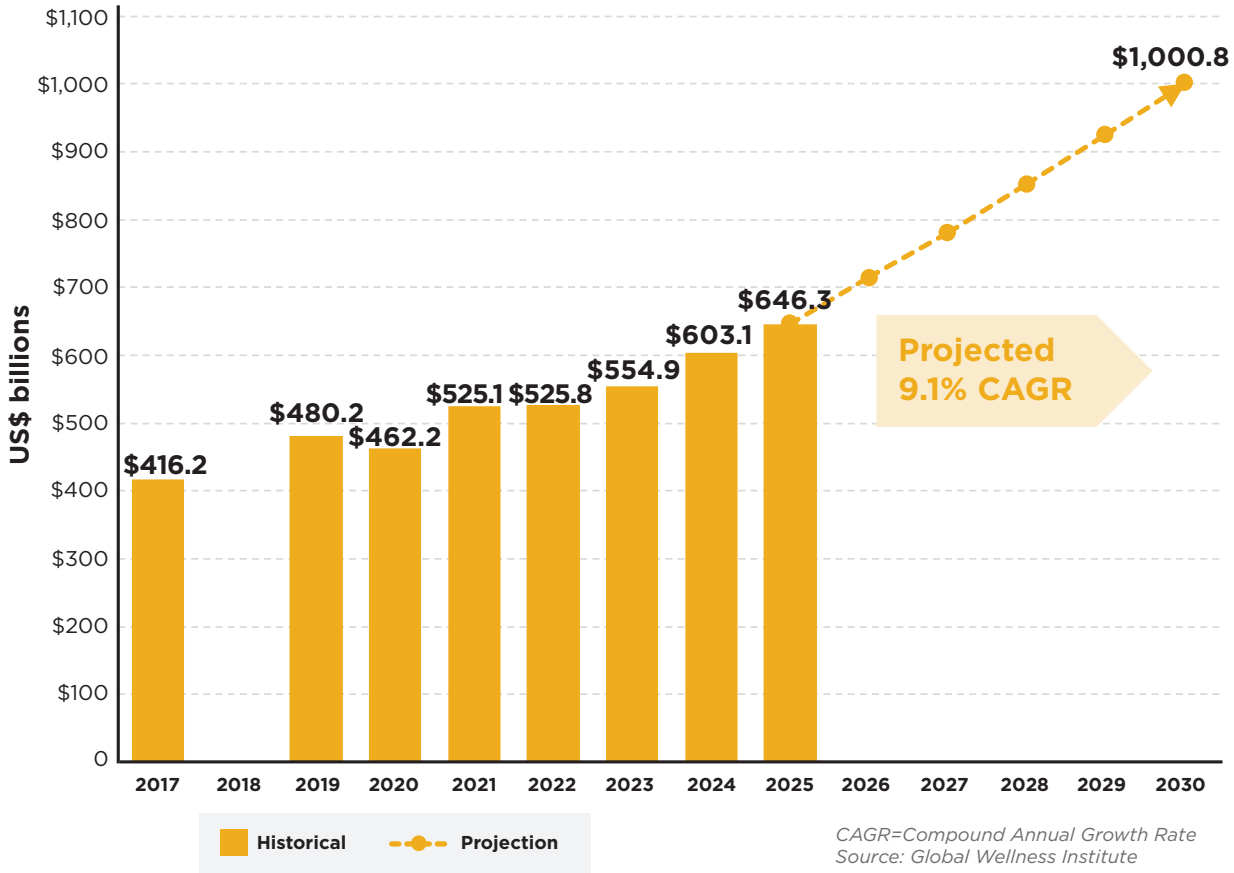
Sector Definition

Expenditures on diverse healthcare and healing systems, services, practices, and products that are not generally considered to be part of conventional/allopathic medicine or the dominant healthcare system.

$646.3b
Global Market In 2025

5.1%
CAGR 2019-2025

Figure 8.1: Global Market Size and Growth Projections, 2017-2030



CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute

Traditional & Complementary Medicine

Market size and growth

We estimate traditional & complementary medicine (T&CM) was a $646.3 billion market worldwide in 2025, accounting for 8.6% of the entire global wellness economy. After a decline in 2020 due to business disruptions, demand for T&CM has accelerated in the post-pandemic period, with consumers increasingly seeking out alternative ways to strengthen immunity, fend off sickness, manage chronic health conditions, address pain, and pursue their personal wellness aims. In 2024-2025, the global market grew by 7.2%. As consumer interest in and adoption of these practices continue to increase around the world, **we project traditional & complementary medicine will grow by 9.1% annually for the next five years, exceeding $1.0 trillion in 2030** (see *Figure 8.1*).

Figure 8.2: Traditional & Complementary Medicine Market by Region, 2019-2025

	Traditional & Complementary Medicine Market (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
Asia-Pacific	$318.92	$301.38	$337.66	$330.91	$344.76	$377.46	$402.99	*6.8%*	*4.0%*
North America	$70.54	$79.54	$97.98	$102.31	$109.37	$114.34	$120.83	*5.7%*	*9.4%*
Europe	$86.25	$76.72	$84.40	$87.16	$94.64	$104.76	$115.59	*10.3%*	*5.0%*
Latin America-Caribbean	$2.89	$2.77	$2.98	$3.31	$3.93	$4.07	$4.23	*4.1%*	*6.6%*
Middle East-North Africa	$0.75	$0.88	$1.07	$1.14	$1.16	$1.25	$1.35	*8.0%*	*10.2%*
Sub-Saharan Africa	$0.88	$0.87	$0.97	$1.01	$1.08	$1.18	$1.31	*11.3%*	*6.9%*
WORLD	**$480.23**	**$462.15**	**$525.06**	**$525.83**	**$554.93**	**$603.05**	**$646.30**	***7.2%***	***5.1%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as Euromonitor and IBISWorld.*
Note: Figures may not sum to total due to rounding.
Source: Global Wellness Institute, based on data from Euromonitor, IBISWorld, and various national sources.

Many T&CM practices are native to the country or region where they are used, although a number of modalities (e.g., acupuncture, Traditional Chinese Medicine, chiropractic) are now commonly used around the world. Looking regionally, Asia-Pacific and Europe have long been among the largest markets for T&CM because many countries in these regions have centuries-old T&CM systems that are still widely practiced today, and that are, to some extent, integrated into conventional/public healthcare systems and/or covered by health insurance (e.g., Traditional Chinese Medicine in China, Ayurveda in India, Kampo medicine in Japan, naturopathy/balneotherapy and "Kur" in Germany, etc.). Traditional medicine systems are now being promoted as a national policy priority in places like China (Healthy China Initiative) and India (Ayushman Bharat Initiative). The governments in both China and India are actively promoting and expanding their traditional medicine services alongside conventional healthcare; modernizing these

systems by investing in clinical research, new technologies, regulations, and training; and positioning their traditional systems as a component of preventive and primary healthcare. Meanwhile, in Western countries like the United States, greater access to information and expanding commercial availability of complementary and alternative practices, alongside dissatisfaction with aspects of conventional healthcare, is fueling growth. In these countries, a few traditional practices with established scientific evidence for particular conditions (e.g., acupuncture, meditation) are starting to be offered alongside conventional medicine (and sometimes covered by insurance systems); however, much of the spending on T&CM is done out-of-pocket by consumers.

All regions have recovered quickly from the pandemic and have reached new peak levels of spending (see *Figure 8.2*). Six-year annual growth rates from 2019-2025 were especially high in North America (9.4% annual growth) and Middle East-North Africa (10.2%). Since 2019, North America has surpassed Europe to become the second-largest regional market. This shift is due to overall strong growth for herbal/traditional medicines and products in general, and especially the rapid growth of cannabis and CBD sales in both the United States and Canada, with a relaxing of regulations that has spurred growing health, wellness, and recreational usage. In the Middle East and Latin America, growth rates have also been boosted by the growing cannabis and CBD market in countries where the regulatory regime is looser (e.g., Israel in the Middle East; Argentina, Brazil, Chile, Mexico, Colombia, and Uruguay in Latin America).

Both the products and services segments have fully recovered from the pandemic and have been growing strongly (see *Figure 8.3*). The T&CM services segment has been growing faster than products, especially over the last couple of years, and we expect services will continue to dominate market growth in the coming years. As with the regions discussed above, the growth of the T&CM medicines & products subsector in 2019-2025 has been significantly boosted by the growing cannabis and CBD market. The herbal/traditional products portion of the market grew by only 1.9% annually from 2019-2025, while the cannabis portion of the market (which is much smaller in size) grew by 16.4% annually.

Figure 8.3: Traditional & Complementary Medicine Market by Subsector, 2019-2025

	Market Size (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
T&CM Services & Practitioners	$262.1	$256.6	$288.7	$291.7	$309.5	$346.7	$374.8	*8.1%*	*6.1%*
T&CM Medicines & Products	$218.1	$205.5	$236.4	$234.1	$245.4	$256.4	$271.5	*5.9%*	*3.7%*
TOTAL	**$480.2**	**$462.2**	**$525.1**	**$525.8**	**$554.9**	**$603.1**	**$646.3**	***7.2%***	***5.1%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as Euromonitor and IBISWorld.*
Note: Figures may not sum to total due to rounding. See the "Definitions" section for detailed descriptions of the subsectors.
Source: Global Wellness Institute, based on data from Euromonitor, IBISWorld, and various national sources.

Traditional & Complementary Medicine

Definitions: What we measure and what we do not

Traditional & complementary medicine (T&CM) encompasses ***diverse healthcare and healing systems, services, practices, and products that are not generally considered to be part of conventional/allopathic medicine or the dominant healthcare system.***

The nomenclature for this sector is evolving alongside growing consumer adoption of traditional/indigenous, complementary, alternative, and integrative medical practices outside of the conventional/Western medical system. T&CM straddles the boundary between "wellness" and medicine, and it is one of only two sectors where we explicitly include some medical service and prescription drug-related expenditures in our wellness economy estimates (the other sector is public health, prevention, & personalized medicine).

Many T&CM practices are curative in nature, focusing on diagnosing and treating various diseases and conditions; however, we include T&CM in the wellness economy for several reasons:

- Many T&CM systems are holistic, preventive, and lifestyle based.
- T&CM practices/products are used proactively by consumers outside of the conventional healthcare system.
- T&CM has long been the foundation of the modern wellness industry in the Western world, and it is the basis for established and emerging wellness modalities delivered by wellness businesses (e.g., spas, etc.). Consumer adoption of T&CM has accelerated alongside the growth of the wellness market, as people search for solutions outside of conventional medicine and experiment with therapies and products based on ancient and indigenous traditions, in order to deal with pain, chronic conditions, hormone changes, aging, or a feeling of general mind-body unwellness, as well as for preventive and health enhancement purposes.

There is wide variation across countries in the extent to which T&CM is officially recognized, regulated, and monitored by the government; requires licensure; and/or is integrated into formal healthcare settings and health insurance coverage (e.g., in some Asian and European countries).[55] In many places, indigenous healthcare practices remain in the informal sector, practiced by traditional healers and/or passed down within families. The formal integration of T&CM modalities into the conventional medical system can be controversial (especially in Western countries), but the reality is T&CM is widely used by consumers around the world. The WHO estimates 80% of the world's population uses some form of traditional medicine, and in some developing countries T&CM is the primary source of healthcare for many populations.

Data on T&CM are sparse because these practices are not well-defined and/or are practiced informally in many countries, and so GWI's figures for this sector are rough, conservative estimates only. In our definition, this sector encompasses many different holistic, traditional, indigenous, and mentally- or spiritually-based practices and modalities. In most countries around the world, our T&CM sector estimates primarily capture out-of-pocket spending and over-the-counter purchases by consumers. However, in a few countries there is a formally established T&CM system that operates adjacent to or in parallel with conventional/Western

[55] For a detailed description of the traditional & complementary medicine practices around the world, see: World Health Organization (WHO) (2019). *WHO Global Report on Traditional and Complementary Medicine*. Geneva: WHO. https://www.who.int/publications/i/item/978924151536.

medicine (e.g., China, Japan, India), and in some countries there is insurance coverage for certain T&CM offerings (e.g., acupuncture, medical marijuana). In those countries, our sector figures do capture some spending that may be considered part of medical expenditures, spending that may be covered by health insurance plans, and products/services that may be prescribed by either conventional physicians or traditional medicine providers.

This sector measures expenditures in two subsectors:

T&CM services & practitioners: While T&CM modalities have ancient roots in many countries around the world, they are increasingly being adopted and adapted by modern health and wellness providers. Consumers spend money on T&CM services in a wide range of traditional and modern settings, such as (but not limited to):

- Hospitals and clinics that offer acupuncture, chiropractic, osteopathy, Traditional Chinese Medicine, Ayurveda, Unani medicine, Kampo medicine, naturopathy, and many other T&CM modalities.
- Traditional healers and individual practitioners of indigenous medicine, herbal medicine, acupuncture, reiki, energy medicine, sound baths, craniosacral therapy, and other T&CM modalities.
- Business establishments that offer T&CM modalities such as salt caves, hyperbaric chambers, infrared light therapy, flotation tanks, IV drips, etc.—whether these activities take place at a single service establishment, at a spa or health club, or at an exclusive urban wellness club.
- Spas are increasingly offering a variety of T&CM modalities like acupuncture, reiki, and aromatherapy, as a complement to the more typical spa services (massage, facials, etc.). Since this sector does count consumer spending on T&CM modalities within spas, there is a very small overlap between this sector and the spa sector. However, the spa-based portion of T&CM spending is tiny relative to the overall size of both sectors, so the amount of overlap is miniscule.
- Water and climatic-based therapies are a historic and still common form of T&CM used in many Central, Southern, and Eastern European countries (e.g., balneotherapy, hydrotherapy, thalassotherapy, climatotherapy, etc.). These therapies are used for treatment, rehabilitation, and management of chronic pain/conditions, as well as for prevention and wellness purposes. In many European countries, these therapies are prescribed through the healthcare system and are reimbursable for certain populations and conditions. In these countries, there is some overlap between T&CM spending and the revenues of thermal/mineral springs establishments (measured in a separate wellness economy sector), and we account for this overlap when calculating the total wellness economy figures. In other parts of the world, where thermal/mineral springs bathing is done only for recreation, leisure, and general wellness purposes, there is no overlap between the two sectors.

Note that most definitions of T&CM include massage, mind-body practices (yoga, qigong, tai chi), and meditation as part of T&CM practices. We exclude consumer spending on those activities from our T&CM data because they are specifically captured in other sectors (spa, physical activity, and mental wellness) within our wellness economy framework.

T&CM medicines & products: This subsector captures expenditures on a wide range of herbal/traditional medicines, remedies, and products (including those associated with Traditional Chinese Medicine, Ayurveda, Kampo medicine, naturopathy, and other indigenous systems) and phytomedicines (including cannabis, CBD, ashwagandha, medicinal mushrooms, etc.). These products are typically purchased over-the-counter and out-of-pocket by consumers in most countries, or they may be prescribed by a traditional medicine doctor or healer (and sometimes by a conventional physician, as is the case of medical marijuana in some countries).

In recent years, we have expanded the definition and measurement of T&CM to specifically include cannabis and CBD products, due to the rapid market growth and improved data availability for these products. We include all forms of cannabis purchases in countries where it is legal or semi-legal, including medical use, adult/recreational use, and CBD-/cannabinoid-based products. It is not feasible to distinguish what portion of adult/recreation use cannabis is for physical/mental health, prevention, wellness, or T&CM purposes (versus just for "fun"), and so we include all expenditures in our estimates.

T&CM concepts have permeated into other wellness sectors, such as healthy eating & nutrition, and they are becoming increasingly common at health food stores and grocery stores (e.g., herbal supplements; herb-infused teas, snacks, and drinks; mushroom powders; etc.). We should note our measurement of the T&CM medicines & products subsector does not include dietary supplements and functional foods/beverages infused with herbs and botanicals, even though they may be based on T&CM systems and traditions. Vitamins/supplements and functional foods/beverages are measured in the healthy eating, nutrition, & weight loss sector within our wellness economy framework. Also note the T&CM medicines & products subsector measures products that are specifically packaged and labeled as alternative remedies/medicines, or are sold/prescribed by traditional medicine doctors/healers. We do not count consumer purchases of raw herbal/botanical ingredients (e.g., turmeric, garlic, ginseng, elderberry, etc.) to concoct their own herbal remedies at home.

CHAPTER 9

Wellness Tourism

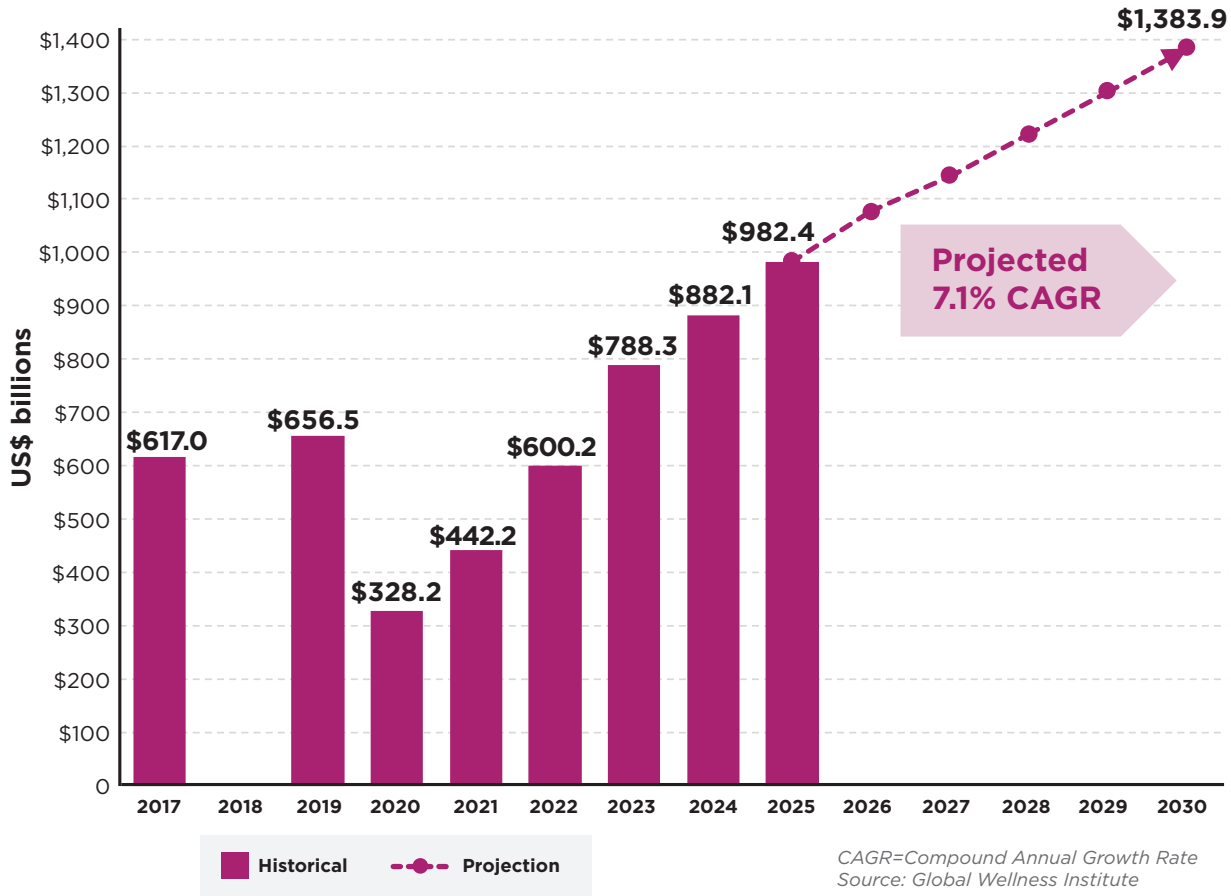
Sector Definition

Travel associated with the pursuit of maintaining or enhancing one's personal well-being. Aggregates all expenditures made by tourists taking wellness-related trips (both primary and secondary, domestic and international).

$982.4b
Global Market In 2025

6.9%
CAGR 2019-2025

Figure 9.1: Global Market Size and Growth Projections, 2017-2030



CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute

Wellness Tourism

Market size and growth

Wellness tourism was one of the fastest-growing wellness economy sectors prior to 2020, but it was also the sector most negatively impacted by the COVID-19 pandemic. After peaking at $656.5 billion in 2019, wellness tourism expenditures plummeted by 50% in 2020, due to the pandemic travel bans and border closures around the world. Wellness tourism fared slightly better than overall tourism during the pandemic, with wellness trips and expenditures falling by less in 2020 and recovering at a faster rate in 2021-2024 as compared to overall tourism. Along with the relaxing of pandemic-related travel restrictions and the recovery of the overall tourism market, **wellness tourism has fully recovered and grown rapidly over the last few years, reaching a new peak of $982.4 billion in 2025** (see *Figure 9.1*).

Figure 9.2: Wellness Tourism Expenditures by Region, 2019-2025

	Wellness Tourism Expenditures (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
North America	$262.2	$152.3	$212.1	$282.3	$326.8	$347.9	$372.6	*7.1%*	*6.0%*
Europe	$202.8	$102.1	$140.1	$189.1	$235.1	$258.6	$291.8	*12.8%*	*6.2%*
Asia-Pacific	$140.3	$53.3	$59.8	$80.2	$164.3	$205.3	$237.2	*15.6%*	*9.1%*
Latin America-Caribbean	$32.0	$13.0	$19.9	$30.0	$36.9	$40.8	$45.2	*10.7%*	*5.9%*
Middle East-North Africa	$12.4	$5.3	$7.3	$13.3	$18.3	$20.9	$25.4	*21.5%*	*12.7%*
Sub-Saharan Africa	$6.7	$2.2	$2.9	$5.3	$6.9	$8.7	$10.2	*18.1%*	*7.3%*
WORLD: Wellness Tourism	**$656.5**	**$328.2**	**$442.2**	**$600.2**	**$788.3**	**$882.1**	**$982.4**	***11.4%***	***6.9%***
WORLD: ALL Tourism	**$4,621.2**	**$2,123.5**	**$2,721.1**	**$3,564.5**	**$4,633.8**	**$5,061.1**	**$5,462.7**	***7.9%***	***2.8%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to revisions in underlying tourism data from Euromonitor, as well as data from individual country sources.*
Note: These figures combine both international/inbound and domestic tourism trips, and they also include both primary and secondary wellness tourism trips. Figures may not sum to total due to rounding.
Source: Global Wellness Institute, based on tourism data from Euromonitor.

Wellness tourism remains the fourth-largest sector in the wellness economy, accounting for 13.1% of all wellness spending worldwide in 2025. Globally, wellness tourism expenditures have recovered to 150% of their 2019 (pre-pandemic) level, while wellness tourism trips have grown to 141%. By comparison, the recovery rate for all inbound and domestic tourism is 118% for expenditures and 110% for trips. All regions of the world have also reached new peaks for both wellness tourism trips and expenditures in 2025 (see *Figures 9.2 and 9.3*). The average annual growth rate for wellness tourism expenditures from 2019-2025 (6.9%) reflects the period of downturn and recovery during and after the pandemic (by comparison, overall tourism expenditures grew by 2.8% annually from 2019-2025). **In the coming years, we project wellness tourism will resume a more normalized growth trajectory of 7.1% annual growth, reaching a projected $1,383.9 billion in 2030** (see *Figure 9.1*). By comparison, all tourism spending is projected to grow by 5.5% annually during this period (based on Euromonitor data).

Figure 9.3: Wellness Tourism Trips by Region, 2019-2025

	Number of Wellness Tourism Trips							Average Expenditures Per Trip
	(millions)							2025
	2019*	2020*	2021*	2022*	2023*	2024*	2025	
North America	216.6	136.7	176.3	205.4	223.9	239.0	252.7	$1,474
Europe	338.7	182.2	232.5	305.4	339.0	360.1	385.9	$756
Asia-Pacific	324.4	136.1	150.3	194.0	399.3	485.7	600.5	$395
Latin America-Caribbean	52.4	26.2	34.8	47.3	54.7	60.3	67.3	$671
Middle East-North Africa	11.7	4.9	6.8	11.2	15.5	18.1	21.2	$1,195
Sub-Saharan Africa	7.1	2.8	3.3	5.5	7.6	9.0	10.6	$967
WORLD: Wellness Tourism	**951.0**	**488.9**	**604.0**	**768.9**	**1,040.1**	**1,172.2**	**1,338.2**	**$734**
WORLD: ALL Tourism	**15,032.2**	**6,995.7**	**7,989.6**	**9,886.1**	**13,282.1**	**14,581.5**	**16,465.2**	**$332**

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to revisions in underlying tourism data from Euromonitor, as well as data from individual country sources.*
Note: These figures combine both international/inbound and domestic tourism trips, and they also include both primary and secondary wellness tourism trips. Figures may not sum to total due to rounding.
Source: Global Wellness Institute, based on tourism data from Euromonitor.

Wellness travelers made 1.34 billion international and domestic wellness trips in 2025, far surpassing their pre-pandemic levels (see *Figure 9.3*). Wellness tourism has continued to grow in its share of overall tourism throughout and after the pandemic. In 2019, wellness trips accounted for 6.3% of all tourism trips and represented 14.2% of all tourism spending; in 2025, wellness trips grew to 8.1% of all trips and 18.0% of all tourism spending. The differential in the wellness share of trips versus its share of expenditures is because wellness travelers tend to spend much more per trip than the average traveler (see further discussion below).

Wellness tourism is heavily concentrated in North America, Europe, and Asia-Pacific. North America continues to lead the world in total wellness tourism expenditures, because the average spending per trip in North America ($1,474 in 2025) is significantly higher than in other regions (see *Figure 9.3*). The United States alone accounts for 17% of all wellness trips and 36% of all expenditures in 2025. This is because the United States, as a very large country, has a very large domestic wellness travel market, in addition to its inbound visitors. In fact, domestic wellness tourism represents 96% of all wellness trips in the U.S. market and 95% for North America overall (see *Figure 9.5*).

Since 2023, Asia-Pacific has surpassed Europe to become the region with the largest number of wellness trips (although Asia still ranks below North America and Europe for overall wellness tourism expenditures because of lower average per-trip spending). Although Asia-Pacific's overall tourism industry was hit hardest by the pandemic, and took the longest to recover, the region's wellness tourism sector has rebounded and grown rapidly in recent years. Similar to other regions, wellness tourism has recovered at a far faster rate than overall tourism in Asia-Pacific: Wellness tourism trips fully recovered in 2023 and were at 185% of their pre-pandemic levels in 2025, whereas overall tourism trips did not fully recover until 2025 (now at 112% of pre-pandemic levels). **Over the six-year period from 2019-2025, Asia-Pacific has been the fastest-growing region in the world for wellness tourism trips (10.8% annual growth) and second-fastest growing for expenditures (9.1% annual growth).** Asia-Pacific's rapid wellness tourism recovery and growth rate in recent years has largely been driven by the strong rebound of travel in China and India, which together account for over 70% of all wellness trips in the region, along with very strong wellness tourism growth in Japan, Vietnam, Indonesia, South Korea, and Australia.

Middle East-North Africa has been the world's fastest-growing region for wellness tourism expenditures (12.7% annual growth) and second-fastest growing for trips (10.5% annual growth) from 2019-2025. In this region, wellness trips are now at 182% of their pre-pandemic levels, while wellness tourism expenditures have more than doubled to 205% of pre-pandemic levels. This growth is especially remarkable given that wellness trips in the Middle East-North Africa region plummeted by 58% in 2020. The region's strong wellness tourism growth has been driven by the large and booming inbound tourism markets in countries such as United Arab Emirates, Morocco, Egypt, and Saudi Arabia, alongside the rapid expansion of domestic tourism in Saudi Arabia, Egypt, and the United Arab Emirates.

The top twenty countries represent 84% of the global wellness tourism market in 2025 (see *Figure 9.4*). All of the top twenty countries have recovered to or exceeded their pre-pandemic/2019 level of wellness tourism expenditures in 2025, except for Thailand (where overall inbound tourism trips and expenditures are still at 83% and 65% of their pre-pandemic levels, respectively, resulting in lower inbound wellness tourism trips and related expenditures in 2025). A few other countries are still below pre-pandemic levels for their number of wellness trips, including Italy and Taiwan (for both inbound and domestic trips), and the United Kingdom (for domestic trips)—although 2025 wellness tourism expenditures in these countries exceed pre-pandemic levels because average spending per trip has gone up.

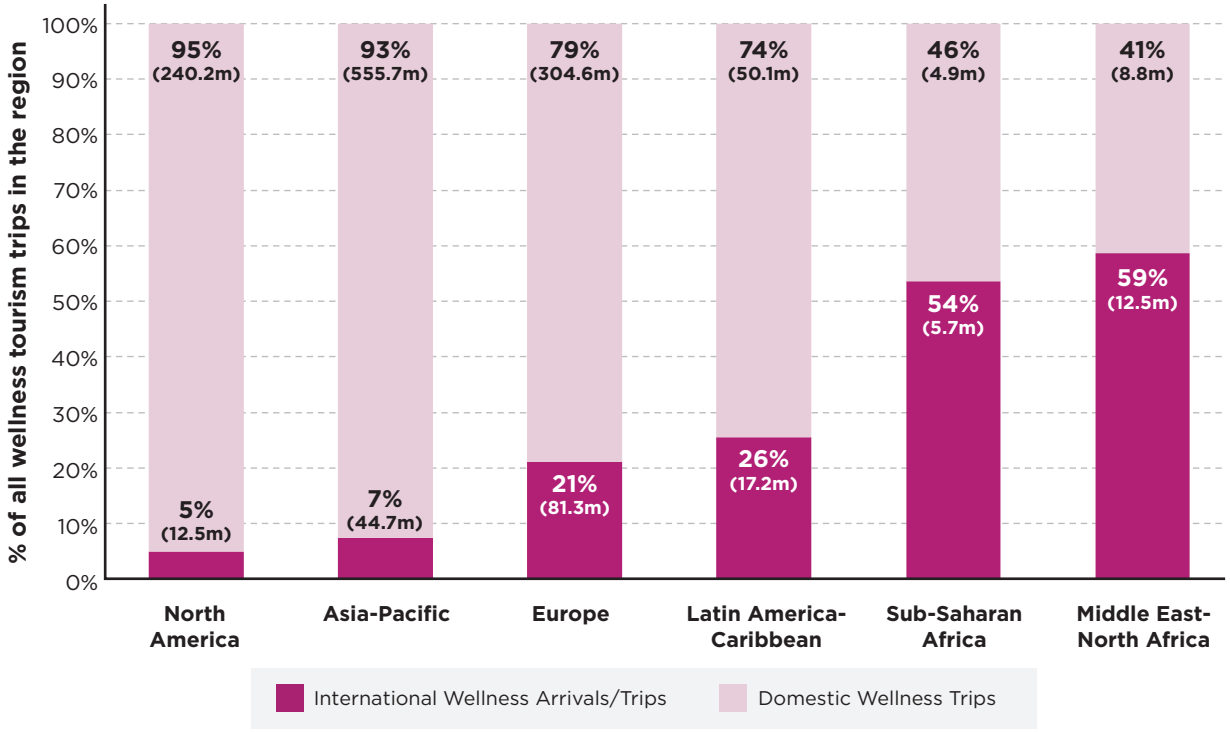
Figure 9.4: Wellness Tourism: Top Twenty Destination Markets by Expenditures in 2025

	Wellness Tourism Expenditures								Average Annual Growth Rate		Number of Trips
	(US$ billions)							Rank in 2025	2024-2025	2019-2025	(millions)
	2019*	2020*	2021*	2022*	2023*	2024*	2025				2025
United States	$249.4	$145.9	$204.0	$270.1	$311.3	$329.8	$352.3	**1**	*6.8%*	*5.9%*	231.9
China	$28.8	$9.2	$15.5	$9.6	$52.1	$67.6	$81.7	**2**	*20.9%*	*19.0%*	226.0
France	$35.3	$22.2	$28.9	$34.5	$41.5	$44.6	$48.8	**3**	*9.4%*	*5.5%*	44.0
Germany	$36.3	$16.3	$23.9	$28.9	$36.3	$39.5	$44.9	**4**	*13.5%*	*3.6%*	82.6
Australia	$18.1	$12.0	$14.9	$19.4	$24.7	$29.3	$32.6	**5**	*11.4%*	*10.3%*	17.6
Japan	$27.8	$10.4	$10.3	$15.6	$22.6	$27.7	$32.2	**6**	*16.1%*	*2.4%*	51.5
Italy	$14.6	$7.2	$10.5	$13.1	$19.5	$21.3	$24.0	**7**	*12.7%*	*8.6%*	27.0
United Kingdom	$14.1	$4.5	$8.2	$15.2	$17.4	$19.2	$21.9	**8**	*14.1%*	*7.7%*	23.2
India	$10.9	$3.4	$4.0	$7.6	$16.6	$20.1	$21.7	**9**	*8.1%*	*12.1%*	197.2
Austria	$15.7	$9.7	$9.1	$13.5	$17.4	$18.8	$21.1	**10**	*12.3%*	*5.1%*	19.7
Switzerland	$16.1	$9.1	$10.6	$14.4	$17.9	$19.4	$20.7	**11**	*6.8%*	*4.2%*	12.7
Canada	$12.8	$6.4	$8.0	$12.2	$15.5	$18.1	$20.3	**12**	*11.7%*	*8.0%*	20.8
Spain	$11.1	$3.5	$6.1	$11.5	$14.6	$16.7	$19.4	**13**	*15.9%*	*9.7%*	21.3
Mexico	$12.6	$5.9	$9.9	$13.0	$15.6	$16.9	$18.3	**14**	*8.5%*	*6.5%*	20.7
Thailand	$15.9	$4.1	$1.6	$5.6	$10.4	$14.4	$14.5	**15**	*1.0%*	*-1.5%*	17.5
Turkey	$5.5	$1.9	$4.0	$7.1	$8.8	$11.2	$12.8	**16**	*14.2%*	*15.2%*	13.6
South Korea	$8.8	$4.3	$4.1	$5.2	$7.4	$9.2	$10.6	**17**	*15.6%*	*3.2%*	26.9
United Arab Emirates	$3.9	$2.0	$2.9	$5.0	$7.2	$8.8	$10.5	**18**	*19.8%*	*17.8%*	4.5
Indonesia	$4.9	$2.2	$2.1	$3.1	$6.2	$7.0	$8.5	**19**	*22.0%*	*9.7%*	16.0
Taiwan	$3.8	$1.8	$2.7	$3.3	$4.4	$5.2	$6.2	**20**	*19.8%*	*8.7%*	9.1

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to revisions in underlying tourism data from Euromonitor, as well as data from individual country sources.*
Note: These figures combine both international/inbound and domestic wellness tourism trips, and they also include both primary and secondary wellness tourism trips.
Source: Global Wellness Institute, based on tourism data from Euromonitor.

In most cases, it is easier and cheaper to take short trips and to travel domestically than overseas. Therefore, across the world there are nine to ten times as many domestic tourism trips taken as international trips in most years (outside of the pandemic). Likewise, wellness tourism is much more likely to be domestic travel rather than international. Among the 1,338.2 million wellness trips taken in 2025, international/inbound wellness trips accounted for only 13% (173.9 million trips), while domestic wellness trips accounted for 87% (1,164.3 million trips). The domestic wellness tourism market is especially dominant in larger countries in North America and Asia-Pacific (e.g., United States, Canada, China, Australia, India, etc.) where people have a wide range of options for traveling within their own country.

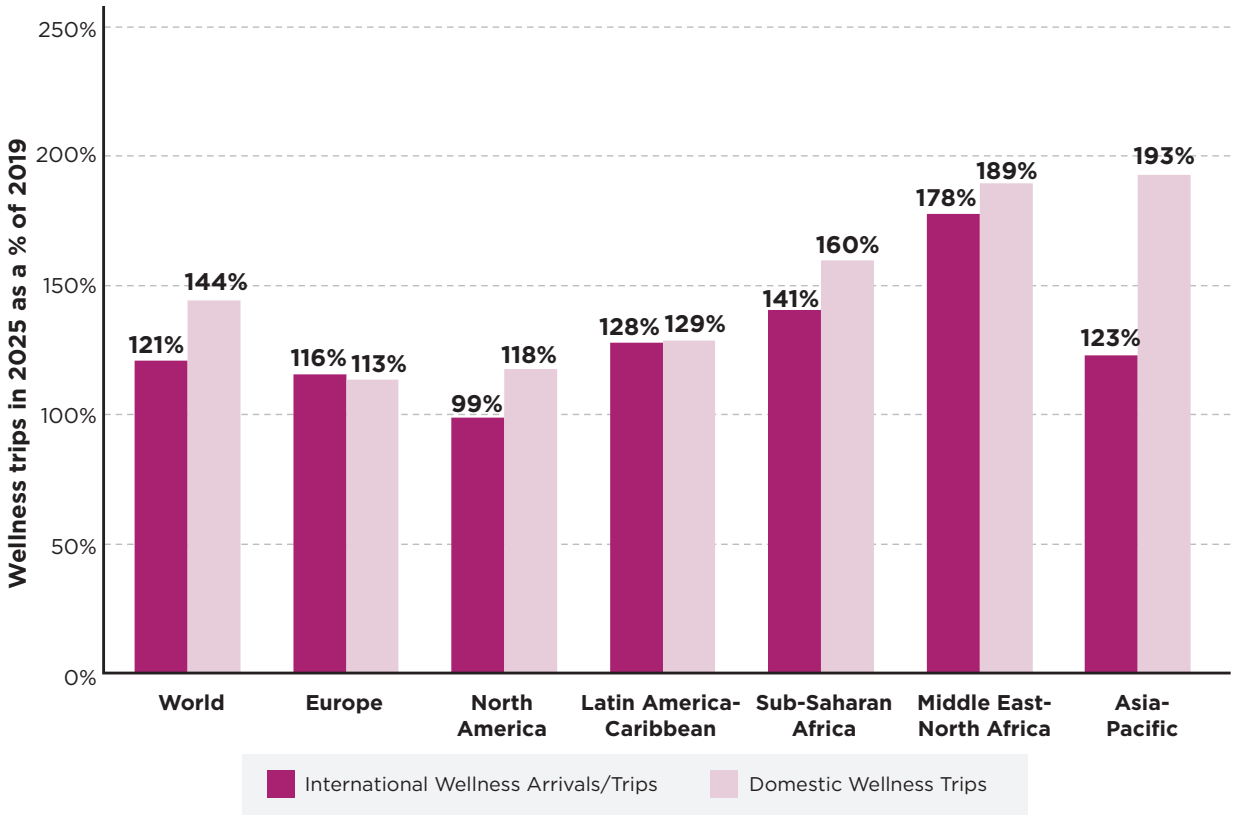
Figure 9.5: Breakdown of Wellness Trips: International Versus Domestic, 2025



Source: Global Wellness Institute, based on tourism data from Euromonitor

Domestic wellness tourism shrank less in 2020 and has recovered from the pandemic more rapidly than international wellness tourism. Looking at the number of wellness trips taken in 2025, domestic wellness trips reached 144% of their pre-pandemic/2019 level globally (as compared to a 110% recovery rate for all domestic trips). Domestic wellness trips have also fully recovered across all six regions. In contrast, international wellness trips were at a 121% recovery rate globally in 2025 (as compared to a 105% recovery rate for all international trips). Across the six regions, international/inbound wellness trips remained below their pre-pandemic level in North America in 2025 (see *Figure 9.6*), due to a decline in overall inbound arrivals to the United States (in response to Trump administration policies that have deterred international visitors).

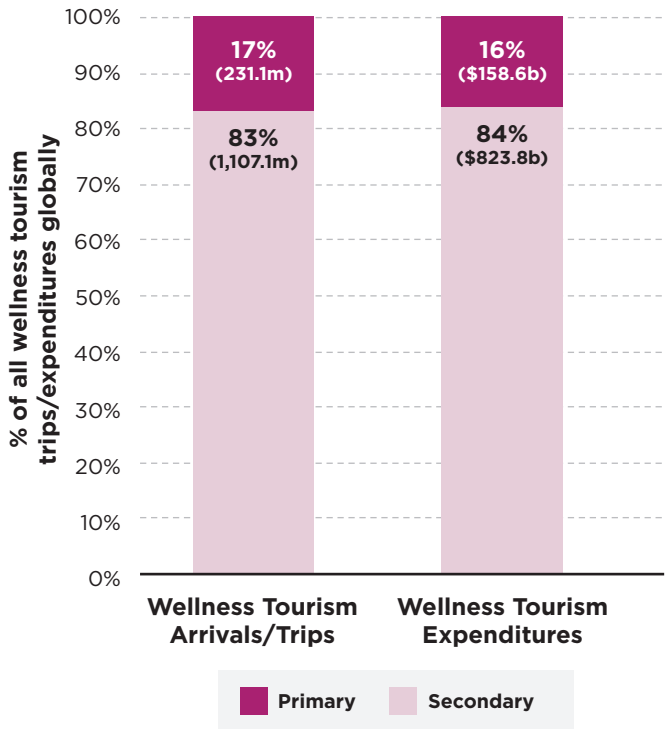
Figure 9.6: Post-Pandemic Recovery of Wellness Trips: International Versus Domestic, 2025



Source: Global Wellness Institute, based on tourism data from Euromonitor

Most people think of wellness tourism as **primary wellness travel**—where the trip or destination choice is motivated by wellness, and where travelers may visit destination spas, health resorts, hot springs resorts, yoga retreats, and other immersive wellness experiences. In reality, the bulk of wellness tourism is **secondary wellness travel**—where travelers seek out wellness experiences or healthy options while taking any type of trip (for leisure or business). Secondary wellness tourism accounted for 83% of wellness tourism trips and 84% of expenditures in 2025 (see *Figure 9.7*).

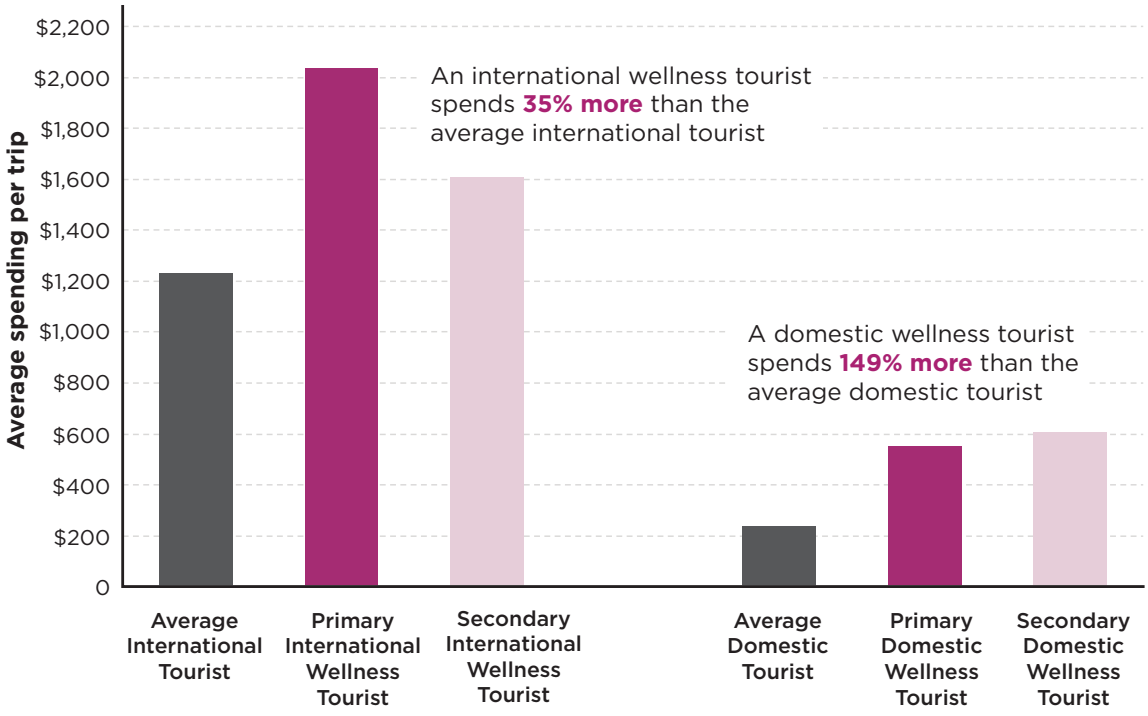
Figure 9.7: Breakdown of Wellness Trips: Primary Versus Secondary, 2025



Note: These figures combine both international/inbound and domestic wellness tourism trips and expenditures. Source: Global Wellness Institute, based on tourism data from Euromonitor

Wellness travelers spend more per trip than the average tourist; this holds true for both domestic and international travelers. In 2025, international wellness tourists on average spent $1,661 per trip, which is 35% more than the typical international tourist. The spending premium for domestic wellness tourists is even higher, at 149% more than the typical domestic tourist (or $596 per trip). This is because wellness travelers are typically more affluent, educated, and well-traveled, and they are willing to spend more on travel experiences, services, and amenities that support their health and well-being.

Figure 9.8: Wellness Tourism Spending Premiums, 2025



Source: Global Wellness Institute, based on tourism data from Euromonitor

Wellness Tourism

Definitions: What we measure and what we do not

We define wellness tourism as ***travel associated with the pursuit of maintaining or enhancing one's personal well-being.***[56]

This definition intentionally incorporates the concepts of both "enhancing" wellness and "maintaining" wellness because we include two types of wellness tourists in measuring the size of the wellness tourism industry:

- **Primary wellness tourist:** A tourist whose trip or destination choice is primarily motivated by wellness. Primary wellness tourists choose destinations and experiences that are directly related to wellness (e.g., destination spas, hot springs resorts, health resorts, yoga retreats, etc.).
- **Secondary wellness tourist:** A tourist whose main reason for travel is not wellness, but who seeks to maintain wellness while taking any kind of trip for leisure or business. For secondary wellness tourists, their wellness values and lifestyles affect their choices, activities, and spending during travel (e.g., seeking out healthy foods, gyms/exercise options, wellness treatments, etc., during a trip).

We measure the size of the wellness tourism industry by aggregating all trip expenditures made by travelers taking both primary and secondary wellness trips. These expenditures include lodging, food and beverage, activities and excursions (including wellness services), shopping, in-country transportation (travel within the country), and other services (e.g., telecommunications, travel agent services, travel insurance, etc.). Following the convention for international tourism statistics, we exclude international airfare from the calculation of wellness tourism. The international airfare paid by international tourists does not necessarily accrue to the country they are visiting. Therefore, expenditures on international airfare are typically not included in the tourism receipts reported by individual countries, but instead are covered in a different line item in national balance of payment statistics.

Our wellness tourism estimates include trips and expenditures made by both international and domestic travelers:

- **International wellness tourism expenditures:** All receipts earned by a country from inbound wellness tourists visiting from abroad, with an overnight stay.
- **Domestic wellness tourism expenditures:** All expenditures in a country made by wellness tourists who are traveling within their own country, with an overnight stay.

Within each of the international and domestic tourism segments, we estimate the portion of trips and expenditures represented by wellness tourists, including both primary and secondary wellness tourism segments (as defined above). In summary, we aggregate the spending of primary and secondary wellness tourists, both international/inbound and domestic, across 218 countries, to arrive at the size of the global wellness tourism industry.

[56] For more details on defining and understanding wellness tourism, see: 1) Yeung, O. and Johnston, K. (2018). *The Global Wellness Tourism Economy 2018*. Miami, FL: Global Wellness Institute. https://globalwellnessinstitute.org/industry-research/global-wellness-tourism-economy/. 2) Yeung, O. and Johnston, K. (2015). *The Global Wellness Tourism Economy 2013 & 2014*. Miami, FL.: Global Wellness Institute. https://globalwellnessinstitute.org/industry-research/global-wellness-tourism-economy-2013-2014/.

When people began traveling again in 2021 and 2022, after the initial stage of the pandemic, protecting their health and minimizing COVID-19 risks became a top-of-mind priority for most people. This trend prompted some to declare "all post-COVID travel is wellness travel." However, in our definition and analysis, we do not count as wellness tourism those trips during the pandemic in which the sole health concern centered on addressing COVID-19 risks (e.g., sanitizing, air filtration, touchless service/access, wearing masks, physical distancing, etc.). Those types of concerns are similar to other actions travelers take to reduce the risk of any type of infection or disease during travel (e.g., yellow fever vaccinations, malaria pills). In contrast, wellness travel focuses more broadly on health-enhancing behaviors and lifestyles factors, such as eating, physical activity, and sleep. Even so, the pandemic experience has accelerated the evolution of primary and secondary wellness tourism toward a more mindful, holistic, and sophisticated understanding of health and well-being.

In our study of wellness tourism over the last decade, we have made a clear distinction between wellness tourism and medical tourism, and we have advocated for clear terminologies and understanding of their differences. Medical tourism typically involves patients traveling to another place for specific medical treatments or enhancements. Top medical tourism procedures include cosmetic surgery, orthopedic surgery, cardiac surgery, and dental procedures. In contrast, wellness tourists seek activities and destinations that extend their wellness lifestyle and help them proactively maintain and improve their health and well-being. Yet, the pandemic has accelerated the integration of wellness and medicine and has created more gray areas between the two. Many diagnostics and procedures that used to take place only at hospitals and medical clinics are increasingly showing up on the menus of destination spas and wellness resorts (e.g., MRIs, lymphatic drainage, gut microbiome assessments, sleep analysis, blood tests, genetic testing, musculoskeletal assessments, oxygen therapy, etc.). At the same time, medical centers and hospitals are beginning to incorporate wellness as part of post-surgery recovery and rehabilitation, adding offerings like yoga, meditation, exercise, nutrition, energy healing, bodywork, etc. In many places, these new services specifically target both medical tourists and wellness tourists.

Indeed, the intersections between medicine and wellness can increase the challenge of distinguishing and measuring the wellness tourism and medical tourism markets. The blending of diagnostic medical services, longevity medicine, recovery activities, and wellness modalities at destination spas and health centers is likely to increase in the future. In our analysis of wellness tourism, we include those trips for which the motivation and interests are primarily wellness and prevention, and not medical or treatment oriented. Therefore, we would include a visit to a destination spa in our estimates, even when the stay includes some diagnostic services, an executive checkup, and medical advice from physicians. However, we do not include medical procedures in our estimates, even if they are related or adjacent to the wellness sector. For example, travel for a cosmetic or bariatric surgery would be medical tourism, and therefore not included in our wellness tourism figures.

CHAPTER 10

Spas

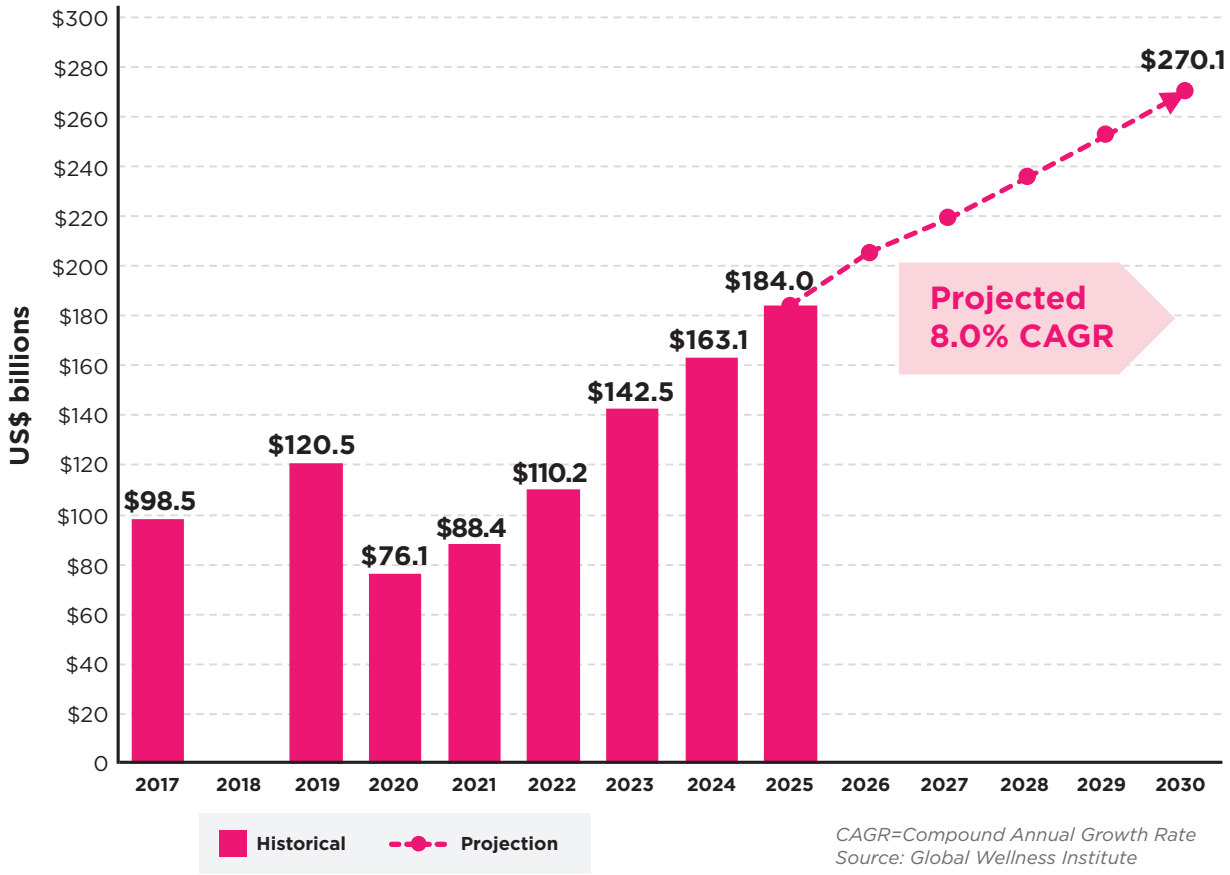
Sector Definition

Establishments that promote wellness through the provision of therapeutic and other professional services aimed at renewing the body, mind, and spirit.

$184.0
Global Market In 2025

7.3%
CAGR 2019-2025

Figure 10.1: Global Market Size and Growth Projections, 2017-2030



CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute

Spas

Market size and growth

In 2025, there were an estimated 221,094 spas operating around the world, generating $184.0 billion in revenues. Like other service-oriented businesses, the spa industry was hit hard by the early stages of the COVID-19 pandemic, with travel restrictions, business shutdowns, and stay-at-home orders leading to a 36.8% drop in revenues and a loss of over 5,900 businesses in 2020. The ongoing pandemic-related restrictions and tourism decline continued to affect many spas around the world throughout 2021 and 2022; nevertheless, revenues fully recovered in 2023, and the spa industry has posted strong revenue growth rates every year since 2020.

As of 2025, global industry revenues are at 153% of their pre-pandemic level, and the industry grew by 12.8% from 2024-2025. **We project ongoing robust growth in the global spa market over the next five years, with industry revenues growing to an estimated $270.1 billion in 2030** (see *Figure 10.1*).

Figure 10.2: Spa Revenues by Region, 2019-2025

	Spa Revenues (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
Europe	$46.49	$29.72	$32.66	$43.73	$53.48	$61.24	$69.07	*12.8%*	*6.8%*
Asia-Pacific	$32.06	$19.09	$20.59	$23.29	$35.80	$41.93	$48.04	*14.6%*	*7.0%*
North America	$27.76	$19.44	$26.80	$29.44	$33.17	$36.66	$40.54	*10.6%*	*6.5%*
Latin America-Caribbean	$7.78	$4.50	$3.91	$7.20	$10.62	$11.90	$13.20	*10.9%*	*9.2%*
Middle East-North Africa	$4.27	$2.22	$3.22	$4.71	$6.64	$7.94	$9.04	*13.8%*	*13.3%*
Sub-Saharan Africa	$2.12	$1.14	$1.19	$1.81	$2.78	$3.44	$4.15	*20.8%*	*11.9%*
WORLD	**$120.48**	**$76.11**	**$88.37**	**$110.17**	**$142.49**	**$163.11**	**$184.04**	***12.8%***	***7.3%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to improved data availability in many countries (especially for hotel/resort, day/club, thermal/mineral springs, and "other" spas). The growth of spa revenues is not entirely due to new builds, but also due to a large increase in the number of hotels/resorts listing themselves and their spa facilities/services on global online booking sites, especially in emerging market countries.*
Note: Figures may not sum to total due to rounding.
Source: Global Wellness Institute.

The global spa industry is heavily concentrated in Europe, Asia-Pacific, and North America, with the top five countries (United States, China, Germany, France, Japan) accounting for over 44% of global revenues in 2025, while the top twenty countries represent 73% of the global market. Europe has the largest regional spa market, in terms of both revenues ($69.1 billion in 2025) and the number of spas (74,563) (see *Figures 10.2 and 10.3*).

Figure 10.3: Spa Establishments by Region, 2019-2025

	Number of Spa Establishments						
	2019*	**2020***	**2021***	**2022***	**2023***	**2024***	**2025**
Europe	63,510	62,933	65,022	67,474	69,994	72,616	74,563
Asia-Pacific	52,957	49,478	52,534	54,874	56,412	59,877	64,193
North America	32,477	31,605	32,276	33,752	35,162	36,849	38,890
Latin America-Caribbean	16,811	15,976	16,818	18,454	19,425	20,235	21,244
Middle East-North Africa	9,136	8,955	9,404	10,272	10,716	11,438	12,141
Sub-Saharan Africa	5,274	5,307	6,128	7,064	8,083	9,000	10,063
WORLD	**180,165**	**174,254**	**182,182**	**191,890**	**199,792**	**210,015**	**221,094**

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to improved data availability in many countries (especially for hotel/resort, day/club, thermal/mineral springs, and "other" spas). The increase in the number of spas is not entirely due to new builds, but also due to a large increase in the number of hotels/resorts listing themselves and their spa facilities/services on global online booking sites, especially in emerging market countries.*
Source: Global Wellness Institute.

The Middle East-North Africa region saw the largest drop in revenues at the beginning of the pandemic (-48.0% in 2020), partly because the spa sector in this region is more heavily weighted toward hotel/resort spas, which were more negatively impacted by the pandemic restrictions, but the region's market has recovered quickly in subsequent years. From 2019-2025, Middle East-North Africa has posted the highest spa revenue growth rates in the world (average annual growth of 13.3%), fueled by a tourism boom, a growing local market, and a rapid increase in the number of spas across the region (especially in the United Arab Emirates, Egypt, Morocco, Jordan, and Saudi Arabia).

The Asia-Pacific region had a longer downturn and recovery period than other regions after the pandemic, due to the prolonged pandemic and travel restrictions across several large regional markets, the overall tourism slowdown and lack of Chinese tourists, and weakened economic conditions in China and Japan. With the lifting of all travel restrictions by the end of 2022, the region's spa businesses quickly rebounded, with revenues growing by 53.7% in 2023, 17.1% in 2024, and 14.6% in 2025. Currency depreciation has dampened the growth and recovery of spa revenues across several large Asian markets over the last few years, especially in Japan, India, Indonesia, South Korea, and Vietnam. In these countries, their spa revenue growth rates are much higher when measured in their local currencies. For example, in Japan, spa industry revenues shrank by 2.1% annually from 2019-2025 when measured in U.S. dollars but grew by 3.2% annually when measured in yen. Among the large regional spa markets, Asia-Pacific posted the strongest annual growth rate in 2024-2025,[57] and this growth rate would be even higher without the currency impacts in Japan and other large regional markets. Asia-Pacific's strong growth is boosted by rising consumer interest in all things related to wellness; rapid growth of domestic and intra-regional tourism (in addition to wider inbound tourism); expansion of existing spas into more holistic, higher-value, and premium offerings

[57] Note: Sub-Saharan Africa also posted an exceptionally high growth rate (at 20.8% in 2024-2025), but its rate is mathematically skewed upwards due to its small market size (at less than 1/10th the size of Asia-Pacific's market in 2025).

beyond traditional spa treatments; and strong growth in the number of spas across the massive emerging markets in the region (e.g., China, India, Vietnam, Philippines, Indonesia).

As shown in *Figure 10.4*, the large spa markets with the fastest growth rates over the last six years include the United Arab Emirates, Vietnam, China, India, Switzerland, Austria, and Indonesia. A few countries have also seen especially strong spa revenue growth in 2024-2025, including China, Thailand, India, the United Arab Emirates, and Spain.[58]

Figure 10.4: Spa Industry Top Twenty Markets in 2025

	Spa Revenues (US$ billions)							Rank in 2025	Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025		2024-2025	2019-2025
United States	$25.37	$17.88	$24.47	$26.96	$30.53	$33.75	$37.25	**1**	*10.4%*	*6.6%*
China	$9.83	$5.98	$5.59	$4.35	$11.26	$14.42	$17.37	**2**	*20.4%*	*10.0%*
Germany	$8.81	$6.55	$6.27	$8.47	$9.44	$10.75	$11.78	**3**	*9.6%*	*5.0%*
France	$5.84	$3.84	$4.39	$5.79	$7.10	$8.27	$9.18	**4**	*11.0%*	*7.8%*
Italy	$4.26	$2.23	$2.39	$3.54	$4.90	$5.15	$5.84	**5**	*13.5%*	*5.4%*
Japan	$6.15	$4.24	$4.84	$5.04	$5.61	$5.28	$5.42	**6**	*2.7%*	*-2.1%*
United Kingdom	$3.77	$2.42	$3.29	$3.71	$3.80	$4.86	$5.46	**7**	*12.5%*	*6.4%*
Spain	$3.50	$1.85	$2.12	$3.13	$3.59	$4.05	$4.63	**8**	*14.2%*	*4.8%*
India	$2.60	$1.04	$0.98	$1.51	$3.14	$3.84	$4.48	**9**	*16.8%*	*9.5%*
Russia	$3.07	$2.03	$2.03	$2.76	$3.05	$3.34	$4.23	**10**	*26.5%*	*5.5%*
Austria	$2.40	$1.36	$1.35	$2.24	$2.84	$3.44	$3.85	**11**	*12.0%*	*8.2%*
Switzerland	$2.05	$1.36	$1.78	$2.34	$2.64	$2.99	$3.38	**12**	*13.0%*	*8.7%*
Canada	$2.39	$1.56	$2.33	$2.49	$2.63	$2.91	$3.29	**13**	*13.0%*	*5.5%*
United Arab Emirates	$1.28	$0.72	$1.02	$1.46	$2.36	$2.87	$3.23	**14**	*12.6%*	*16.6%*
Mexico	$2.17	$1.29	$1.44	$2.00	$2.80	$3.03	$3.23	**15**	*6.4%*	*6.9%*
Indonesia	$1.78	$1.01	$1.00	$1.67	$2.21	$2.57	$2.83	**16**	*10.2%*	*8.1%*
South Korea	$1.74	$0.60	$1.48	$1.58	$1.98	$2.21	$2.44	**17**	*10.0%*	*5.8%*
Thailand	$1.68	$1.07	$1.14	$1.48	$1.61	$1.92	$2.29	**18**	*19.6%*	*5.3%*
Australia	$1.70	$1.27	$1.34	$1.59	$1.57	$1.87	$2.03	**19**	*8.7%*	*3.0%*
Vietnam	$0.85	$0.55	$0.53	$0.99	$1.40	$1.75	$1.95	**20**	*11.6%*	*14.8%*

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to improved data availability in several countries (especially for hotel/resort, day/club, and thermal/mineral springs spas). The growth of spa revenues is not entirely due to new builds, but also due to a large increase in the number of hotels/resorts listing themselves and their spa facilities/services on global online booking sites, especially in emerging market countries.*
Source: Global Wellness Institute.

[58] Note: Russia's very high 26.5% growth rate in 2024-2025 was skewed upwards by currency appreciation against the U.S. dollar; its growth in rubles was 9.0%.

GWI defines and measures six categories of spas. The spa categories primarily dependent upon tourism saw the greatest revenue declines in 2020, including hotel/resort spas (-41.3%), thermal/mineral springs spas (-42.2%), destination spas (-37.6%), and "other spas," which includes cruise ships (-46.1% for the whole category, and -79.1% for cruise ship spas on their own) (see *Figure 10.5*). The day/club/salon spas segment was hit hardest by the pandemic in terms of spa closures, with a net loss of over 5,400 spas in this category. The number of destination spas actually increased in 2020, with closures happening later in 2021 (net loss of 23 spas from 2020-2021). The number of hotel/resort spas stayed the same from 2019-2020 because we have no basis for determining whether there were any permanent closures in 2020, amidst all of the temporary shutdowns (see *Figure 10.6*).

Figure 10.5: Spa Revenues by Type, 2019-2025

	Spa Revenues (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
Hotel/Resort Spas**	$50.41	$29.59	$33.75	$47.14	$66.10	$79.04	$91.95	*16.3%*	*10.5%*
Day/Club/Salon Spas	$36.31	$23.41	$29.48	$33.38	$38.78	$41.77	$44.44	*6.4%*	*3.4%*
Medical Spas	$13.56	$11.20	$11.76	$12.47	$15.71	$17.90	$20.58	*14.9%*	*7.2%*
Destination Spas & Health Resorts	$9.38	$5.85	$6.32	$8.20	$10.27	$11.60	$12.95	*11.6%*	*5.5%*
Thermal/Mineral Springs Spas	$5.64	$3.26	$3.98	$5.02	$5.83	$6.45	$7.13	*10.5%*	*4.0%*
Other Spas	$5.19	$2.80	$3.07	$3.97	$5.80	$6.35	$7.00	*10.2%*	*5.1%*
TOTAL	**$120.48**	**$76.11**	**$88.37**	**$110.17**	**$142.49**	**$163.11**	**$184.04**	***12.8%***	***7.3%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to improved data availability in several countries (especially for hotel/resort, day/club, thermal/mineral springs, and "other" spas).*
***The growth of hotel/resort spa revenues in 2021-2025 is partly due to a large increase in the number of hotels/resorts listing themselves and their spa facilities/services on global online booking sites, especially in emerging market countries.*
Note: Figures may not sum to total due to rounding. See the "Definitions" section for descriptions of the spa categories.
Source: Global Wellness Institute.

In spite of the post-pandemic turmoil, the number of spas around the world has risen steadily every year since 2021, with a net increase of 40,929 spas globally over the six-year period from 2019-2025 (see *Figure 10.6*). Global spa revenues are now 53% higher than their pre-pandemic (2019) level, and revenue growth has been fastest for hotel/resort spas (10.5% annually from 2019-2025) and medical spas (7.2% annually) (see *Figure 10.5*). In addition to growing the fastest, the hotel/resort spas category also is the largest, in terms of both revenues and number of spas. The rapid growth of the hotel/resort spas category is underpinned by the strong growth in wellness tourism (see *Chapter 9*), as more consumers seek to bring their wellness lifestyle with them when they travel. In response, more hotels and resorts are adding and marketing spa services and facilities to stay competitive in the market. However, *note that not all of the dramatic increase in hotel/resort spas and revenues is due to new builds*. Our methodology includes gathering data from global online booking sites, and recent years have brought massive growth in hotel/resort listings, as well as properties listing themselves as providing spa facilities and services, particularly in the emerging market and middle-income countries across Europe, Latin America, the Middle East, and Africa.[59]

Figure 10.6: Spa Establishments by Type, 2019-2025

	Number of Spa Establishments						
	2019*	**2020***	**2021***	**2022***	**2023***	**2024***	**2025**
Hotel/Resort Spas**	64,181	64,181	68,890	75,770	80,827	88,013	95,382
Day/Club/Salon Spas	73,461	68,037	70,298	71,627	72,521	73,733	75,008
Medical Spas	12,374	12,563	12,883	13,676	14,673	15,715	16,839
Destination Spas & Health Resorts	2,812	2,839	2,816	2,841	2,879	2,930	2,962
Thermal/Mineral Springs Spas	8,541	8,375	8,417	8,519	8,730	8,824	8,937
Other Spas	18,796	18,259	18,878	19,457	20,162	20,800	21,966
TOTAL	**180,165**	**174,254**	**182,182**	**191,890**	**199,792**	**210,015**	**221,094**

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to improved data availability in several countries (especially for hotel/resort, day/club, and thermal/mineral springs spas).*
***The number of hotel/resort spas stayed the same in 2019 and 2020 because we have no basis for determining whether there were any permanent closures in 2020, amidst all of the pandemic-related business disruptions and temporary shutdowns. The growth in 2021-2025 is not entirely due to new builds, but also due to a dramatic increase in the number of hotel/resorts listing themselves and their spa facilities/services on global online booking sites, especially in emerging market countries.*
Note: Figures may not sum to total due to rounding. See the "Definitions" section for descriptions of the spa categories.
Source: Global Wellness Institute.

[59] For example, the number of overall lodging properties listed on Bookings.com (the largest worldwide accommodations search platform) increased by 93% globally from 2020-2025, with the overall listings growing by 227% in Middle East-North Africa, 160% in Sub-Saharan Africa, 140% in Asia-Pacific, 133% in Latin America-Caribbean, and 123% in North America. Listings of lodging properties with spa/wellness facilities increased by 298% in North America, 58% in Sub-Saharan Africa, 55% in Middle East-North Africa, 52% in Asia-Pacific, and 42% in Latin America-Caribbean during this time period.

Spas

Definitions: What we measure and what we do not

Our methodology for measuring the size of the spa sector was established in 2008, when we launched our inaugural report on the global spa industry.[60] An inherent challenge of measuring the size of the industry is defining what constitutes a spa. There is no standardized definition around the world, since spas come in many shapes and sizes, and they possess different meanings for different customers and operators across a variety of cultures and regions. We intentionally adopted an inclusive definition for our measurement of the spa market size.

> We define spas as ***establishments that promote wellness through the provision of therapeutic and other professional services aimed at renewing the body, mind, and spirit.***

Spa facilities typically offer a wide variety of services (e.g., massages, facials, body treatments, water-based treatments, beauty treatments, health assessments, and much more), as well as sales of related products. We measure the size of the global spa industry by aggregating the estimated revenues of different types of spas in countries around the world. The categories of spas are defined below.

- **Day/club/salon spas:** Offer a variety of spa services (e.g., massages, facials, body treatments, etc.) by trained professionals on a day-use basis. Club spas are similar to day spas but operate out of facilities whose primary purpose is often fitness. Salon spas operate out of facilities that provide beauty services (such as hair, cosmetics, nails, etc.).

- **Destination spas and health resorts:** Offer a full-immersion spa and wellness experience in which all guests participate. In addition to spa and body treatments, all-inclusive programs typically include a myriad of other offerings such as: fitness, mind/body, special diets and cleanses, energy work, personal coaching, nutritional counseling, weight loss, sports medicine, preventive or curative medical services, etc. This category also includes the traditional sanatoria and health resorts in Europe that offer spa-like services (e.g., massage, hydrotherapy, thermal water bathing, etc.) for wellness and therapeutic purposes.

- **Hotel/resort spas:** Located within a resort or hotel property, providing spa services on an à la carte basis to hotel guests and outside/local guests. Spa treatments and services generally complement a hotel stay or a wide range of other activities at a resort.

- **Thermal/mineral springs spas:** Include the revenues generated by spa- and wellness-related treatments (such as massage, facials, hydrotherapy, etc.) at the following types of establishments: day-use spa facilities and destination/health resorts that incorporate an on-site source of natural mineral, thermal, or seawater into their spa treatments, as well as other bathing/recreational springs establishments that offer complementary spa services.

- **Medical spas:** Day spas that operate under the full-time, on-site supervision of a licensed healthcare professional, providing comprehensive medical and/or wellness care in an environment that integrates spa services with traditional, alternative, or cosmetic medical therapies and treatments.

[60] Yeung. O., and Johnston, K. (2008). *The Global Spa Economy 2007.* New York: Global Spa Summit and SRI International. https://globalwellnessinstitute.org/industry-research/global-spa-economy/.

- **Other spas:** Includes all other facilities not captured by the categories described above, such as cruise ship spas, airport spas, and mobile spas. It also includes historically-/culturally-based facilities (e.g., Turkish hammams, Indian Ayurveda centers, European bathhouses and saunas, etc.) that have evolved into spas by adding modern spa-like services such as massage, facials, and body treatments into their offerings. This category also captures the rapidly increasing number of modern bathhouse- and sauna-based spas in recent years.

The spa industry has evolved rapidly with the emergence of new wellness modalities (e.g., sound baths, hyperbaric oxygen chambers, cryotherapy, IV drips, infrared lighting treatment, recovery pods, acupuncture, reiki, etc.). In response to growing consumer demand, many spas are adding these kinds of treatments to their traditional menu of services. With the fast-emerging discipline of longevity medicine, some spas are expanding to become hybridized spa-like health clinics or "longevity clinics," offering everything from massage to diagnostic testing to functional medicine. But spas are not the only places where consumers can access these modalities. Outside of spas, there are a growing number of business establishments that offer these modalities as single-service operations—for example, IV clinics, flotation therapy centers, salt cave clinics, napping studios, etc. A growing number of gyms and even health clinics are offering spa-style services combined with fitness, recovery, diagnostics, longevity medicine, and more. Concurrently, in some of the top metro regions, there is an emerging niche sector of exclusive wellness clubs that combine aspects of coworking, social clubs, and luxury spa, fitness, and wellness experiences—and many of these clubs also offer novel wellness modalities like flotation tanks, infrared saunas, cryotherapy, vitamin drips, etc. These developments are blurring the lines and making it harder to label what is or is not a "spa."

While all of these new business models (e.g., longevity clinics, social wellness clubs, fitness+wellness gyms, single-service businesses, etc.) may offer some of the same services as spas, and may even compete with spas, we do not include all of them in our measurement of the spa industry. Many of the trending modalities are considered a form of traditional & complementary medicine (T&CM) (e.g., cryotherapy, acupuncture, reiki, etc.), and we count consumer spending on these kinds of activities and related business models in the T&CM sector. Similarly, the new and fast-growing offerings related to longevity medicine and functional medicine (e.g., DNA and blood analysis, preventive full-body health scans, etc.) are typically considered part of prevention and personalized medicine, and we count spending on these kinds of activities in the public health, prevention, & personalized medicine sector. Therefore, there is a very small overlap between the *spa* sector, the *T&CM* sector, and the *public health, prevention, & personalized medicine* sector; however, since the spa-based spending on T&CM and personalized medicine modalities is tiny relative to the overall size of these sectors, the amount of overlap is miniscule.

Over the last decade, there has been a growing overlap between wellness and medicine, and the COVID-19 pandemic accelerated this trend. Many diagnostics and procedures that used to take place only at hospitals and medical clinics are increasingly showing up on spa menus (e.g., lymphatic drainage, gut microbiome assessments, sleep analysis, blood analysis, genetic testing, musculoskeletal assessments, etc.). Many consumers—especially wealthy consumers who can easily pay out-of-pocket—are beginning to turn to spas for diagnostics aimed at early detection, for managing chronic conditions, and for other types of health and nutrition coaching and support. This trend raises confusion about what is or is not a "medical spa"—and does any spa that offers these kinds of services count as a "medical spa"? In our definitions, health resorts, destination spas, and sanatoria that offer overnight stays with full-immersion/all-inclusive wellness programs (even including the medical-type services discussed above) are always counted in that category. Day-use spas that offer medical-type services AND have full-time, on-site supervision of a healthcare professional are counted as "medical spas." Day-use spas that offer some quasi-medical services (e.g., sleep analysis, nutrition counseling) but are not supervised by a healthcare professional are always counted as "day/club/salon spas."

We also want to acknowledge that, while there is a growing trend of wealthy consumers installing spa-like facilities and equipment in their homes (e.g., saunas, cold plunge pools, red light therapy beds, etc.), these consumer equipment purchases are not included in our measurement of spa industry revenues.

CHAPTER 11

Thermal/Mineral Springs

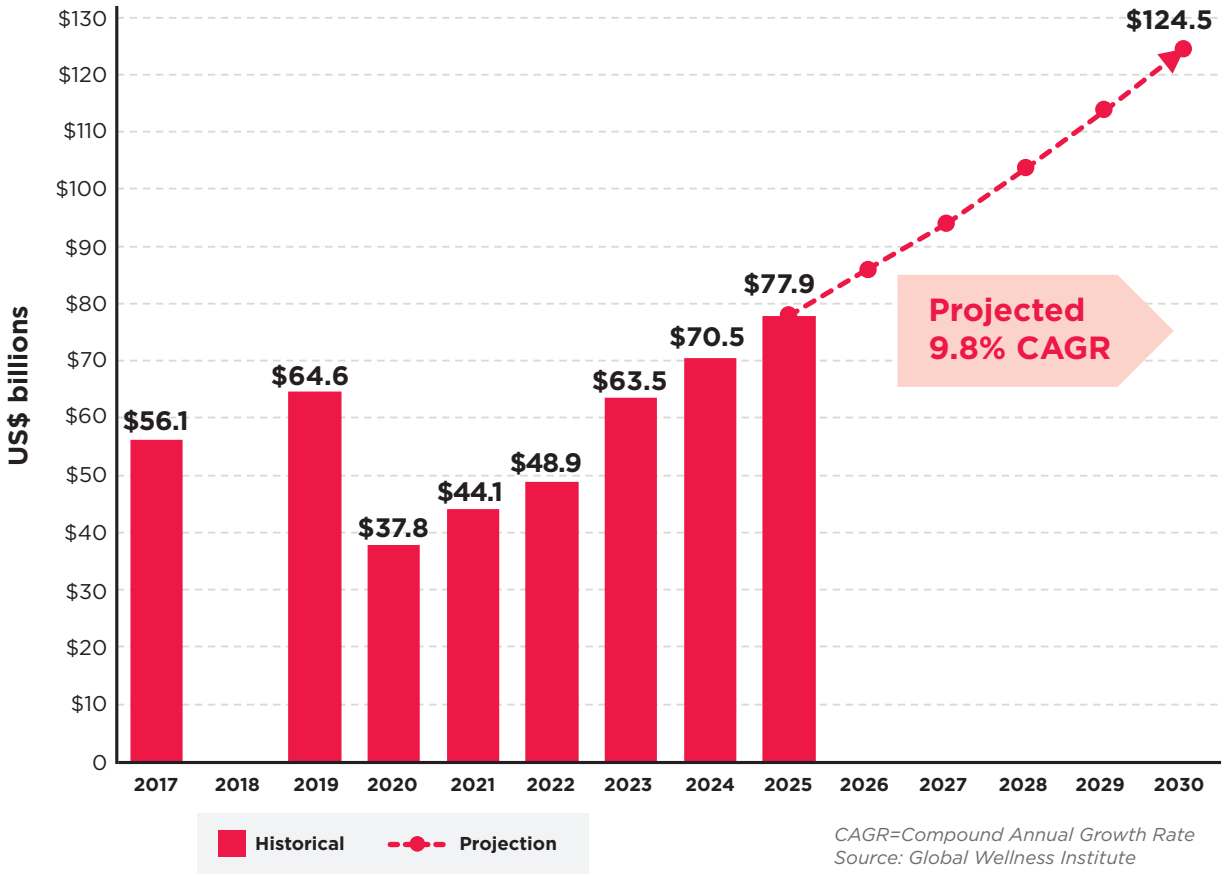
Sector Definition

Revenue-earning business establishments associated with the wellness, recreational, and therapeutic uses of waters with special properties (including thermal water, mineral water, and seawater).

$77.9b
Global Market In 2025

3.2%
CAGR 2019-2025

Figure 11.1: Global Market Size and Growth Projections, 2017-2030



CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute

Thermal/Mineral Springs

Market size and growth

We estimate there are currently 32,897 thermal/mineral springs establishments operating in 130 countries. These businesses earned $77.9 billion in revenues in 2025. As a tourism-dependent industry, thermal/mineral springs was one of the wellness sectors most negatively impacted by the COVID-19 pandemic. The sustained border closures, partial business shutdowns, and capacity restrictions effectively decimated business revenues across many regions in 2020-2021 and kept visitors from fully returning to springs businesses across many countries through 2022. In 2023-2025, the thermal/mineral springs market came roaring back in most countries around the world (alongside the recovery and rapid growth of tourism), and **springs revenues grew by a robust 11.1% in 2023-2024 and 10.4% in 2024-2025**. Global thermal/mineral springs revenues fully recovered beyond their pre-pandemic (2019) level in 2024; revenues are now at 121% of their pre-pandemic level as of 2025.

Figure 11.2: Thermal/Mineral Springs Market by Region, 2019-2025

	Thermal/Mineral Springs Revenues (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
Asia-Pacific	$36.18	$21.34	$23.30	$21.86	$32.72	$36.49	$39.90	*9.3%*	*1.6%*
Europe	$25.21	$14.64	$18.43	$24.10	$26.61	$29.41	$33.02	*12.3%*	*4.6%*
Latin America-Caribbean	$1.71	$0.87	$1.06	$1.39	$2.20	$2.36	$2.52	*7.1%*	*6.7%*
North America	$1.01	$0.75	$1.01	$1.17	$1.37	$1.61	$1.74	*8.1%*	*9.5%*
Middle East-North Africa	$0.43	$0.17	$0.24	$0.34	$0.52	$0.56	$0.60	*6.9%*	*5.5%*
Sub-Saharan Africa	$0.09	$0.05	$0.06	$0.07	$0.09	$0.10	$0.11	*6.3%*	*3.1%*
WORLD	**$64.63**	**$37.81**	**$44.09**	**$48.93**	**$63.50**	**$70.53**	**$77.89**	***10.4%***	***3.2%***
World minus China, Japan, and Europe	**$5.37**	**$3.48**	**$4.29**	**$5.07**	**$6.67**	**$7.33**	**$7.92**	***8.0%***	***6.7%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to improved data availability in several countries (especially China and Japan).*
Note: The thermal/mineral springs revenue estimates include all revenues earned by these establishments, from bathing/swimming offerings, spa/wellness services and other treatments, other recreational activities, food & beverage, lodging, and other services. See the "Definitions" section for more details. Figures may not sum to total due to rounding.
Source: Global Wellness Institute.

Figure 11.3: Thermal/Mineral Springs Establishments by Region, 2019-2025

	Number of Thermal/Mineral Springs Establishments						
	2019*	2020*	2021*	2022*	2023*	2024*	2025
Asia-Pacific	22,922	22,545	22,551	22,939	23,271	23,775	24,172
Europe	6,487	6,428	6,496	6,505	6,529	6,552	6,569
Latin America-Caribbean	1,178	1,177	1,180	1,183	1,187	1,191	1,197
North America	391	392	397	400	403	406	409
Middle East-North Africa	464	464	465	470	474	475	482
Sub-Saharan Africa	68	68	68	68	68	68	68
WORLD	**31,510**	**31,074**	**31,157**	**31,565**	**31,932**	**32,467**	**32,897**
World minus China, Japan, and Europe	**3,598**	**3,600**	**3,615**	**3,631**	**3,655**	**3,670**	**3,724**

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to improved data availability in several countries (especially China and Japan).*
Source: Global Wellness Institute.

The thermal/mineral springs sector is heavily concentrated in Asia-Pacific and Europe, reflecting the centuries-old history of water-based healing and relaxation in these two regions. Together, Asia-Pacific and Europe account for over 93% of revenues and establishments in this sector (see *Figures 11.2 and 11.3*). The growth trajectory of the springs market at the global level is largely driven by the markets in China and Japan, which together account for 47% of global revenues and 69% of all establishments. Japan alone, with its estimated 18,765 onsen, is home to 57% of all thermal/mineral springs establishments in the world. The remainder of the top twenty markets include a large number of European countries with a long history of using thermal/mineral waters for curative and therapeutic purposes (often subsidized by government insurance systems), along with the United States, Brazil, Taiwan, and South Korea (see *Figure 11.4*).

- As noted elsewhere in this report, the depreciation of the Japanese yen against the U.S. dollar has dampened Japan's growth rates when they are measured in dollars. **Japan**'s thermal springs industry grew by 6.3% annually from 2019-2025 when measured in yen (as compared to only 0.9% annual growth in dollars). In Japan thermal springs/onsen revenue growth is largely coming from rising revenue per visitor and revenue per establishment, rather than major growth in the number of establishments. Key drivers include the rapid growth of inbound tourism trips and visitor spending, rising consumer interest in bathing as part of wellness and preventive health, and premiumization of the bathing/onsen experience across many properties. Operators are investing in modernizing aging facilities, as well as adding upgraded accommodations, dining, spa/wellness, retail, recreational activities, etc., to attract a wider range of customers and drive more revenue. The Ministry of Environment has launched promotional campaigns like "Shin-Toji" and "ONSEN Stay" to modernize and support the sector, encouraging visitors to combine hot spring bathing with nature, culture, food, exercise, and other wellness activities, which help to lengthen visitor stays and increase spending. Proactive government efforts to spread tourism into regions beyond the major cities (Tokyo/Osaka/Kyoto) are also benefiting major thermal regions throughout the country and are helping to drive investment into higher-end ryokans, resorts, private baths, modern day-use facilities, and world-class wellness offerings—helping to stem the tide of older public bathhouses/sento that have closed in recent decades. Nonetheless, Japan's large and historic hot springs industry continues to face a number of challenges, from aging infrastructure and aging ownership, to population decline and labor shortages in rural areas, to rising energy costs and water shortages (due to excessive extraction and overtourism in some areas).

- In **China**, the country's massive thermal springs industry has seen strong revenue growth at established properties, in addition to ongoing investment in new thermal properties across the country. China's thermal industry primarily serves the domestic market, and key drivers include the rapid growth of domestic tourism, growing consumer awareness and interest in wellness and healthy lifestyles, population aging and demand for preventive and wellness services, and diversification of traditional hot spring bathing into integrated wellness destinations. The industry's rapid growth has brought intense competition, with many seemingly homogenous resorts now struggling to differentiate themselves. China's established thermal resorts are increasingly combining bathing with upgraded accommodations and food/beverage, spa and wellness treatments, Traditional Chinese Medicine and rehabilitation services, family recreation activities, meetings/events, and other value-added services, helping to create more distinctive experiences and increase both visitation numbers and spending per visitor. At the same time, there is a rapidly growing number of smaller thermal hotels, hot spring "minsu" (small/rural bed & breakfast and guesthouse-type facilities), and private hot spring house and villa rentals, helping to expand the number and geographic reach of thermal establishments across the country. Government support for wellness tourism, the silver economy, rural tourism, and integrated medical/wellness development is reinforcing these growth trends, while the continued recovery and growth of China's domestic tourism market is providing a large underlying demand base. China's thermal sector also faces challenges similar to those in Japan, including rising costs, labor shortages, uneven service quality, aging infrastructure, and many environmental issues (e.g., sustainable groundwater extraction, wastewater treatment, etc.).

- Countries across **Central, Southern, and Eastern Europe** have long-established thermal traditions that are now being reshaped by modern consumer interest in wellness and preventive health. Consumer demand is increasingly shifting beyond traditional curative bathing toward broader wellness experiences that combine thermal waters with spa treatments, relaxation, nature, fitness, rehabilitation, and preventive health. Europe's aging population and growing focus on healthy aging are also supporting demand for balneotherapy and medically-oriented thermal programs. Thermal operators are renovating older bathhouses and sanatoria, adding higher-end accommodation and spa/wellness services, and repositioning historic thermal destinations to appeal to younger and international travelers. Governments and private investors are also restoring and modernizing aging thermal infrastructure and are using thermal heritage as a tool for regional development and wellness tourism promotion. As in Japan, much of the thermal industry revenue growth across Europe is coming from higher spending per visitor rather than rapid growth in the number of establishments. Europe's thermal industry continues to face a number of challenges, including staffing shortages, geopolitical disruptions (e.g., the war in Ukraine, which has disrupted the flow of Russian visitors to Central/Eastern European thermal resorts), aging infrastructure, high energy costs, and regulatory challenges related to water usage and treatment.

- In **the rest of the world**, the thermal springs sector is much smaller and less well established, but the growth trends are robust. Outside of Japan, China, and Europe, we estimate there were about 3,700 springs-based businesses, earning $7.9 billion of revenues in 2025 (see *Figures 11.2 and 11.3*). In Australia, New Zealand, and regions across the United States, some establishments have reported annual revenue growth of 10%-20% or more in recent years (and even saw positive growth throughout the pandemic), as customers have flocked to bathing and are embracing water-based, nature-based, and social wellness activities. In Australia, New Zealand, the United States, Brazil, and Costa Rica, hot springs businesses have had a record-setting year in 2025, with revenues far exceeding their pre-pandemic levels (by a factor 50%-125%). Across Asia, a number of countries with extensive thermal resources but less developed springs-based industries are investing in new, modern, and upscale bathing and tourism infrastructure, with the aim of developing this sector as part of their national wellness tourism strategies (e.g., in Thailand, Vietnam, and Indonesia).

Despite the setbacks during the pandemic, thermal/mineral springs has long been one of the fastest-growing sectors in the wellness economy. GWI predicts ongoing steady and strong growth in the coming years, building on the rapidly growing consumer, business, and government interest in hot springs and water-based experience of all types. Thermal/mineral springs bathing experiences appeal to an expanding segment of consumers who are seeking to connect with nature; experience cultural traditions; enjoy relaxing social experiences; and pursue alternative modalities for healing, rehabilitation, and prevention. Many consumers from places that do not have the tradition of water treatments or public bathing are "discovering" the therapeutic benefits of thermal waters, saunas, and cold plunges when they visit spas and springs or when they travel.

We project the thermal/mineral springs sector will grow at a robust rate of 9.8% annually over the next five years, reaching a projected $124.5 billion in global revenues by 2030. The strong future for this sector is evident in the high level of investment and development, sustained throughout and after the pandemic. We estimate over 1,550 new thermal/mineral spring establishments opened in China and Japan from 2020-2025, in addition to 300 new openings across the rest of the world. At least 15 new projects have already opened in 2026, and over 250 projects are in the pipeline for future new openings/development in 2026 and beyond. These figures only count new openings and do not capture the substantial amount of investment in upgrades and expansions to existing properties. Countries with the greatest amount of investment activity and new openings include China, Japan, Turkey, Hungary, Russia, Tunisia, the United States, France, Taiwan, Brazil, Spain, Vietnam, and Australia.

Figure 11.4: Thermal/Mineral Springs Top Twenty Markets in 2025

	Thermal/Mineral Springs Revenues (US$ billions)							Rank in 2025	Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025		2024-2025	2019-2025
China	$18.56	$10.51	$12.17	$9.05	$16.27	$18.88	$20.63	**1**	*9.3%*	*1.8%*
Japan	$15.49	$9.18	$9.21	$10.71	$13.96	$14.91	$16.32	**2**	*9.5%*	*0.9%*
Germany	$7.78	$4.86	$5.17	$6.63	$7.34	$8.51	$9.23	**3**	*8.5%*	*2.9%*
Russia	$4.14	$2.41	$4.26	$5.87	$5.07	$5.36	$6.63	**4**	*23.7%*	*8.2%*
Italy	$1.79	$1.01	$1.33	$1.49	$1.71	$1.95	$2.11	**5**	*8.4%*	*2.7%*
Hungary	$1.19	$0.54	$0.74	$1.07	$1.38	$1.57	$1.68	**6**	*7.0%*	*5.9%*
United States	$0.91	$0.69	$0.94	$1.07	$1.25	$1.47	$1.59	**7**	*7.9%*	*9.8%*
Brazil	$0.89	$0.46	$0.56	$0.81	$1.24	$1.30	$1.40	**8**	*7.4%*	*7.9%*
Austria	$0.99	$0.66	$0.62	$0.95	$1.08	$1.12	$1.23	**9**	*9.5%*	*3.7%*
Taiwan	$0.82	$0.75	$0.74	$0.82	$0.94	$0.97	$1.11	**10**	*13.8%*	*5.2%*
Czech Republic	$0.75	$0.42	$0.39	$0.60	$0.88	$0.91	$1.02	**11**	*11.8%*	*5.1%*
Turkey	$0.84	$0.34	$0.62	$0.75	$0.70	$0.83	$0.93	**12**	*11.5%*	*1.6%*
Iceland	$0.57	$0.38	$0.49	$0.57	$0.71	$0.75	$0.89	**13**	*19.1%*	*7.7%*
Poland	$0.71	$0.47	$0.57	$0.70	$0.83	$0.79	$0.87	**14**	*10.0%*	*3.5%*
Spain	$0.80	$0.41	$0.49	$0.67	$0.79	$0.76	$0.85	**15**	*10.9%*	*0.9%*
South Korea	$0.66	$0.45	$0.54	$0.58	$0.72	$0.76	$0.81	**16**	*6.6%*	*3.5%*
Slovakia	$0.53	$0.35	$0.36	$0.46	$0.57	$0.71	$0.81	**17**	*12.9%*	*7.3%*
Romania	$0.55	$0.28	$0.31	$0.43	$0.64	$0.68	$0.75	**18**	*10.6%*	*5.3%*
Switzerland	$0.54	$0.35	$0.41	$0.54	$0.58	$0.66	$0.73	**19**	*10.6%*	*5.0%*
France	$0.68	$0.22	$0.43	$0.52	$0.63	$0.67	$0.71	**20**	*6.6%*	*0.8%*

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to improved data availability in several countries (especially for China and Japan).*
Note: The thermal/mineral springs revenue estimates include all revenues earned by these establishments, from bathing/swimming offerings, spa/wellness services and other treatments, other recreational activities, food & beverage, lodging, and other services. See the "Definitions" section for more details.
Source: Global Wellness Institute.

Thermal/Mineral Springs

Definitions: What we measure and what we do not

We define the thermal/mineral springs industry as encompassing ***revenue-earning business establishments associated with the wellness, recreational, and therapeutic uses of waters with special properties (including thermal water, mineral water, and seawater).***

Our figures count thermal/mineral springs establishments that operate as a revenue-earning business. We do not include springs that do not have any built facilities and/or do not charge any kind of fee for access. Establishments that use heated water—not naturally-sourced thermal/mineral water—are also excluded from this category. There are many categories and types of thermal/mineral springs establishments, as illustrated below:

Figure 11.5: Types of Thermal/Mineral Springs Establishments

<table>
<tr><th>Primarily
Recreational</th><th>Primarily
Wellness</th><th>Primarily
Therapeutic or Curative</th></tr>
<tr><td>Thermal/mineral water
swimming pool facilities</td><td>Thermal/mineral water
bathing facilities</td><td rowspan="2">Health resorts and sanatoria that use thermal/mineral waters for treatments</td></tr>
<tr><td>Thermal/mineral
water-based waterparks</td><td>Thermal/mineral
water-based spas</td></tr>
<tr><td>Hotels/resorts with thermal/
mineral water swimming pools</td><td colspan="2">Thalassotherapy spas and resorts</td></tr>
<tr><td colspan="2">Thermal or hot springs resorts</td></tr>
</table>

Our revenue estimates include *all* revenues earned by the establishments in the above categories (not just revenues from thermal/mineral-water bathing and treatments). Therefore, our estimates include revenues earned from: bathing/swimming offerings, spa/wellness services and other treatments, other recreational activities, food and beverage, lodging, and other services offered by the establishment.

Our figures are further broken down into two categories, in order to delineate the overlap between the thermal/mineral springs sector and the spa sector:

- **Thermal/mineral springs establishments that offer spa services:** These facilities offer complementary, spa-like services (e.g., massage, facials, hydrotherapy, other treatments) alongside their bathing offerings, and they often incorporate the thermal/mineral water into treatments. They include the health resorts and sanatoria across Europe that use thermal/mineral waters for therapies and the hot springs resorts common in China and Taiwan, as well as the growing number of bathing establishments that are offering add-on spa services alongside thermal/mineral water bathing and relaxation. These establishments and their revenues are also counted as part of the spa sector figures, and we account for this overlap when aggregating the figures for the overall wellness economy.

- **Thermal/mineral springs establishments with no spa services:** These are typically recreational and bathing-only facilities, such as most of the onsen in Japan, the thermal pools and waterparks common in Latin America, and the thermal water swimming pool facilities prevalent in Iceland.

As noted in the chapter on traditional & complementary medicine (T&CM), water-based therapies (e.g., balneotherapy, hydrotherapy, thalassotherapy) are a historic and still common form of T&CM used in many Central, Southern, and Eastern European countries. These therapies are used for treatment, rehabilitation, and management of chronic pain/conditions, as well as for prevention and wellness purposes, and they can account for a substantial portion of visitors and revenues at many thermal/mineral water-based health resorts and sanatoria in Europe. In these countries, there is some overlap between T&CM spending and the revenues of thermal/mineral springs establishments, and we account for this overlap when calculating the total wellness economy figures. In other parts of the world, where thermal/mineral springs bathing is done only for recreation, leisure, and general wellness purposes, there is no overlap between the two sectors.

CHAPTER 12

Public Health, Prevention, & Personalized Medicine

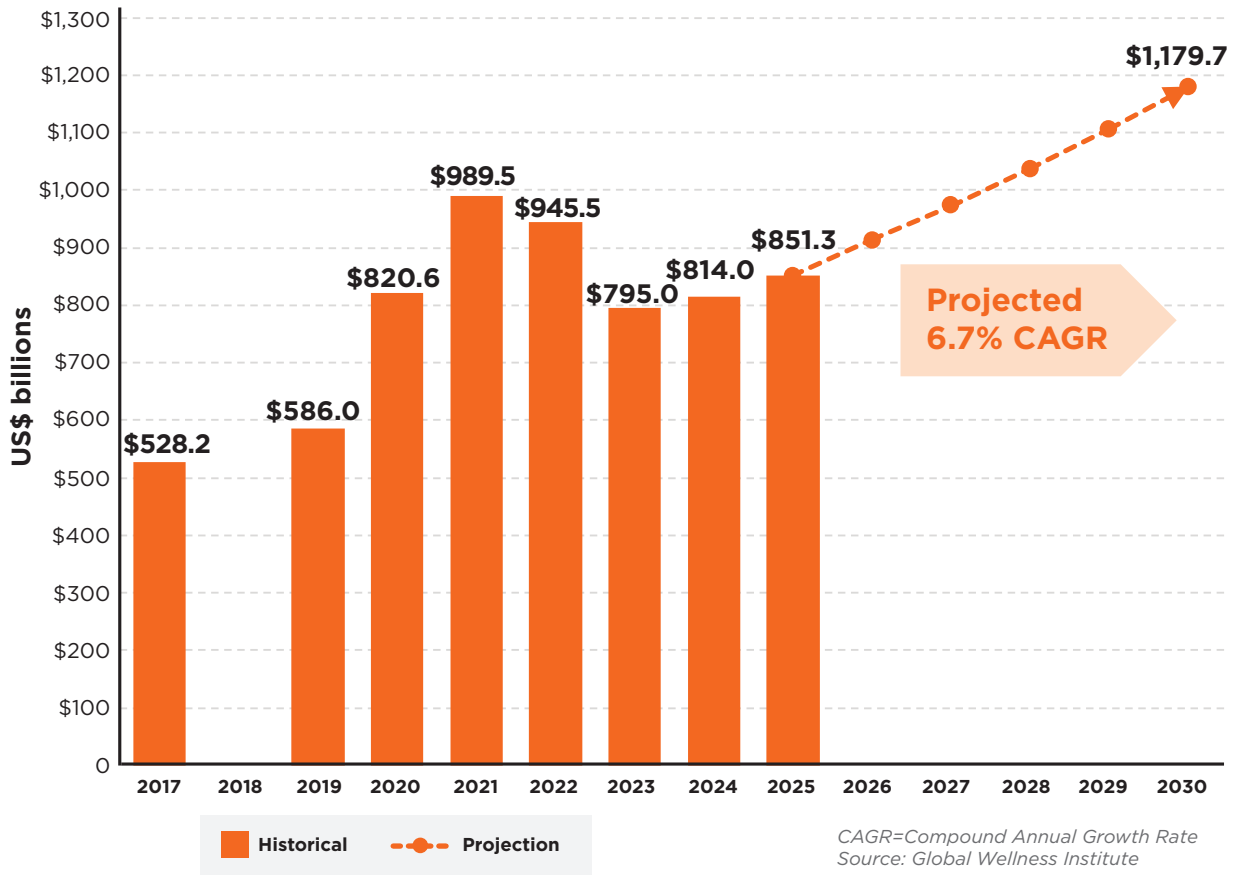
Sector Definition

Expenditures on medical and public health services that focus on treating "well" people, preventing disease, or detecting risk factors.

$851.3
Global Market In 2025

6.4%
CAGR 2019-2025

Figure 12.1: Global Market Size and Growth Projections, 2017-2030



CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute

Public Health, Prevention, & Personalized Medicine

Market size and growth

We estimate public health, prevention, & personalized medicine generated $851.3 billion in spending globally in 2025. In 2020, the sector saw a staggering 40% expansion in size, as governments and healthcare systems around the world ramped up their public health and prevention expenditures in response to the pandemic. In 2021, it grew by another 21%. In subsequent years, growth has decelerated or shrunk in most countries around the world, as the spending trends for public health and prevention have moved back toward pre-pandemic levels, and also in response to major reductions in international donor funding for health in 2025 (see further discussion below).

With its rapid ramp-up during the pandemic, this sector has become the third-largest sector in the global wellness economy in 2020 and 2021, and now it has fallen to sixth place in 2025 (accounting for 11.3% of all wellness spending in 2025). **We project public health, prevention, & personalized medicine will continue to grow at a moderate rate of 6.7% annually, reaching an estimated $1,179.7 billion in 2030** (see *Figure 12.1*). This projection reflects the disparate growth trends of the two very different subsectors that comprise the overall sector: slow-to-moderate projected growth for public health & prevention (4.7%) and very strong projected growth for personalized medicine (9.3%).

Figure 12.2: Public Health, Prevention, & Personalized Medicine Market by Region, 2019-2025

	Public Health, Prevention, & Personalized Medicine Market (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
North America	$227.8	$361.8	$342.8	$351.6	$312.0	$326.2	$335.6	*2.9%*	*6.7%*
Europe	$141.0	$165.9	$261.4	$230.1	$192.0	$196.2	$212.8	*8.5%*	*7.1%*
Asia-Pacific	$149.7	$206.1	$282.3	$260.7	$193.9	$192.1	$199.2	*3.7%*	*4.9%*
Latin America-Caribbean	$38.7	$44.2	$55.3	$55.2	$52.7	$54.7	$57.2	*4.6%*	*6.7%*
Middle East-North Africa	$13.7	$23.8	$25.0	$25.7	$25.6	$25.7	$28.2	*9.7%*	*12.8%*
Sub-Saharan Africa	$15.1	$18.8	$22.8	$22.2	$18.8	$19.3	$18.2	*-5.3%*	*3.2%*
WORLD	**$586.0**	**$820.6**	**$989.5**	**$945.5**	**$795.0**	**$814.0**	**$851.3**	***4.6%***	***6.4%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor. The World Health Organization (WHO) continuously revises its country-level health expenditures data (especially after the challenges and delays for public sector data collection efforts during the pandemic); thus, the estimates presented for this sector have been revised substantially in the last few editions of GWI's Global Wellness Economy Monitor, reflecting the revisions in the underlying WHO datasets. In this report, GWI has also expanded our definition and measurement of the "personalized medicine" subsector, to capture not only personalized diagnostics and screenings (e.g., blood analysis, DNA testing, and microbiome analysis), but also personalized lifestyle and behavioral interventions (e.g., individualized or DNA-based nutrition plans, fitness plans, and health optimization guidance). Therefore, the sector figures in this report cannot be compared with figures that appeared in previous editions of the Global Wellness Economy Monitor.*
Note: Figures may not sum to total due to rounding.
Source: Global Wellness Institute, based on data from the WHO, OECD, Grand View Research, and other sources.

North America is by far the largest region for overall expenditures on public health, prevention, & personalized medicine (see *Figure 12.2*), which tracks with its global position for general health expenditures. The United States comprises a substantial portion of the market, accounting for 37% of all global spending on public health, prevention, & personalized medicine in 2025 (it also accounted for 46% of all global health expenditures in 2025[61]).

Middle East-North Africa, Europe, Latin America-Caribbean, and North America have all seen very strong regional growth rates in recent years, with each region's sector increasing by around 50% since before the pandemic (or more than doubling in the case of Middle East-North Africa). In all of these regions, the strong six-year growth trend has been driven primarily by the major uptick in public health and prevention expenditures in response to the pandemic, although this spending peaked in 2020 or 2021 in most regions and has subsequently tapered off. Middle East-North Africa is the only region where spending has continued to increase since the pandemic, reaching a new high in 2025.

In Asia-Pacific, the regional growth rates have been dampened by currency depreciation against the U.S. dollar in several large country markets, including China, Japan, India, South Korea, Australia, and Indonesia. In these countries, the sector's growth rates have been much higher when measured in the local currency as opposed to U.S. dollars. Since these six countries comprise 85% of the public health, prevention, & personalized medicine market in Asia-Pacific, their trends have a major impact on the growth trend for the entire region.

Similarly, in Latin America-Caribbean, currency depreciation in Brazil since 2019, combined with depreciation and hyperinflation in Argentina, have also affected measurement and growth trends for the whole region.

[61] All health expenditure figures cited in this chapter are GWI estimates based on data from the World Health Organization's *Global Health Expenditure Database* (accessed June 17, 2026).

The public health, prevention, & personalized medicine sector is comprised of two subsectors. Both subsectors have been growing rapidly (see *Figure 12.3*).

Figure 12.3: Public Health, Prevention, & Personalized Medicine Market by Subsector, 2019-2025

	Market Size (US$ billions)							Average Annual Growth Rate	
	2019*	**2020***	**2021***	**2022***	**2023***	**2024***	**2025**	**2024-2025**	**2019-2025**
Public Health & Prevention	$337.3	$571.0	$718.5	$646.3	$477.5	$476.2	$487.5	*2.4%*	*6.3%*
Personalized Medicine**	$248.7	$249.5	$271.0	$299.1	$317.5	$337.8	$363.8	*7.7%*	*6.5%*
TOTAL	**$586.0**	**$820.6**	**$989.5**	**$945.5**	**$795.0**	**$814.0**	**$851.3**	***4.6%***	***6.4%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor. The World Health Organization (WHO) continuously revises its country-level health expenditures data (especially after the challenges and delays for public sector data collection efforts during the pandemic); thus, the estimates presented for this sector have been revised substantially in the last few editions of GWI's Global Wellness Economy Monitor, reflecting the revisions in the underlying WHO datasets.*

*** In this report, GWI has expanded our definition and measurement of the "personalized medicine" subsector, to capture not only personalized diagnostics and screenings (e.g., blood analysis, DNA testing, and microbiome analysis), but also personalized lifestyle and behavioral interventions (e.g., individualized or DNA-based nutrition plans, fitness plans, and health optimization guidance). Therefore, the figures in this report cannot be compared with figures that appeared in previous editions of the Global Wellness Economy Monitor.*

Note: Figures may not sum to total due to rounding. See the "Definitions" section for detailed descriptions of the subsectors.

Source: Global Wellness Institute, based on data from the WHO, OECD, Grand View Research, and other sources.

- The **public health & prevention** segment accounts for more than half of the total spending in this sector (57%). Expenditures on public health & prevention are estimated at $487.5 billion in 2025, which is 45% higher than their pre-pandemic level of $337.3 billion. The reason for the massive expansion of this segment in 2020 (69% increase) and 2021 (26% increase) is because governments and health systems significantly increased their spending on public health/prevention due to the pandemic.[62] Global expenditures on public health & prevention peaked at $718.5 billion in 2021, and spending levels have then tapered off during the post-pandemic period. In 2025, public health & prevention spending in developing countries took another nosedive, primarily due to abrupt and massive cuts in development assistance for health by the U.S. government (alongside cuts by other donor nations, including France, the United Kingdom, and Germany).[63] Countries across Sub-Saharan Africa were hit hardest by these cuts, leading to the 5.3% decline for the overall sector in the region in 2024-2025 (see *Figure 12.2*).

  Based on WHO data, total global health expenditures are estimated at $12.3 trillion in 2025. GWI estimates public health/prevention represented about 4.0% of total global health expenditures in 2019, and then jumped to 6.2% in 2020, 7.1% in 2021, and 6.3% in 2022. Since then, public health/prevention expenditures have tapered off and moved back toward pre-pandemic levels; in 2025, their share shrank back to 4.0% of total health expenditures. There is significant variation across countries in the share of health spending that goes to public health/prevention, ranging from an average of 3.4% in higher-income countries to 14.8% in lower-income countries in 2025.

- **Personalized medicine** is a smaller but high-growth segment, at $363.8 billion in 2025. This segment has been growing by 6.5% annually over the last six years, driven by biomedical, genomics, and technological innovations, and the growing niche of consumers interested in and willing to pay out-of-pocket for personalized testing and diagnostic services, health optimization guidance, and lifestyle-based health interventions.

[62] For more information on the impact of the pandemic on global health expenditures, see: World Health Organization (WHO) (2022). *Global spending on health: Rising to the pandemic's challenges*. Geneva: WHO. https://www.who.int/publications/i/item/9789240064911.

[63] For more information, see: 1) Krugman, A. (2025, July 31). The State of Global Health Funding: August 2025. *Think Global Health*. https://www.thinkglobalhealth.org/article/state-global-health-funding-august-2025. 2) IHME, *Health Financing*, https://www.healthdata.org/research-analysis/health-financing.

Public Health, Prevention, & Personalized Medicine

Definitions: What we measure and what we do not

The public health, prevention, & personalized medicine sector includes a variety of ***medical and public health services that focus on treating "well" people, preventing disease, or detecting risk factors***—for example, routine physical exams, diagnostic and screening tests, vaccinations, genetic testing, educational campaigns, etc. The "personalized health" subsegment uses advanced diagnostic tools for individual patients (including genetic, molecular, and environmental screening and analysis) to provide tailored approaches for preventing disease, diagnosing and managing risk factors, managing and treating conditions, and optimizing behavioral and lifestyle choices.

In our definition, the public health, prevention, & personalized medicine sector is comprised of two subsectors.

Public health & prevention: We define and measure public health and prevention based upon standardized definitions established in the WHO/OECD/Eurostat *System of Health Accounts* for "preventive care."[64] Prevention is based on a health promotion strategy that enables people to improve their health through the control over some of its immediate determinants. Public health/prevention expenditures are measured as a share of overall health expenditures in each country. Across the world, much of the public health and prevention efforts are funded by governments, non-profit organizations, development agencies, and multilateral donors, but these activities can also be funded through the private insurance system and directly out-of-pocket by individuals and families. Therefore, unlike other sectors in the wellness economy, this segment encompasses both public and private expenditures.

The public health & prevention subsegment includes diverse interventions at the primary and secondary prevention levels.

- **Primary prevention** involves specific health measures aimed at avoiding diseases and risk factors, in order to reduce the onset of a disease, diminish the number of new cases, and anticipate the emergence and lessen the severity of diseases. These measures seek to reduce health risks before they generate some effect and can be implemented at the individual level (e.g., vaccinations), as well as at the population level (e.g., epidemiological surveillance, informational campaigns).
- **Secondary prevention** involves specific interventions aimed at the detection of disease and early treatment, in order to prevent the emergence of symptoms or progression of the disease. Examples include screening for diseases such as COVID-19, TB, diabetes, and breast cancer. Often these early case detections involve laboratory and imaging services.

[64] Category "HC.6 Preventive Care" in *A System of Health Accounts 2011* (SHA 2011). SHA 2011 establishes a consistent global framework and methodology for tracking health expenditures across countries. For more information, see: 1) World Health Organization (WHO), *Health Accounts*, https://www.who.int/health-topics/health-accounts. 2) OECD, Eurostat, and WHO (2017). *A System of Health Accounts 2011: Revised Edition*. Paris: OECD Publishing. http://dx.doi.org/10.1787/9789264270985-en.

Spending on preventive care is likely to be underestimated in many countries because preventive care services for healthy individuals (e.g., annual health checkups) are often integrated into curative care services, and so these expenditures are not captured separately in the "prevention" category. In addition, public health and prevention programs are assigned to different government agencies across different countries (e.g., they often fall under the Ministry of Health in many lower-income countries, rather than under a separate disease control agency); therefore, public health spending may not be classifiable and measurable as such.

Personalized medicine: Our definition and measurement of this segment focus on what we define as the "wellness" or preventive components of personalized medicine—primarily personalized diagnostics and screenings (e.g., blood analysis, DNA testing, and microbiome analysis) and personalized lifestyle and behavioral interventions (e.g., individualized or DNA-based nutrition plans, fitness plans, and health optimization guidance). Note that many studies and reports on "personalized medicine" use a very broad definition of the market, encompassing personalized diagnostics, personalized treatments/therapeutics, genomic medicine, health IT/telemedicine and digitally delivered healthcare, personalized nutrition services, and much more. Our definition and measurements use a narrower interpretation, focusing on the personalized diagnostics and personalized nutrition/wellness/lifestyle segments only.

Personalized medicine mostly takes place in a clinical setting. However, with the rise of "medical wellness" services in the wellness market, and a growing interest among wealthy consumers in "biohacking" their way to longevity, preventive/personalized diagnostic and lifestyle services are increasingly being offered in other settings—including destination spas, health resorts, specialized longevity clinics, and even wellness clubs that have made investments in such new technologies and equipment. Therefore, a significant portion of the expenditures in this segment is out-of-pocket consumer spending that takes place outside of the conventional healthcare system. Note that a portion of the expenditures in this segment overlap with other GWI sectors (primarily healthy eating, nutrition, & weight loss and traditional & complementary medicine), and we account for this overlap when we calculate the total wellness economy figures.

CHAPTER 13

Workplace Wellness

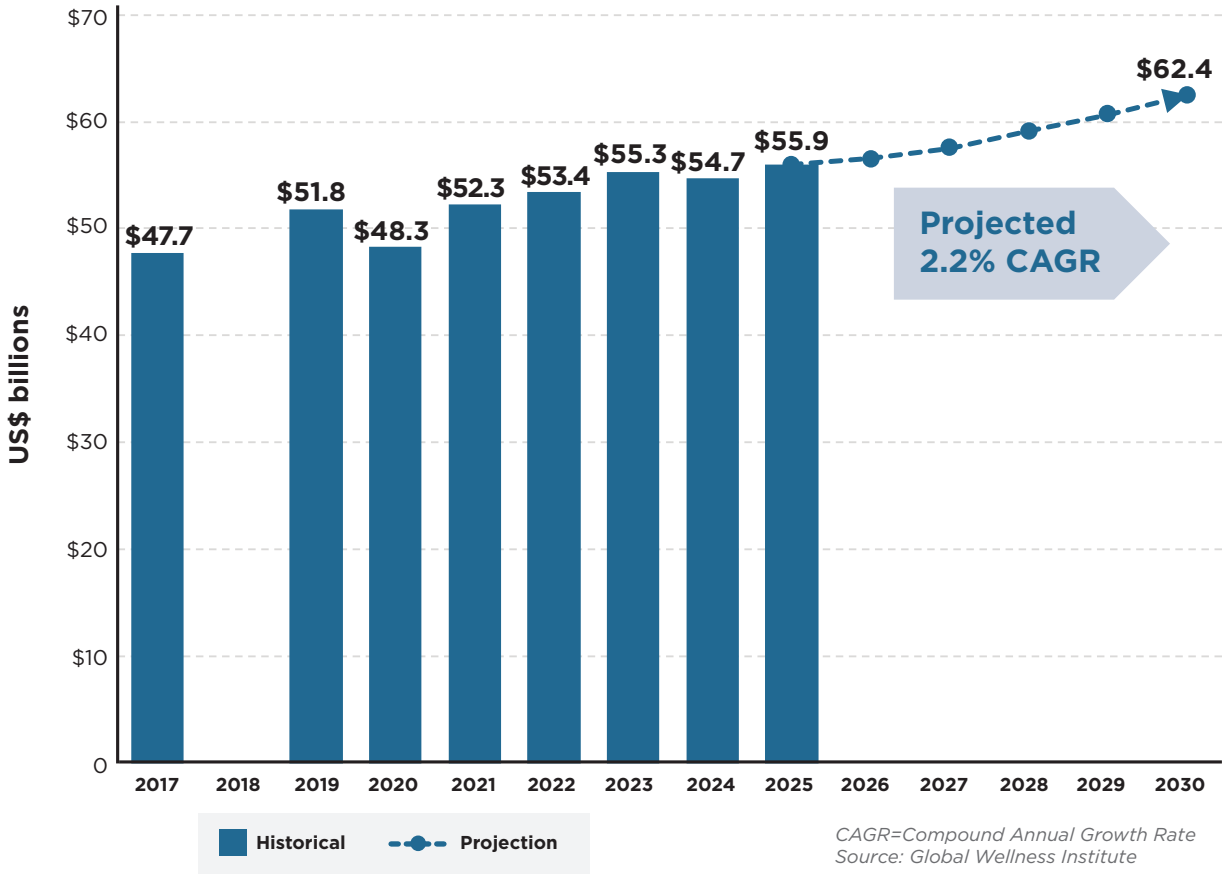
Sector Definition

Employer expenditures on programs, services, activities, and equipment aimed at improving their employees' health and wellness.

$55.9b
Global Market In 2025

1.3%
CAGR 2019-2025

Figure 13.1: Global Market Size and Growth Projections, 2017-2030



CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute

Workplace Wellness

Market size and growth

Workplace wellness spending is motivated by employers' desires to lower healthcare costs; improve morale, retention, and recruitment; and increase productivity and competitiveness. **We estimate the global workplace wellness market at $55.9 billion in 2025**, which is a new peak and represents a 1.3% average annual growth rate since 2019. **We project workplace wellness expenditures will grow by 2.2% annually in the next five years, to reach an estimated $62.4 billion globally in 2030** (see *Figure 13.1*).

Figure 13.2: Workplace Wellness Market by Region, 2019-2025

	Workplace Wellness Market (US$ billions)							Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	2024-2025	2019-2025
North America	$18.80	$16.87	$19.59	$21.20	$22.07	$21.38	$22.03	*3.0%*	*2.7%*
Europe	$19.75	$18.97	$19.60	$19.71	$20.39	$20.49	$20.67	*0.9%*	*0.8%*
Asia-Pacific	$9.58	$9.11	$9.46	$8.79	$8.90	$8.80	$9.10	*3.4%*	*-0.9%*
Middle East-North Africa	$1.66	$1.55	$1.63	$1.71	$1.88	$1.92	$1.98	*3.1%*	*3.0%*
Latin America-Caribbean	$1.53	$1.40	$1.52	$1.58	$1.60	$1.65	$1.68	*1.8%*	*1.6%*
Sub-Saharan Africa	$0.47	$0.43	$0.46	$0.46	$0.48	$0.50	$0.48	*-2.4%*	*0.6%*
WORLD	**$51.77**	**$48.32**	**$52.25**	**$53.45**	**$55.33**	**$54.74**	**$55.94**	***2.2%***	***1.3%***

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as the ILO.*
Note: Figures may not sum to total due to rounding.
Source: Global Wellness Institute, based on labor market, employment, and workplace wellness data from the International Labour Organization, OECD, Eurostat, Kaiser Family Foundation, U.S. Bureau of Labor Statistics, Statistics Canada, and other sources.

While global workplace wellness expenditures shrank by 6.7% in 2020, due to the pandemic, they subsequently rebounded in 2021-2023, shrank in 2024, and then grew again by 2.2% in 2025 (see *Figure 13.2*). This slow and uneven growth pattern may seem counterintuitive, given that worker health has been increasingly at the forefront of everyone's minds since the pandemic, and it is driven by a few factors:

First, currency fluctuations affect our estimates of workplace wellness spending expressed in U.S. dollar terms. In Asia-Pacific in particular, currency depreciation against the U.S. dollar in several large markets has dampened growth and has prevented a return to pre-pandemic levels when measured in U.S. dollars. For example, in Japan, South Korea, and China, the workplace wellness markets shrank in 2024-2025 (and remained below 2019 levels) in U.S. dollars but grew (and exceeded 2019 levels) when measured in their local currencies.

Second, in many of the larger markets for workplace wellness, we estimate that the share of employees with access to workplace wellness programs or benefits from their employers has remained relatively stagnant since 2021 and even contracted in a number of countries (e.g., France, South Korea, the Netherlands, Sweden, China, Switzerland). In some countries, these patterns reflect a relatively mature market in which the rate of medium/large employers offering workplace programs is already fairly high and is likely to increase gradually, but not explosively. These growth trends also reflect ongoing structural shifts in the workplace wellness landscape, with employers moving toward different types of employee wellness approaches that are not budgeted as "workplace wellness" spending (see the discussion in the "Definitions" section below). In addition, they may reflect a growing employer recognition that there is a lack of strong research evidence to show programmatic workplace wellness spending is effective in improving employee well-being or health outcomes.[65]

Third, around the world, the "gig economy," temporary employment, and contract work are on the rise, meaning a growing portion of the workforce is in jobs with a lack of job security, irregular hours, unstable income, and other stressors. As the structure of the global workforce changes, fewer workers are in the types of jobs that have access to workplace wellness benefits. According to data from the International Labour Organization, about 53%-54% of all employed workers globally are "wage and salary workers" or "employees" (i.e., not self-employed, working in a family-based operation, or working in some other informal capacity). Among these wage and salary workers, GWI estimates the share who are in temporary contract jobs (i.e., fixed-term or task-based contracts, seasonal work, day labor, etc.) has been rising in recent years, from 24.9% in 2020 to 26.2% in 2025 at the global level; the share of temp workers also increased in at least 86 different countries during this time period. This trend means a shrinking share of workers are in the types of positions that would potentially have access to workplace wellness programs and benefits (or any benefits at all).

[65] For example, see: Croft, J., et al (2024, Oct. 18). Why Workplace Well-Being Programs Don't Achieve Better Outcomes. *Harvard Business Review*, https://hbr.org/2024/10/why-workplace-well-being-programs-dont-achieve-better-outcomes.

In general, the level of workplace wellness expenditures is quite low when viewed from the perspective of employee coverage. **GWI estimates approximately 367 million workers around the world benefit from some form of workplace wellness program, representing only 10.2% of all employed workers in 2025.** At the global level, this share tends to fluctuate up and down a bit from year-to-year but has not appreciably changed over the last five years (see *Figure 13.3*).

Figure 13.3: Access to Workplace Wellness by Region, 2019-2025

	Percent of employed workers in each region who have access to workplace wellness programs/services						
	2019*	2020*	2021*	2022*	2023*	2024*	2025
North America	46.24%	46.14%	47.31%	47.57%	48.93%	46.96%	49.53%
Europe	27.51%	28.37%	28.56%	28.48%	29.31%	29.17%	29.32%
Middle East-North Africa	8.87%	8.99%	9.00%	9.07%	9.59%	9.52%	9.63%
Latin America-Caribbean	5.61%	5.94%	5.91%	5.95%	6.04%	6.06%	6.12%
Asia-Pacific	5.18%	5.39%	5.40%	5.33%	5.34%	5.30%	5.28%
Sub-Saharan Africa	1.61%	1.56%	1.58%	1.61%	1.67%	1.66%	1.58%
WORLD	**9.99%**	**10.15%**	**10.20%**	**10.17%**	**10.33%**	**10.12%**	**10.20%**

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as the ILO.*
Source: Global Wellness Institute, based on labor market, employment, and workplace wellness data from the International Labour Organization, OECD, Eurostat, Kaiser Family Foundation, U.S. Bureau of Labor Statistics, Statistics Canada, and other sources.

Across the world, workplace wellness is still not a widespread concept, benefiting only a small slice of workers who mostly work for multinational corporations and in knowledge-intensive industries (e.g., finance, investment, consulting, IT, high-tech, higher education, creative industries, etc.), and those living in the world's wealthiest countries and cities. The concentration of workplace wellness in high-income countries is evident in our estimates for the largest regions and countries. **North America ($22.0 billion in 2025) and Europe ($20.7 billion in 2025) together account for more than three-quarters of the global market for workplace wellness.** The top twenty countries (see *Figure 13.4*) together account for 85% of global workplace wellness spending. The United States remains by far the world's largest market for workplace wellness program expenditures, estimated at $20.0 billion in 2025, more than four times larger than the second-ranked country (Germany, at $4.4 billion). Since the healthcare burden is mostly borne by employers in the United States, U.S. companies have strong incentives to control escalating medical costs while also improving productivity.

As mentioned above, the very slow or negative growth rates in several of the largest markets (Japan, South Korea, Russia, China, Sweden) are partly due to currency depreciation, which affects their growth trajectory when expressed in U.S. dollars. However, a few of the large markets have negative growth rates for 2019-2025 when measured in either U.S. dollars or local currency (France, the Netherlands, Switzerland), meaning other structural forces are also at play—such as a reduction in the share of the workforce that is in jobs with access to benefits and wellness offerings, and/or a reduction in firms offering workplace wellness programs (as discussed above).

Figure 13.4: Workplace Wellness Top Twenty Markets in 2025

	Workplace Wellness Market (US$ billions)								Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023*	2024*	2025	Rank in 2025	2024-2025	2019-2025
United States	$17.30	$15.50	$18.06	$19.48	$20.11	$19.46	$20.04	**1**	*3.0%*	*2.5%*
Germany	$4.33	$4.16	$4.26	$4.25	$4.50	$4.42	$4.45	**2**	*0.6%*	*0.4%*
Japan	$4.57	$4.36	$4.51	$3.88	$3.82	$3.70	$3.83	**3**	*3.7%*	*-2.9%*
United Kingdom	$3.20	$3.22	$3.22	$3.19	$3.21	$3.34	$3.37	**4**	*0.9%*	*0.8%*
France	$2.74	$2.60	$2.60	$2.52	$2.56	$2.64	$2.66	**5**	*0.8%*	*-0.5%*
Canada	$1.49	$1.37	$1.52	$1.71	$1.96	$1.92	$2.00	**6**	*3.7%*	*5.0%*
Spain	$1.23	$1.18	$1.28	$1.43	$1.58	$1.58	$1.60	**7**	*1.5%*	*4.5%*
Italy	$1.18	$1.14	$1.21	$1.26	$1.34	$1.36	$1.37	**8**	*0.6%*	*2.5%*
South Korea	$1.12	$1.05	$1.09	$1.03	$1.07	$1.06	$1.10	**9**	*3.7%*	*-0.3%*
Australia	$0.93	$0.93	$0.97	$1.01	$1.05	$1.05	$1.08	**10**	*3.6%*	*2.6%*
Taiwan	$0.76	$0.73	$0.75	$0.73	$0.76	$0.77	$0.80	**11**	*4.0%*	*0.9%*
Russia	$0.77	$0.72	$0.76	$0.81	$0.77	$0.79	$0.79	**12**	*1.0%*	*0.5%*
Netherlands	$0.74	$0.71	$0.66	$0.66	$0.69	$0.68	$0.69	**13**	*1.3%*	*-1.2%*
Sweden	$0.68	$0.64	$0.67	$0.63	$0.66	$0.64	$0.65	**14**	*1.8%*	*-0.5%*
Saudi Arabia	$0.41	$0.39	$0.42	$0.44	$0.51	$0.52	$0.54	**15**	*3.9%*	*5.0%*
Brazil	$0.45	$0.43	$0.46	$0.49	$0.49	$0.52	$0.52	**16**	*0.0%*	*2.4%*
China	$0.52	$0.48	$0.51	$0.50	$0.49	$0.50	$0.50	**17**	*-0.5%*	*-0.6%*
United Arab Emirates	$0.36	$0.36	$0.38	$0.40	$0.43	$0.45	$0.47	**18**	*4.5%*	*4.4%*
Switzerland	$0.46	$0.44	$0.45	$0.45	$0.47	$0.45	$0.45	**19**	*0.9%*	*-0.2%*
Denmark	$0.40	$0.38	$0.40	$0.42	$0.43	$0.43	$0.44	**20**	*1.4%*	*1.4%*

** 2019-2024 figures for this sector have been revised since GWI released the previous version of the Global Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as the ILO.*
Source: Global Wellness Institute, based on labor market, employment, and workplace wellness data from the International Labour Organization, OECD, Eurostat, Kaiser Family Foundation, U.S. Bureau of Labor Statistics, Statistics Canada, and other sources.

Workplace Wellness

Definitions: What we measure and what we do not

We define the workplace wellness market as ***employer expenditures on programs, services, activities, and equipment aimed at improving their employees' health and wellness.***

Workplace wellness expenditures typically seek to raise awareness, provide education, and offer incentives that encourage employees to adopt healthier lifestyles. These programs target a wide range of employee behaviors (e.g., lack of exercise, poor eating habits, smoking, lack of sleep) and risk factors (e.g., chronic illness, obesity, addiction, depression, stress). Programs can encompass a variety of services, products, and platforms, including: health screening assessments; diagnostic testing; in-house amenities or subsidized memberships for fitness clubs and exercise classes; healthy food offerings at company cafeterias; wearable fitness trackers; health fairs, educational programming, and counseling services for wellness; incentives for participation in wellness activities; etc. While some companies may design and administer their own wellness programs, there is a sizable industry of third-party service providers who can administer these programs for companies. Many private insurance companies also administer wellness programs for the companies whose employees they insure.

There are several short-term and long-term structural shifts in the workplace wellness landscape—and more broadly in worker health and well-being—that are difficult to capture in our traditional way of measuring workplace wellness expenditures (see further discussion below). It is important to note that the market size for workplace wellness is primarily shaped by the underlying characteristics and growth trends of the workforce in each country, including total employment, the share of workers who have permanent contract or wage/salary jobs, and the share of workers in different size classes of firms. Therefore, growth in the workplace wellness market does not necessarily mean more firms are offering wellness benefits, firms are spending more on these benefits, or proportionately more workers have access to them. **Most of the ongoing workplace changes and initiatives discussed below (and their related expenditures) cannot be classified or measured as "workplace wellness"; therefore, measurable expenditures on workplace wellness may be stagnant or decline, even when the focus on employee wellness is actually expanding and broadening.**

Empirical research has shown, and employers have increasingly recognized, that a compartmentalized and programmatic approach to employee well-being is not particularly effective, especially in addressing major challenges related to stress, burnout, work-life balance, and mental health. The sudden and dramatic shift to remote work during the COVID-19 pandemic challenged long-held assumptions about what wellness means in the work context. Return-to-work mandates and shifting employer policies about remote work, alongside understaffing and overwork in many sectors, have been major sources of stress for workers—even as more employers expand their workplace wellness programs from physical health to include mental, emotional, and financial well-being programs.

Employers are shifting toward different types of employee wellness approaches that are not budgeted as "workplace wellness" expenditures. Some employers are reconfiguring workspaces to combat stress and improve mental wellness, productivity, and job performance. For example, with a greater appreciation for how lighting, indoor air quality, thermal comfort, and biophilic elements can impact employee health and well-being, employers are investing in these wellness-enhancing features. Facing a more diverse workforce that spans up to four generations and includes temporary and gig workers, businesses are seeking new and different ways to support their workers. Some employers are beginning to adopt a holistic approach that encompasses company culture, hierarchy, leadership style, workflow, and much more.

Recognizing the costs of worsening employee mental health, many employers are making mental health promotion a priority. Industry leaders increasingly understand that mental health promotion means more than just an app or a yoga class. More employers are listening to employees about the source of their stress and anxiety and are putting limits on working hours and after-hours emails. Some countries, such as Argentina, France, Belgium, Australia, and Portugal, have created a variety of right-to-disconnect or rest laws and codes.[66] Some Japanese companies now place limits on average work hours per week. The success of four-day work week programs in Germany, the United Kingdom, and Iceland indicates that both employers and their workers benefit from more free time to connect with others, pursue hobbies, exercise, or rest. Peru, Spain, Germany, Belgium, and Japan have codified a four-day work week for certain government workers. As they continue to support efforts to help workers cope with stress and anxiety (both at the workplace and at home), some leading companies are taking action to combat loneliness and strengthen social support systems at work. Understanding this is more than just a human resource department issue, some are training line managers in mental health support. All of these actions signal a growing interest in non-programmatic efforts to promote worker well-being.

Work-related threats to health and well-being extend far beyond the purview of traditional workplace wellness programs. Numerous workers continue to face long hours, stressful work conditions, and rising costs of living. For some, climate conditions have led to hazardous environments that threaten their physical safety. The International Labour Organization estimates billions of workers face excessive heat conditions and over 70% of the world's workforce may be exposed to climate-related health hazards.[67] In lower-income countries, a large portion of the workforce suffers from dire and often life-threatening issues related to exploitation, workplace safety/health threats, lack of living wages or a secure job, lack of sick leave, and so on.[68]

Even in wealthier countries, some of the greatest obstacles to workforce well-being relate to living wages, job protection, availability of sick leave and maternity leave, childcare, access to healthcare, working conditions, worker burnout, and disengagement. All of these issues, combined with increased loneliness, particularly among the youngest members of the workforce, contribute to our current global mental health crisis. Despite a greater focus on improving worker engagement, reducing stress, and supporting worker mental health, global and national surveys indicate that people continue to struggle with work-related stress and remain less engaged at work.[69] The youngest workers, Gen Z and millennials, are more likely to cite mental health concerns and a desire for employer resources and support as a top priority.[70]

---

[66] See: 1) Wood, J., and Shine, I. (2023, Feb. 3). Right to disconnect: The countries passing laws to stop employees working out of hours. *Jobs and the Future of Work*. World Economic Forum. https://www.weforum.org/agenda/2023/02/belgium-right-to-disconnect-from-work/. 2) Treisman, R. (2024, Aug. 26). Australia is the latest country to give workers the 'right to disconnect' after hours. *National Public Radio*. https://www.npr.org/2024/08/26/nx-s1-5089792/australia-right-to-disconnect-workers-respond-after-work. 3) Remote Work Europe (2026, May 23). *Right to disconnect in Europe in 2026: Nine national regimes, no EU directive, and one July deadline worth watching*. https://remoteworkeurope.eu/insights/right-to-disconnect-europe/.

[67] International Labour Organization (2024). *Ensuring safety and health at work in a changing climate*. Geneva: ILO. https://www.ilo.org/publications/ensuring-safety-and-health-work-changing-climate.

[68] Many workers in lower-income nations are part of the informal sector and are not covered by any benefits, labor laws, or health and safety regulations. The International Monetary Fund estimates about 60% of the world's labor force works in the informal economy; many of them are women, and some are children. See: International Monetary Fund. (2021, July 28). *Five Things to Know about the Informal Economy*. https://www.imf.org/en/News/Articles/2021/07/28/na-072821-five-things-to-know-about-the-informal-economy.

[69] Gallup (2026). *State of the Global Workplace 2026: The Human Side of the AI Revolution*. Washington, DC: Gallup. https://www.gallup.com/workplace/349484/state-of-the-global-workplace.aspx.

[70] Deloitte (2024). *Deloitte's 2024 Gen Z and Millennial Survey finds these generations stay true to their values as they navigate a rapidly changing world*. https://www.deloitte.com/cn/en/about/press-room/deloitte-2024-gen-z-and-millennial-survey.html.

The rapid introduction and adoption of advanced AI products represent both a boon and a source of stress for workers. While AI is improving productivity, expanding opportunities for workers with disabilities, and offering more targeted accessibility, it is also making some jobs obsolete and will lessen future demand for workers across a variety of sectors.[71] As companies continue to integrate AI into their standardized workflow process, more workers are incorporating this technology into their personal work habits.[72] However, greater integration can lead to rising concern about job security, creating more stress and anxiety.[73] To alleviate the stress and financial pressures caused by rising use of AI, worker well-being programs can include training, reskilling, and upskilling to help employees work in an AI-enabled environment.

All of these challenges and their solutions (such as living wages, better retirement benefits, paid leave, employment security, worker safety and protection laws, etc.) are outside the scope of typical workplace wellness programs. Policy interventions via laws, regulations, and governance can help to improve worker well-being. However, economic instability, expanding political conflicts, immigration uncertainty, and more frequent environmental disasters all negatively impact workers' wellness and impede employers' ability to support them via wellness programing. For some employers, these factors will continue to challenge their efforts in shaping employee wellness programs and initiatives in the coming years.

[71] Gallup (2026).

[72] Pendell, R. (2025, June 15). *AI Use at Work Has Nearly Doubled in Two Years.* Gallup. https://www.gallup.com/workplace/691643/work-nearly-doubled-two-years.aspx.

[73] Beauchene, V., et al (2025). *AI at Work: Momentum Builds, but Gaps Remain*. Boston Consulting Group. https://www.bcg.com/publications/2025/ai-at-work-momentum-builds-but-gaps-remain.

Acknowledgements

The GWI research team first started to define and measure the various sectors of the wellness economy in 2008. Quantifying the global wellness economy is a tremendous undertaking that requires massive research, data, expertise, and insights in eleven diverse wellness sectors, across all regions and countries of the world. We are indebted to many individuals for their knowledge, insights, and data sharing. We want to give special thanks to **Tomonori Maruyama** for his help in accessing and analyzing data for Japan's spa, hot springs, hospitality, and fitness sectors. We express special appreciation to **Anton Severin** (Vice President, Research, HFA) and **Melissa Rodriguez** (Market Research Advisor, HFA and Datagonist) for sharing global fitness industry reports and data from the Health & Fitness Association (HFA). Our 2026 research on the wellness real estate sector was greatly enriched by the insights, expertise, and support of our partners in the Middle East, including **Aldar Properties PJSC** and **Red Sea Global**, as well as colleagues from the **International Well Building Institute/WELL**, **Delos Arabia**, and the **Center for Active Design/Fitwel**.

We thank **Beth McGroarty** for her vast knowledge and insights into global wellness industry trends; her contributions were invaluable for the analysis presented in *Chapter 2*. Last but not least, we thank **Susie Ellis** and **Nancy Davis** for being the most steadfast champions of this work, and for making this study and important industry data freely available to the public through the support of the GWI research sponsors.

Industry Research Sponsors

ALDAR PROPERTIES PJSC

aldar.com

Aldar is the leading real estate developer, manager and investor in Abu Dhabi, with a growing presence across the UAE, MENA, and Europe. Its two core business segments are Aldar Development and Aldar Investment. Aldar Development is a master developer with a 76 million square meters strategic landbank, creating thriving communities across Abu Dhabi, Dubai and Ras Al Khaimah. Its developments are managed by Aldar Projects, also a key partner in the Abu Dhabi government housing and infrastructure projects. Internationally, Aldar owns UK real estate developer London Square and has a majority stake in Egyptian real estate development company, SODIC. Aldar Investment manages a $15 billion portfolio of real estate assets diversified across retail, residential, commercial, logistics and hospitality segments, overseeing four core platforms: Investment Properties, Hospitality, Education and Estates.

AMWAY

amwayscience.com

Amway is a direct selling company, headquartered in Ada, Michigan, U.S. Amway is committed to helping people live better lives across more than 100 countries and territories worldwide. Top-selling brands for Amway include Nutrilite™, Artistry™ and XS™ – all sold exclusively by Amway Business Owners. Amway is the No. 1 direct selling business in the world, according to the 2025 Direct Selling News Global 100 list. For company news, visit: https://www.amwayglobal.com/newsroom.

ANANTARA HOTELS & RESORTS

anantara.com

A luxury hospitality brand for modern travellers, Anantara Hotels & Resorts connects guests to genuine places, people and stories in some of the world's most extraordinary destinations. Each Anantara embraces the surroundings and culture of its destination, creating unforgettable memories for every guest since 2001. From city to sea and desert to jungle, Anantara delivers heartfelt, Thai-inspired hospitality at its over 50 hotels and resorts across Asia, Europe, Africa, the Middle East and the Indian Ocean. Anantara Spa fuses indigenous healing traditions with modern treatments and technologies, weaving spa and wellness journeys seamlessly into the Anantara brand experience. Anantara Hotels & Resorts is a Minor Hotels brand.

BANYAN GROUP

groupbanyan.com

Banyan Group is an independent, global hospitality company with purpose. The Group prides itself on its pioneering spirit, design-led experiences and commitment to responsible stewardship. Its extensive portfolio spans nearly 130 hotels, resorts and reserves, over 30 branded residences and more than 140 spas and galleries in 28 countries. Comprising 14 hospitality and residential brands, including the flagship brand Banyan Tree, each distinct yet united under the experiential membership programme with Banyan. The founding ethos of "Embracing the Environment, Empowering People" is embodied through the Banyan Global Foundation and Banyan Academy. Banyan Group is committed to remaining the leading advocate of sustainable travel, with a focus on regenerative tourism and innovative programmes that elevate the guest experience.

CARILLON MIAMI WELLNESS RESORT

carillonhotel.com

Set along the white sands of Miami Beach, Carillon Miami Wellness Resort redefines health and wellness with one of the largest spa and wellness centers on the Eastern Seaboard (70,000 square feet). Guests discover a world-class thermal experience, an integrative medical wellness division, and 75+ weekly fitness classes. The resort also offers pioneering touchless wellness technology and an emphasis on sleep health. All of its spacious luxury apartments feature Bryte Balance™ Smart Beds, tailoring comfort for truly restorative rest. With curated health retreats and innovative Touchless Wellness circuits designed around longevity, women's health, recovery and more, Carillon is a beachfront sanctuary where you arrive as you are and leave transformed.

CHENOT

chenot.com

Chenot is a Swiss pioneer in preventive health, combining medical science, advanced diagnostics, Traditional Chinese Medicine and cutting-edge technologies. Developed in the 1970s by founder Henri Chenot, the Chenot Method® is grounded in over 50 years of research and expertise, focusing on prevention, vitality and long-term health. Today, under the scientific leadership of Dr George Gaitanos, the Method® continues to evolve, integrating the latest advances in medical science while remaining true to its founding philosophy: enabling the body to function at its highest potential. The Chenot Group operates properties in Switzerland, Azerbaijan, Montenegro and Morocco.



FOUNTAIN LIFE
fountainlife.com

Fountain Life is the world's most advanced longevity destination, empowering people to live not only longer but better. Its life-changing memberships provide access to AI-guided diagnostics, breakthrough age-reversing therapies, and biologic optimization designed to extend healthspan and unlock peak performance. Founded in 2020 by pioneering leaders in business, medicine and innovation, Dr. Peter Diamandis, Tony Robbins, Dr. Robert Hariri and Dr. William Kapp, Fountain Life was established to fill a critical void in healthcare: the absence of proactive, data-driven care that emphasizes prevention, optimization, and the extension of both healthspan and lifespan. Fountain Life is redefining the future of medicine, available now.



HYATT
hyatt.com

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of June 30, 2026, the Company's portfolio included more than 1,500 hotels and all-inclusive properties in 83 countries across six continents. The Company's offering includes brands in the Luxury Portfolio, Lifestyle Portfolio, Inclusive Collection, Classics Portfolio and Essentials Portfolio.



LIFE LONGEVITY
life-longevity.com

Life Longevity is Minor Hotels' connected wellness and longevity ecosystem. It is rooted in Thailand, at Layan Life Longevity Retreat in Phuket and Bangkok Life Longevity & Biohacking Hub, with further resort, urban and residential locations in development worldwide. Designed for people who see their health as a long-term commitment, it brings clinical science, complementary medicine and the warmth of genuine hospitality together, from advanced diagnostics and physiotherapy to movement and rest. Its difference is continuity. Across every Life Longevity location, each visit picks up where the last left off. It is a relationship that grows with each guest, for every season of life. Minor Hotels, its parent company, has more than 640 hotels, resorts and branded residences in operation and development across 67 countries.



MATHER

mather.com

Mather is a not-for-profit organization dedicated to creating Ways to Age Well℠. Founded in 1941, Mather provides transformational opportunities for all those who live, visit, learn, and work with us. Our portfolio includes distinctive wellness living residences, inspiring programs, and a wealth of research through Mather Institute. The Institute advances innovative research and furthers understanding of the factors that contribute to enhanced healthspan and wellbeing. Through collaborations with universities nationwide, the Institute functions as an incubator for groundbreaking research and practices, translating cutting-edge findings into practical applications.

MONTAGE

MONTAGE

montage.co.th

Montage is a regenerative longevity ecosystem where precision medicine meets warm, attentive care. We believe true wealth is the freedom to live life on your own terms. Through precision diagnostics, evidence-based treatment, and lifestyle integration, we design care around your biology by measuring what matters and intervening only with what's proven. Delivered as an ongoing relationship that is high-touch and hyper-personalized, Montage extends and elevates your healthspan, not simply to add years, but to help you move freely, think sharply, and live fully at every stage.



MONTARA HOSPITALITY GROUP

montarahospitality.com

Montara Hospitality Group is a Thai family-owned group developing luxury hospitality and wellness destinations in Phuket. Its portfolio brings together Trisara, a private pool-villa resort; Tri Vananda, a multigenerational wellness community; and Clinique La Prairie Phuket, combining Swiss longevity expertise with Thai hospitality. Serving discerning travellers, residents and families, Montara connects personalised care, nature-led living and evidence-based wellness. Its expertise spans luxury accommodation, biophilic residential development, longevity programmes and sustainable gastronomy through Michelin-starred Pru and Michelin Green Star Jampa. Across its destinations, the group focuses on long-term wellbeing and responsible stewardship of the land, local communities and future generations.



NADclinic
NADclinic.com

NADclinic is a global longevity and performance medicine group that has helped move NAD+ therapeutics from a specialist clinical intervention into a broader platform for cellular health, resilience and human performance. Founded in 2016, the group now operates in more than 40 countries, partnering with clinicians, medical spas, hospitality groups, professional sports organisations and wellness and welltech brands worldwide. Its precision-led approach combines advanced diagnostics, proprietary therapeutic interventions and hyper-personalised protocols to support healthier ageing, recovery, cognitive performance and physical resilience. Innovation remains central to its work: alongside established leadership in NAD+ injectables and advanced performance medicines, including peptide therapies, NADclinic continues developing new delivery technologies, such as NADairX, its proprietary dry-powder inhalation system built on next-generation DPI technology. Across its network, NADclinic unites science, education, diagnostics and responsible clinical application to shape the next generation of longevity and performance medicine.



RANCHO LA PUERTA
rancholapuerta.com

Rancho La Puerta Wellness Resort & Spa is more than a grand getaway. It's a revelation about what matters—the door to a new way of being. Hike some of the most picturesque trails in Baja California, Mexico. Try cycling or salsa, water polo or yoga, pickleball or painting. Sink into a mountain sage massage and float under the warm rays of sunshine. Enjoy farm-to-table meals served under convivial skies. Since 1940 the Ranch has set the standard for socially and environmentally conscious practices. Travel + Leisure magazine rates us as the world's best destination spa. Just an hour from San Diego, California, we offer Mexican hospitality that feels like home.



SABLE INVESTMENTS
mozartscoffee.com

Founded in 1987, Sable Investments is an investment company based in Austin, Texas. The company invests in start-ups, established businesses and commercial real estate, while also engaging in mortgage lending. Sable Investments seeks financial opportunities by helping others thrive, focusing on doing good rather than simply chasing the highest returns.



SIX SENSES

sixsenses.com

Six Senses creates places that live in total harmony with the local environment—from remote islands and urban hotels to mountain retreats and desert dunes. All properties share a commitment to community, sustainability and wellbeing, infused with a touch of quirkiness. Guests can tap into the good vibes, groundbreaking sleep standards, and pioneering wellness integrated into every moment of their stay. Experiences are crafted to be out-of-the-ordinary to reawaken all the senses so that guests want for nothing and remember everything. The enduring purpose is to help people reconnect with themselves, others and the world around them.



TECHNOGYM

TECHNOGYM.COM

Founded in 1983, Technogym is a world-leading brand in fitness, wellness, sport and health. Technogym offers a complete ecosystem of connected smart equipment, digital services, on-demand training experiences and apps that enable each user to access a fully personalized workout experience anywhere and anytime: at home, at the gym and on-the-go. In the worldwide hotel industry, the Technogym name stands as a trusted symbol of premium wellness. With more than four decades of expertise, Technogym has redefined wellness in hotels, transforming basement fitness rooms into prominent, welcoming spaces that elevate the overall property. This has turned hotels into destinations where wellness stands on equal footing with comfort. In Forbes' 2023 ranking of the 50 best hotels in the world, Technogym is chosen by the top 35 and by 41 overall.



ULYSSIA

ulyssia.com

ULYSSIA is set to become the world's most exclusive residential yacht community. Created to redefine ocean living, this 323-metre superyacht will offer residents the freedom to explore the world from their own home at sea. Designed by naval architect Espen Øino, ULYSSIA will be built by China Merchants Cruise Shipbuilding (CMCS), bringing advanced shipbuilding technology, engineering expertise and next-generation manufacturing capabilities to the project. With interiors by Francesca Muzio of FM Architettura, ULYSSIA will feature 122 private residences and 22 guest suites, bringing together a global, philanthropic-minded community. In partnership with EYOS Expeditions, residents will access remote destinations, while Chenot will provide a holistic approach to health and wellbeing through exceptional spa, fitness and medical facilities.



UNIVERSAL COMPANIES

universalcompanies.com

For over 40 years, Universal Companies has been the trusted partner of wellness, spa, beauty and hospitality professionals worldwide. Serving over 84,000 customers in 47 countries, we provide premium products, innovative equipment, sustainable guest amenities, and essential supplies from top brands, all quality-tested to simplify operations and support outstanding service. Beyond products, we offer comprehensive education, growth strategies, and the guidance of hospitality professionals who serve as advisors. From spas and salons to hotels and resorts, Universal Companies is dedicated to empowering professionals to reach new heights and helping properties deliver exceptional, wellness-centered experiences to every guest.

WE ACKNOWLEDGE AND THANK OUR INDUSTRY RESEARCH SPONSORS WHO MADE THIS REPORT POSSIBLE:

Aldar Properties PJSC

Amway

Anantara Hotels & Resorts

Banyan Group

Carillon Miami Wellness Resort

Chenot

Fountain Life

Hyatt

Life Longevity

Mather

Montage

Montara Hospitality Group

NADclinic

Rancho La Puerta

Sable Investments

Six Senses

Technogym

ULYSSIA

Universal Companies



GLOBAL WELLNESS INSTITUTE®

EMPOWERING WELLNESS WORLDWIDE

333 S.E. 2nd Avenue, Suite 2048
Miami, FL 33131

WWW.GLOBALWELLNESSINSTITUTE.ORG