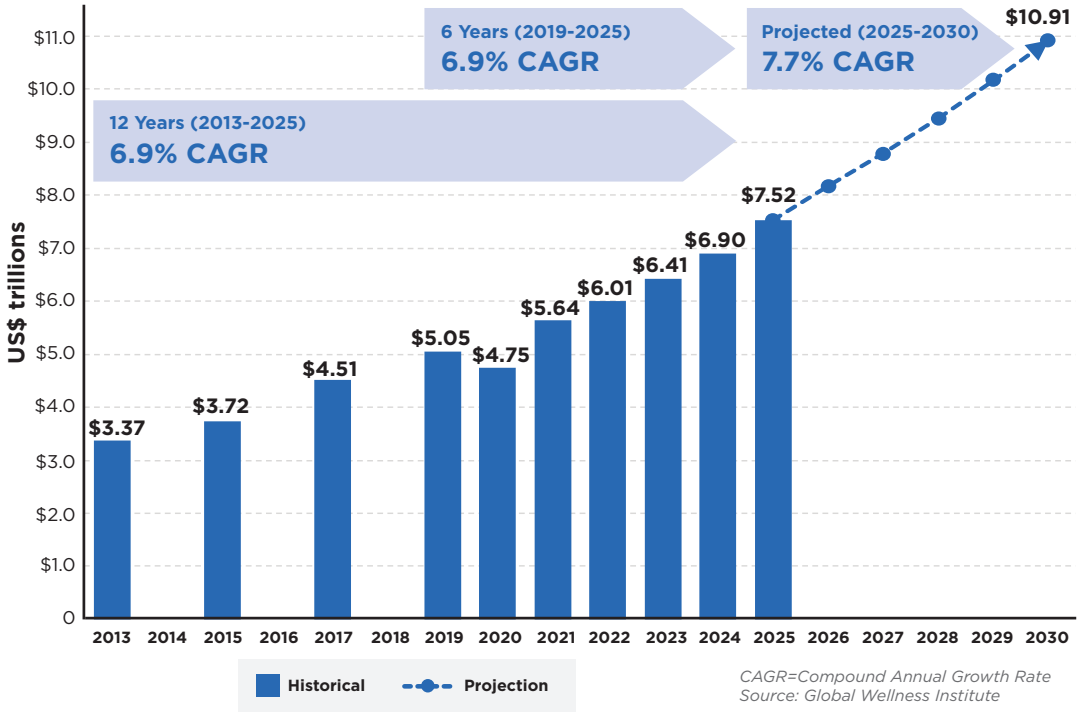
AT A GLANCE

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

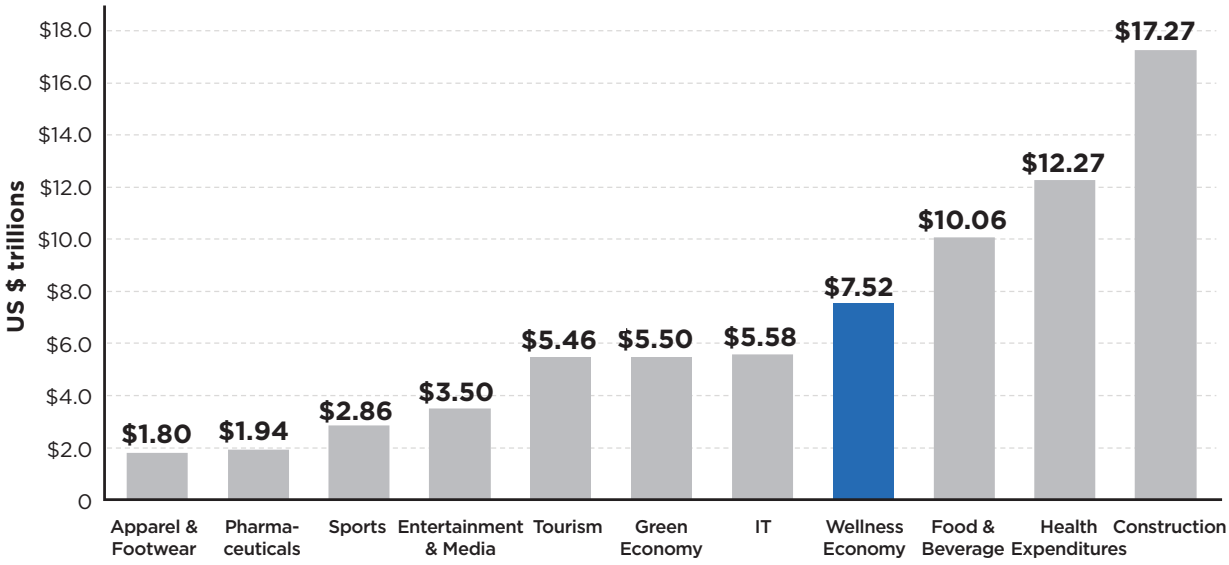
Wellness Tourism		Spas		Thermal/Mineral Springs	
$982.4 billion		$184.0 billion		$77.9 billion	
Past 6.9%	Future 7.1%	Past 7.3%	Future 8.0%	Past 3.2%	Future 9.8%

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