

TREND DROPS

JUL 2022

THE WELLNESS REVOLUTION

INSIGHTLED
RESEARCH SOLUTIONS



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INSIGHTLED

THE WELLNESSES REVOLUTION

JULY 2022

In a context of increasing loneliness and uncertainty driven by Covid-19 but also by global instabilities such as volatility in stock markets, wars, and inflation, consumers are increasingly suffering from mental, emotional, and physical health issues and concerns. The effects of two years of prolonged isolation can be seen in various age groups across the world. The increase in online connection and physical distance led to states of loneliness, anxiety, and depression. Over time mental health issues such as loneliness and sadness can be damaging also to physical health (NY Times).

Today, consumers consider wellness from broader and sophisticated perspectives, investing in products and services related to body and nutrition and in segments such as beauty and mental health. The wellness industry is booming and important evidence of this movement is the global wellness industry was valued at \$1.5trn in 2021, up from \$639bn in 2020. According to the Global Wellness Institute the sector has not yet reached its peak, considering a radical growth horizon in wellness business that can potentially reach \$7trn by 2025.

In this scenario, brands are not only offering wellness products that, prior the pandemic, were desirable but also a sign of luxury and somehow considered superfluous but they are finding systemic solutions to helping consumers adopt wellness strategies that offer them rest and the ability to recharge both physically and emotionally.

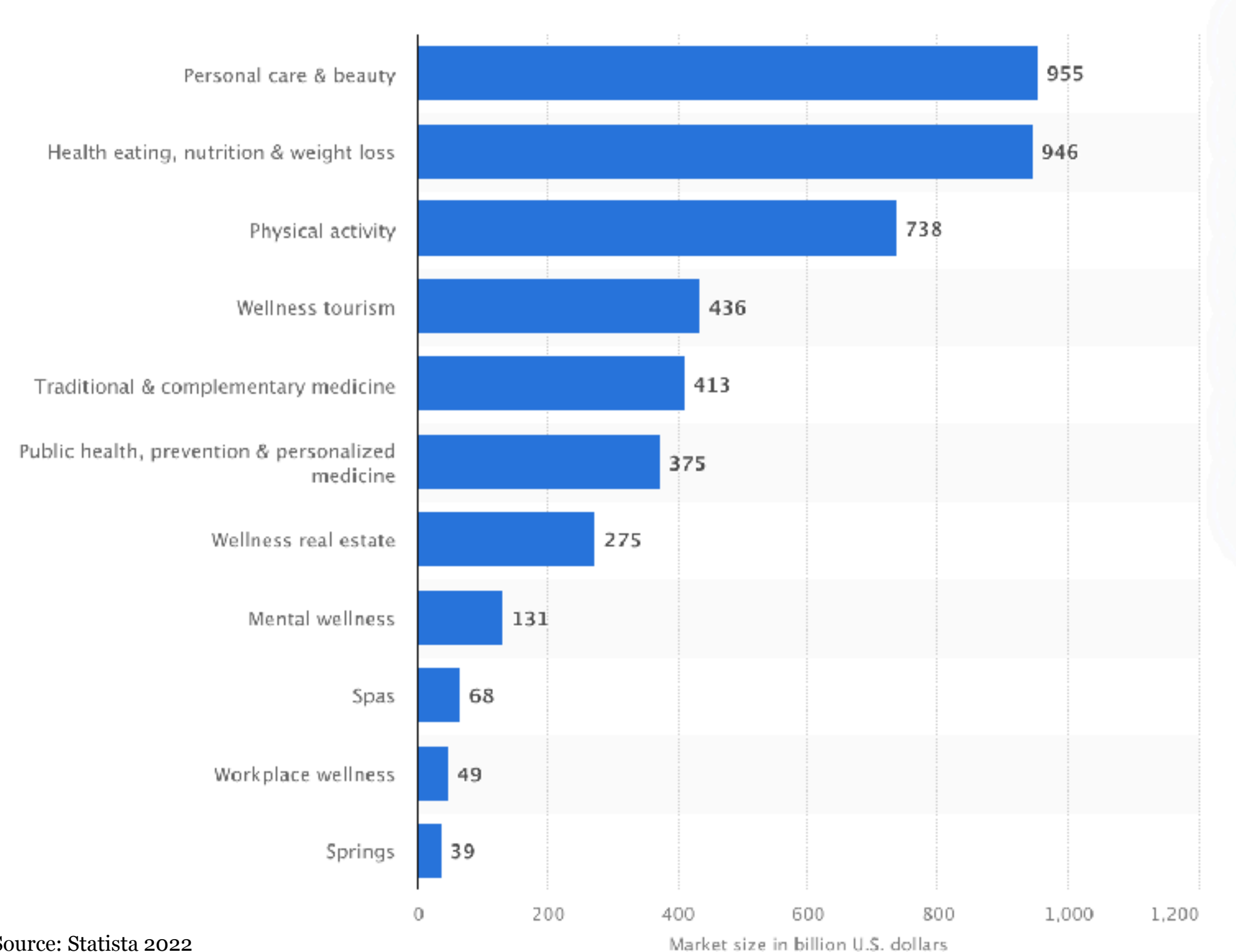
INTRO



The wellness industry is formed by different segments - from beauty to mental wellness and physical health, turning wellness into a broad concept that impacts everyone's lives. Wellness is not only about improving appearances or losing weight but a way to holistically feel and live better. In Australia, 39% say the pandemic has affected their physical health, and 44% say it's negatively impacted their weight. On top of this, nearly half (48%) say it's negatively affected their mental wellbeing (Mindbody Wellness Index).

In the next years, we will testimony an increasing awareness in terms of personal care and wellbeing, characterised by a growing consciousness that body, mind and soul are intrinsically connected and a exist as part of a wider ecosystem of beings, having implications for personal lifestyles in arenas such as work, entertainment, education, and life expectancy.

Market size of the wellness industry worldwide in 2020, by segment



Source: Statista 2022

79%

MCKINSEY

of respondents of a global survey with 7,500 people said wellness is important.

42%

MCKINSEY

of global respondents consider wellness a top priority.

70%

MCKINSEY

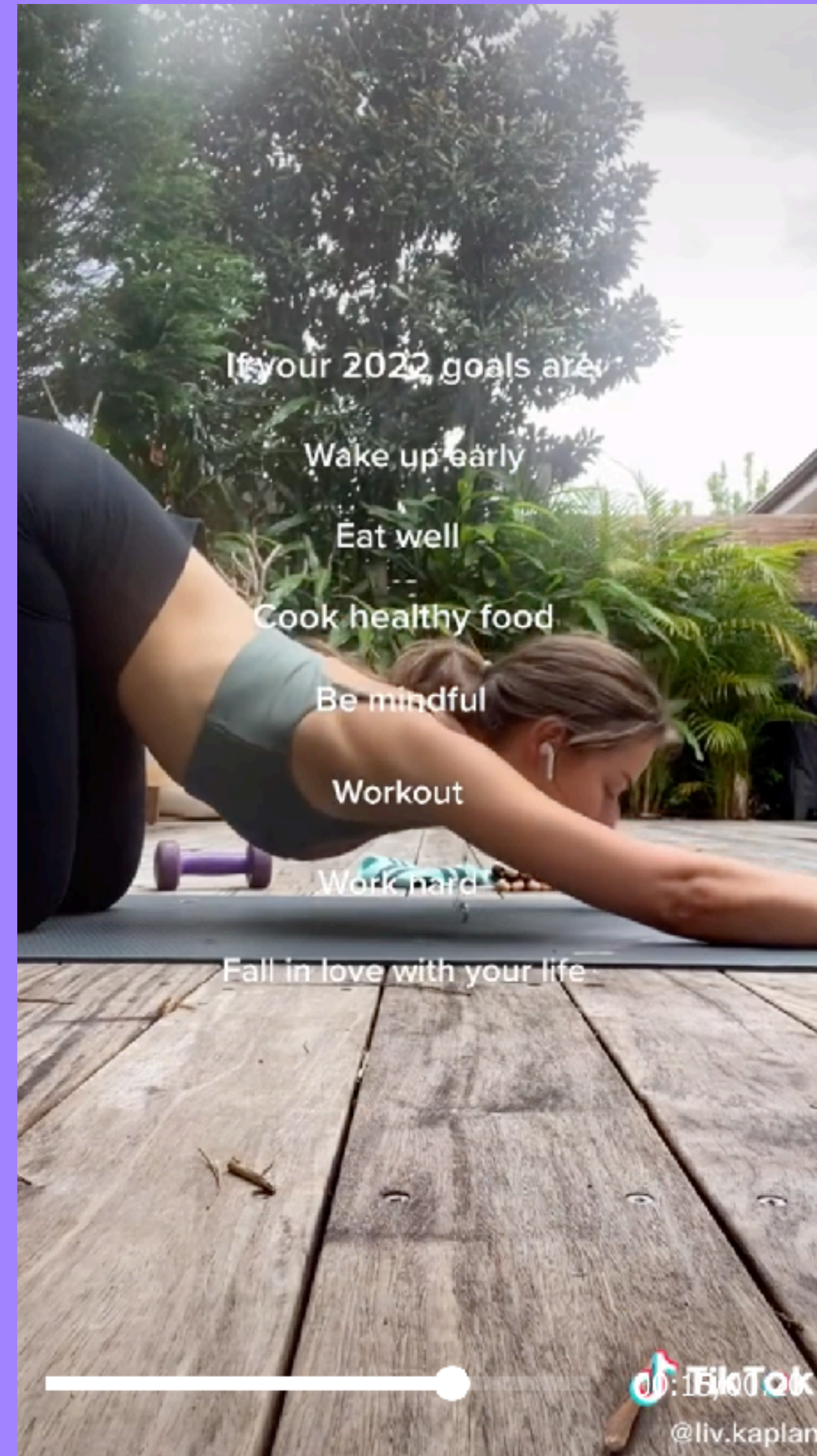
of Australians are now looking for ways to take matters into their own hands and improve their own health and wellbeing.

60%

IPSOS

of Americans agree that their health is more important to them now than before 62% the COVID-19 pandemic.

SOCIAL LISTENING



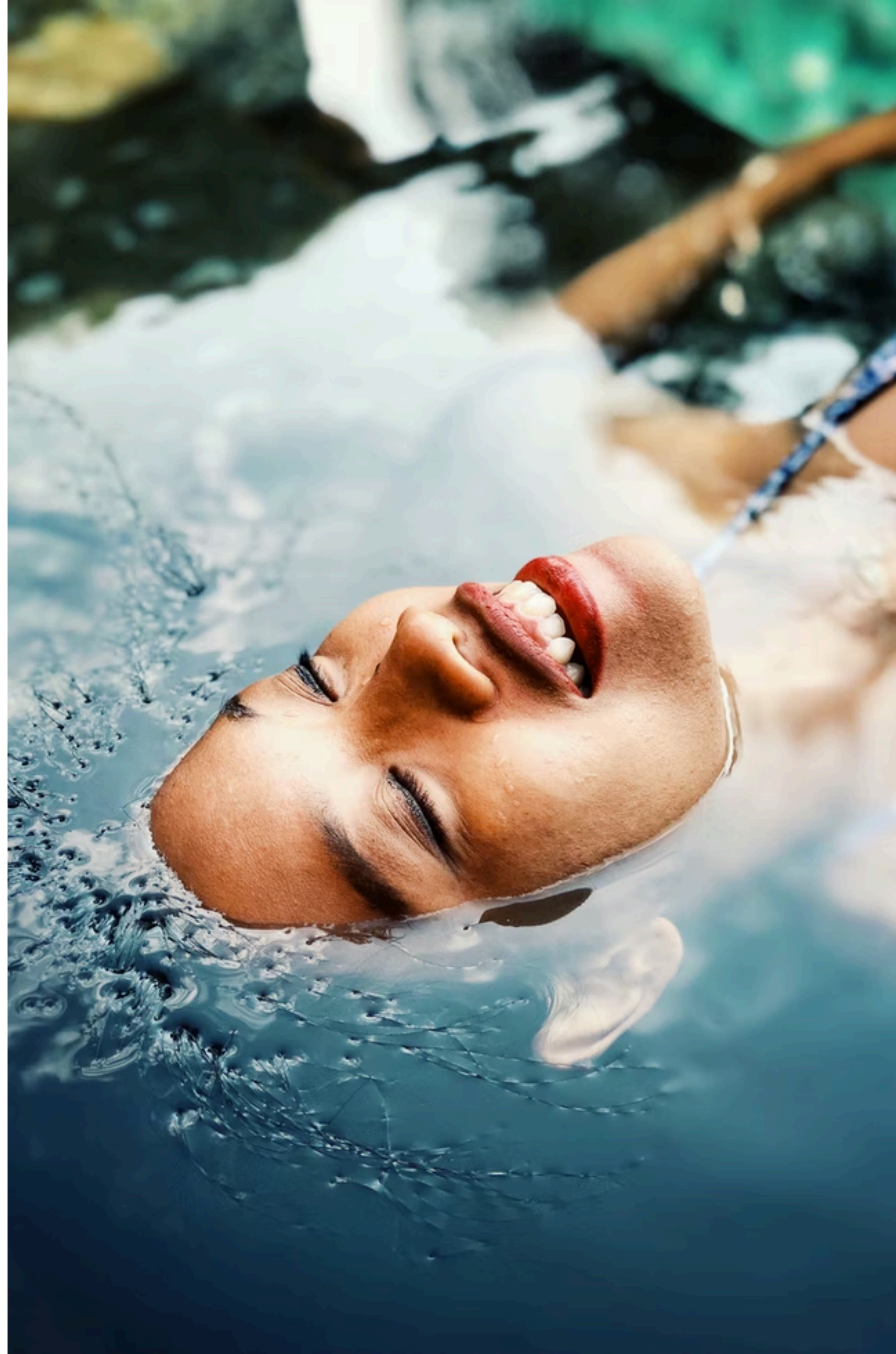
“My mental health took a turn for the worse owing to Covid (I’m sure there are many of us out there sadly) and I’m trying to claw it back..”

Facebook User

After long periods of social distancing, the effects of isolation can be well noted among people of all ages and backgrounds. Severe mental health deterioration is listed as one of the key risks over the next decade, according to [World Economic Forum](#). The pandemic led to an additional 53 million cases of depression globally. According to a 2021 global survey, [49%](#) of respondents are feeling burned out (McKinsey).

With mental and emotional wellbeing front of mind, brands pivot to prioritising mental wellbeing through new products and services that promise mood enhancement. For example, tikTok videos tagged with the hashtag “mental health” have gathered more than 20bn views, together with “anxiety” with 11bn views. As a result, Tik Tok launched ‘The Wellness Hub’ in 2021, which offers users access to profiles dedicated to physical and mental wellbeing, from healthy nutrition to meditation.

EMOTIONAL WELLNESS



Covid’s mental health toll: one in five Australians report high levels of psychological distress

Young people, women and those living with a disability the most affected by poor mental health

The New York Times

‘It’s Life or Death’: The Mental Health Crisis Among U.S. Teens

64%

VICE

of GenZs said that going to therapy will be more common in 2030. Overall, the majority of Gen Z respondents seemed to accept the idea that everyone needs to take care of their mental

A growing awareness of climate change and its impacts on the world and future, along with developments in science and technology and increasing concerns about artificial and industrialised products, has driven consumers to prioritise products and services that privilege the connection and respect towards nature.

According to a global report in 2021 by MasterCard, 58% of consumers are more aware of their ecological footprint since the pandemic, and 85% are willing to take personal action and change their behaviour to address the climate emergency. Furthermore, the increasing awareness about the benefits of organic and natural ingredient-based items has prompted customers to seek out eco-friendly, ethically sourced, cruelty-free natural products, mainly in skin care and food segments.

46% of Australian shoppers say they started buying organic for personal health reasons, exacerbated in light of COVID-19. Other reasons to buy were a concern for the environment (46%) and animal welfare impacts (27%). Shoppers also chose organic due to the natural production process and the better taste and quality ([The Australian Organic Market Report](#)). According to McKinsey, consumers are increasingly choosing natural/clean products. For instance, in skincare 36% consumers said they would choose the more natural option over the more effective one.

**BACK TO
NATURE**

35%

OmniPoll

of Australian females are likely to increase their usage of natural products over the next couple of years.

63%

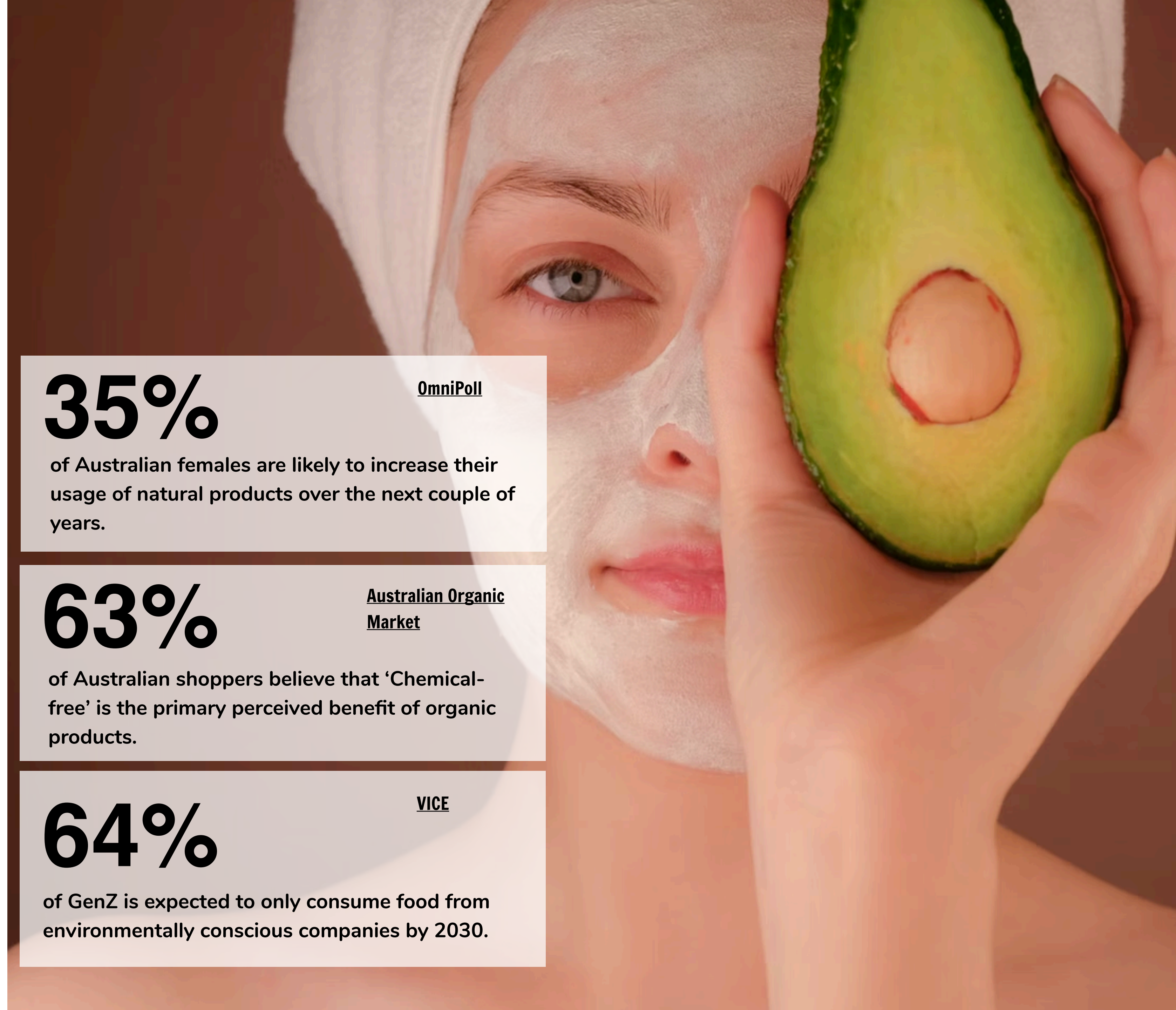
**Australian Organic
Market**

of Australian shoppers believe that 'Chemical-free' is the primary perceived benefit of organic products.

64%

VICE

of GenZ is expected to only consume food from environmentally conscious companies by 2030.



The rise of smartphones, the app economy and the digital transformation which accelerated after COVID-19 led the wellness market to increase investments in products and services that rely on technological gadgets or system to improve consumers' lives both physically and emotionally.

In this scenario, streamed and on-demand home workouts became popular and gadgets that help consumers monitor their bodies and be aware of their minds and emotions. Companies are investing in science and technology to provide consumers with devices and services that improve how we tackle chronic diseases, sleep disorders, help us to keep pace with our daily workouts, and give us an overview of our physical and mental conditions in a convenient and simple way.

We can be facing the early stages of the next big technology-driven revolution that could radically cut health care costs and become a substantial global growth market ([NY Times](#)). The global digital health market was valued at \$111 billion in 2019 and is expected to reach \$510.4 billion by 2025 and \$885 billion by 2030 ([Hapers' Bazaar](#))

**TECH-DRIVEN
WELLNESS**



The New York Times

Our High-Tech Health-Care Future

By Frank Moss
Nov. 9, 2011

The New York Times Magazine

THE FUTURE OF WORK

The Rise of the Wellness App

Record investment in global healthtech sees 280% increase on 2016 levels

Global healthtech has received \$51.3 billion in investment this year, marking new highs for venture capitalist interest in the sector and identifying London as the fastest growing healthtech hub globally.



— Kin Euphorics

Launched in 2018 by Jen Batchelor and Bella Hadid, Kin Euphorics brings drinking as a part of personal ritual and self-care. The self-proclaimed braincare brand bets on ingredients such as Gaba and Rhodiola Rosea to promote mood enhancement, decrease stress, and improve cognitive function. Kin Euphorics also evokes a sober-minded mindset, claiming their products help consumers find better inner balance.



— Nike Mind Sets

Nike Mind Sets, a series of initiatives dedicated to fostering consumers' emotional wellbeing through the healing power of fitness and movement. The programme encourages customers to reflect on how they feel offering expert content and activities designed for their mental wellbeing.

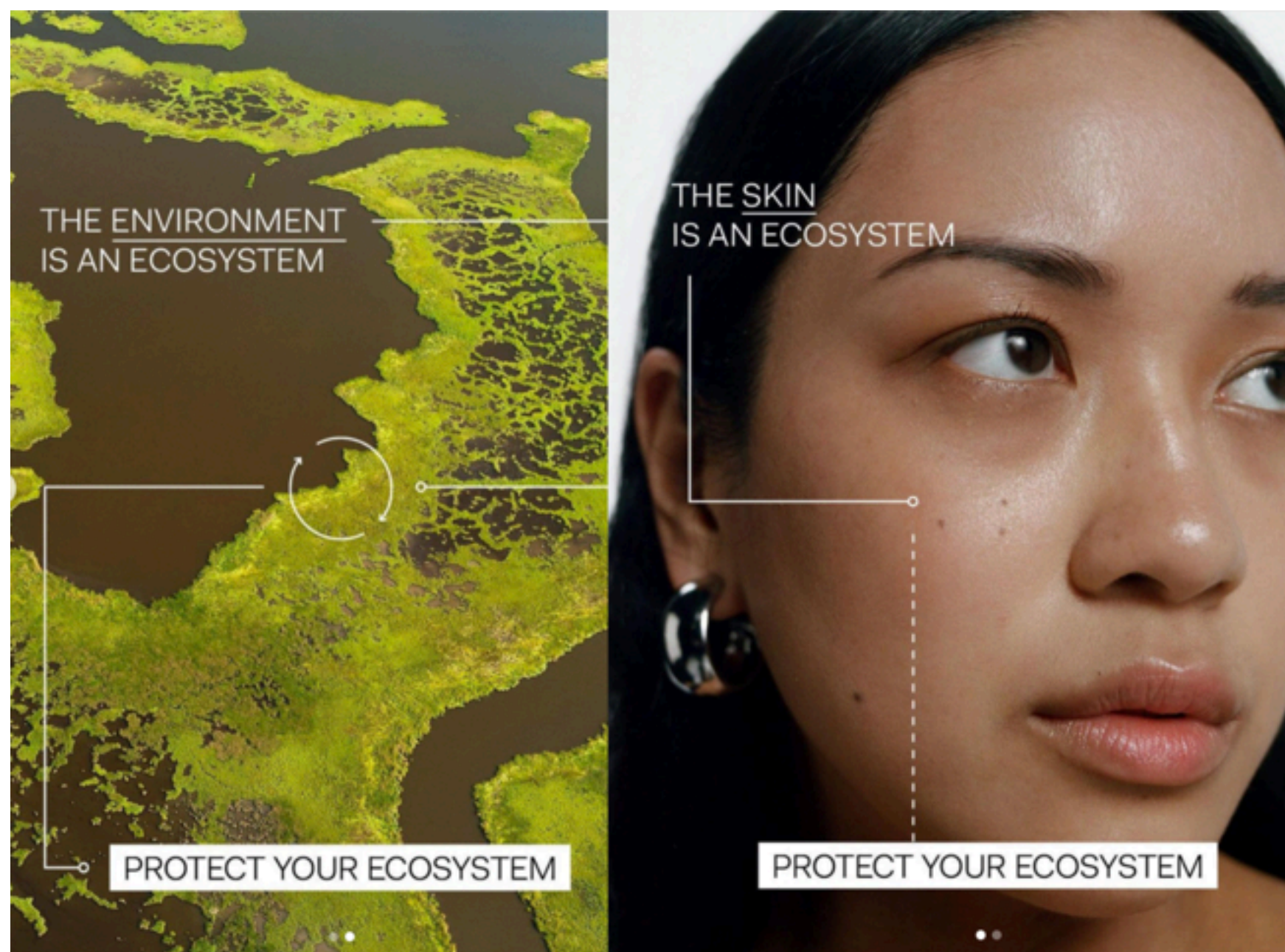
#Inner Balance
#Brain Care
#Elevate your Mood
#Emotional Boost
#Emotional Fitness

IMPACTS



— Genexa

Genexa pioneered the field in 2016 with a mission to launch over-the-counter treatments for pain, allergy relief, and cold and flu that include the active ingredients also found in Tylenol, Benadryl, and so forth—but without the artificial filler ingredients. Genexa replaces these with clean ingredients such as organic fruit extracts and beetroot rather than artificial flavors and colors.



— The Nue Co

The Nue Co is a wellness brand using planet-positive messaging to align self-care with environmental care. Messaging focuses on protection of all ecosystems, from the body to the rainforest. The brand plays with a scientific language to focus around the benefits of nature. Its Forest Lungs "wearable supplement" fragrance describes its patented technology as a technology that replicates tree phytoncides that reduce human stress by over 90%.

#Natural Ingredients
#Focus on the Environment
#Tribute to Nature

IMPACTS



— Tripp

Tripp, which was founded in 2017 to design immersive meditation sessions powered by virtual reality and augmented reality. It expanded in 2021 to provide guidance to clinics and researchers on how to use its platform to reduce patients' stress before and after they're treated with hallucinogenic medicines such as ketamine or psilocybin. Tripp is a digital wellness platform that unlocks awe, wonder, calm, and focus.



— Selfridges

Selfridges has unveiled a wellness pop-up with a multisensory pod, which encouraged consumer's interaction and helped them to have honest conversations about mental health. With NFTs and VR experiences, the London retailer installed bright-orange pods which customers can step into and be transported to a better mental space – by shifts in temperature, airflow, light and smell combined with a VR experience that's meant to improve mood and reduce stress.

#Wellness Gadgets
#Psychedelics Inspiration
#Immersive Experiences
#Digital Meditation
#3D Tech

IMPACTS

TAKEAWAYS

01

BRANDS AS EMOTIONAL SUPPORTERS

Brands can connect with consumers in a new way, using mental health crisis as an opportunity to create a deeper connection with their audience by creating products, services and initiatives that convey emotional wellbeing. Companies can also create benefit schemes for employees to allow time for taking care of burnout and emotional wellbeing.

- # EMOTIONAL WELLBEING
- # SUPPORT AND CONNECTION
- # MOOD ENHANCEMENT

02

TECH AS A WELLBEING ALLY

Companies have now the opportunity to invest in technology to help consumers to feel better. Brands can create mood-supporting services and use the retail space as a health-hub by exploring creative initiatives such as meditation spaces or colour therapy pods that combine consumption with a mind and body health-check. In-store self-care touchpoints can work not only to enhance health but also as a type of entertainment in spaces consumers naturally spend time.

- # IN-STORE WELLBEING
- # IMMERSIVE WELLNESS EXPERIENCES
- # TECH GADGETS

03

NATURE AS PRIORITY

Consumers are increasingly interested in natural products in many areas, such as skin care, cosmetics, make-up and hair, multivitamins, food and beverage, and sleep enhancers. Furthermore, any initiative that prioritises natural over artificial solutions, as well as those which preserve and regenerate nature, have been considered a positive choice by consumers.

- # 100% NATURAL
- # CLEAN PRODUCTS
- # LESS CHEMICALS

LINKS

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thank you.

