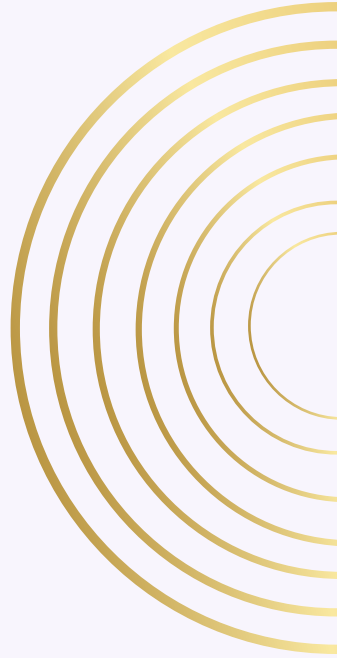


March 2023

MINI INDUSTRY REPORT

Health & Wellness
Industry



Presented by
Genesis 7 Consulting



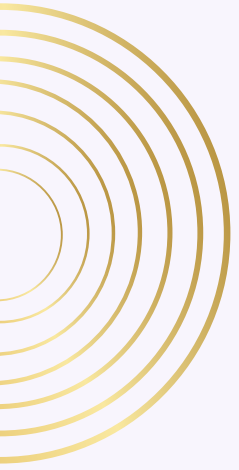


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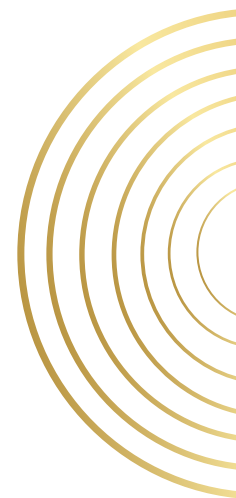
MARKET OVERVIEW

We have seen the health and wellness industry provide consumers with traditional products and services such as group classes, vitamins and more. But due to the impact of Covid-19 and the pandemic, consumers have transformed the industry into something new. With the immediate rise in popularity, during the 2020 pandemic, consumers have shifted gears to better understand their health as a whole. We now see the market shift because it currently being driven by the consumer demand of products and services that cater to their mental and physical wellbeing. It is also important to note that there is now a wide variety of online fitness classes and guides to nutrition, most segments have vastly spread to target markets that didn't currently have the income to support this lifestyle; driving the market in a new direction of accessibility to multiple health services. In this report, the focus will remain on the years 2021-2023 and the projected Year of 2030 to better understand the state of the industry.



MARKET DRIVERS

Health and Wellness Market, By Sector, 2021-2030 (USD Billion)



Market Sector	2021	2022	2023	2030	CAGR% (2022-2030)
Beauty & Cosmetic	1,061.10	1,127.6	1,197.5	1789.1	5.90%
Nutrition & Weight Loss	702.3	747.9	795.8	1205.7	6.20%
Physical Activity	845.3	859.6	948.3	1387.4	5.60%
Wellness Tourism	630.2	665.1	701.4	997.9	5.20%
Preventative & Personalized Med	570.5	603.3	637.5	919.7	5.40%
Spa Economy	113	1,19.2	125.5	177.3	5.10%
Other	1,031.1	1,084.6	1,140	1580.6	4.8%
Total	4,953.5	5,243.3	5,546	8057.7	5.46%

CAGR: Compound Annual Growth Rate

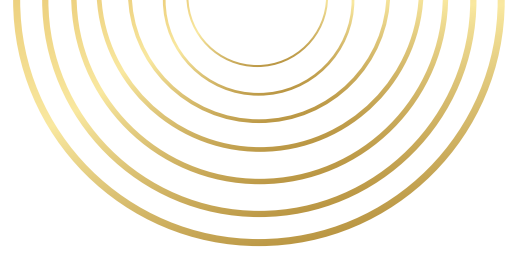
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FUTURE IMPACTS



Increased
**CONSUMER
AWARENESS**



High Drivers
**DISPOSABLE
INCOME**



Increase in
**AT-HOME
REMEDIES**



Growing Interest In
CBD & HEMP

The health and wellness industry dominated from 2020-2021, it is believed to have an increased impact on the future market. Increased health consciousness increased the demand for healthy food products and increased consumer awareness around different services and products that aid in that. Consumers with disposable income, being the driving factor in the growing revenue, dictate the availability of products and services. However, with the current recession, there have been major factors that have been deemed impactful on the types of products consumers use. The increase in availability of at-home remedies and workouts have made it easier to enter the fitness community for those without disposable income, which has forced producers of the industry to become more creative. It is also important to emphasize the growing use of CBD and Hemp products being introduced (which are represented in the Market Sector of others). Companies like [**Hawley Hemp Labs**](#) and many more are causing a shift to occur in the health industry as it aids in rehabilitation and pain relief. Moreover, the presence of numerous top industry players and various developmental strategies adopted by them has a significant role in the growth.



MARKETING SUGGESTIONS

Due to this digital age, you can assume that the traditional ways of health and wellness are not done transitioning into a more modern market. With an increase of online shares in workout techniques, products and other products and services, the integration of social media and digital products have increased their reach and expanded consumer target markets. Also, with the increased women population fostering the growth of beauty and anti-aging products, the cosmetic industry has combined efforts with the overall market. With efforts to be more inclusive, you can also predict the production of men's cosmetics to grow sales and boost the market. The demand for functional, easy to make and healthy food items are another contributing factor to the health and wellness industry. Using technology is important because all of these factors help increase company profits. Reports provide detailed descriptions of a company's progress whether it's just for a particular month or the entire year.

INCLUDE

Digital
Products

EXPAND

Target Market

OFFER

New Products
& Services

BE

More Inclusive

USE

Technology
To Your
Advantage

TOP 5 TRENDS



SOBER CURIOUS LIFESTYLES



SPIRITUAL WELLBEING



MICRO WORKOUTS



WOMEN'S HEALING CIRCLES



SLEEP SYNCING



WHAT WE LOVE ABOUT THE INDUSTRY

At Genesis 7 Consulting, most of us are contracted to freelance projects or assignments. Because we may work nontraditional hours or have unequal work weeks, our founder, Shani Michelle, has implemented 'Wellness Wednesdays' to promote a healthy work life balance. Most of us have adopted this habit to help facilitate health and wellness in our own lives as well as alleviate creative burnout. Our team utilizes a range of products, from cosmetic creams to digital fitness videos that move our bodies. [Click here](#) to learn more about our favorite health and wellness brands in our latest blog.



Shani Michelle

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Consultant



Aaron

Research
Analyst



Nicole

Brand
Manager



Amber

Content Creator
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Keyanna

Content Creator for
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Copywriter & Creative
Consultant



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