



Wellness Tech

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 Vinci Research

www.vinci.pr.com

Market definition

1

Wellness Tech is an ecosystem of technologies connected to support a search for purpose and pursuit of happiness. Digital is transforming Wellness through devices, apps, and more in an effort to democratize it.

2

Wellness technology can provide infrastructure to efficiently identify the health risk levels of employees so organizations can develop and deliver wellness programs to help motivate, engage and incentivize employees in a variety of healthy behaviors.

3

Wellness Tech is a new ecosystem that sees individuals relying on a wide range of tools—chatbots, apps and digital support groups—to combat modern-day issues such as burnout, loneliness and anxiety. Combined with traditional medical models, it encompasses a holistic approach to psychological wellbeing.



Market overview — Sub-Sectors

Mind

includes startups addressing emotion recognition, intelligent assistance therapy, mental health, mindfulness, mood shaping and stress.

Body

includes connected apparel, fitness, health, nutrition, sexual wellness and sleep.

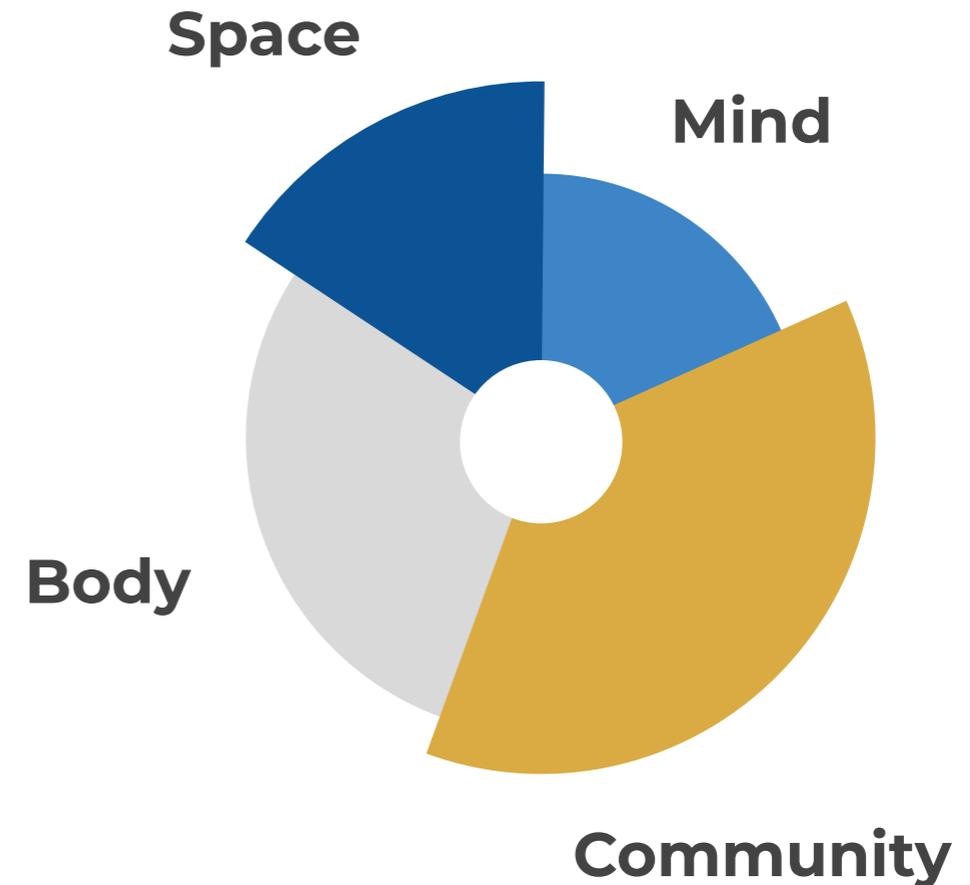
Community

includes the busy market of on-demand fitness and wellness, cryptofitness and on-demand elder care.

Space

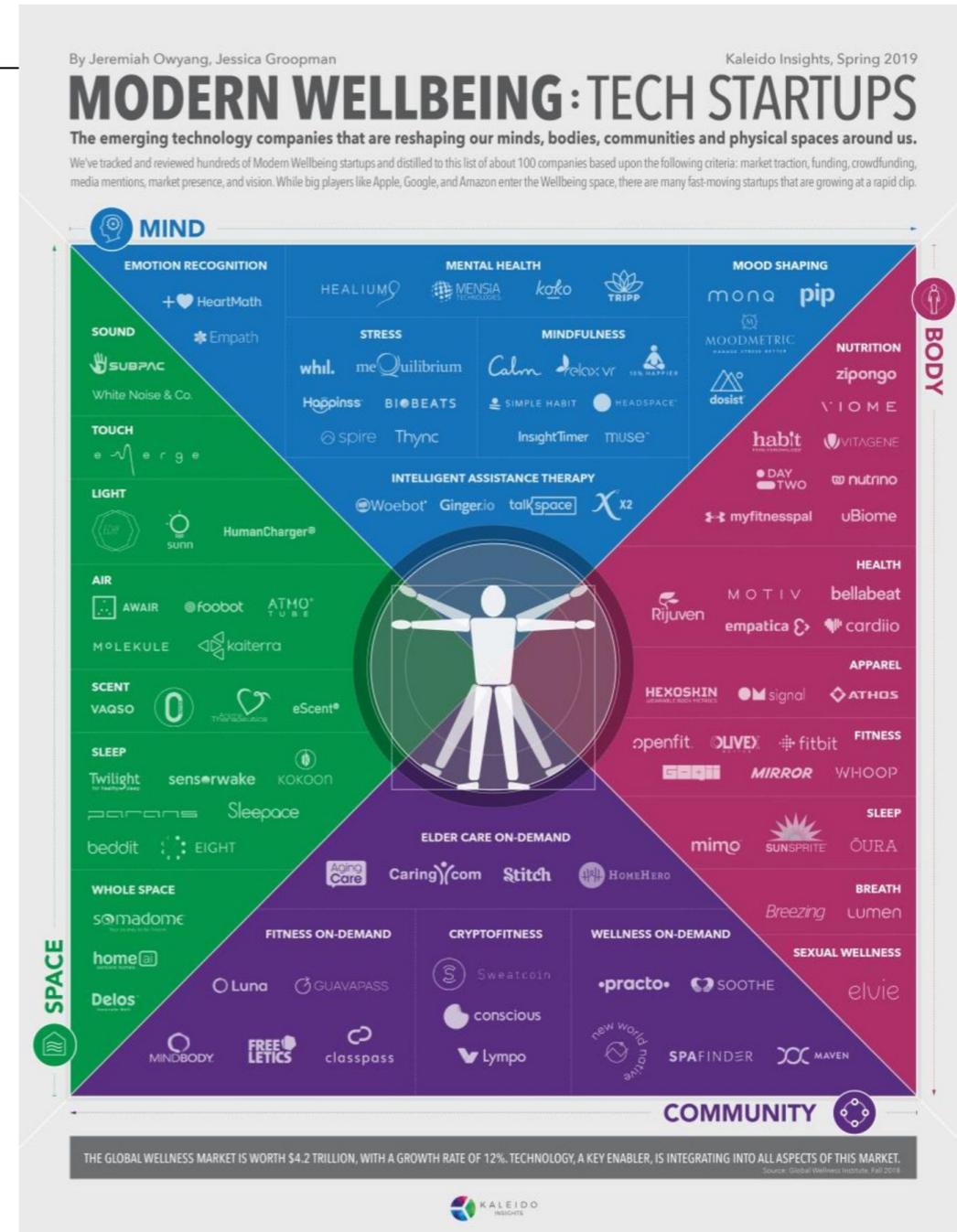
involves air, light, scent, sleep, sound, touch and manipulation of whole space.

Evaluated share of the Wellness market



Market size and potential

- According to American economist Paul Zane Pilzer: the industry's annual turnover is more than \$ 425 billion – more than 5% of the total global economy
- According to the 2018 Global Wellness Tourism Economy report between 2015 and 2017, the wellness economy grew by 6.4%
- These figures exceeded global economic growth (3.6%)
- The growth of the sector will keep speeding up, as populations of developing countries begin to have higher disposable incomes and become more aware of mental health problems



WellTech – market growth

According to Google Trends, in 2019 alone we have seen

- An increase of 242% in searches for virtual fitness solutions
- An increase of 285% in searches of holistic healing
- An increase of 219% in searches of breathing apps
- An increase of 182% in searches of wellness retreats
- An increase of 193% in searches of babies cares
- An increase of 220% in searches of healthy & functional food

Big names are already moving their feet to tap into this emerging market

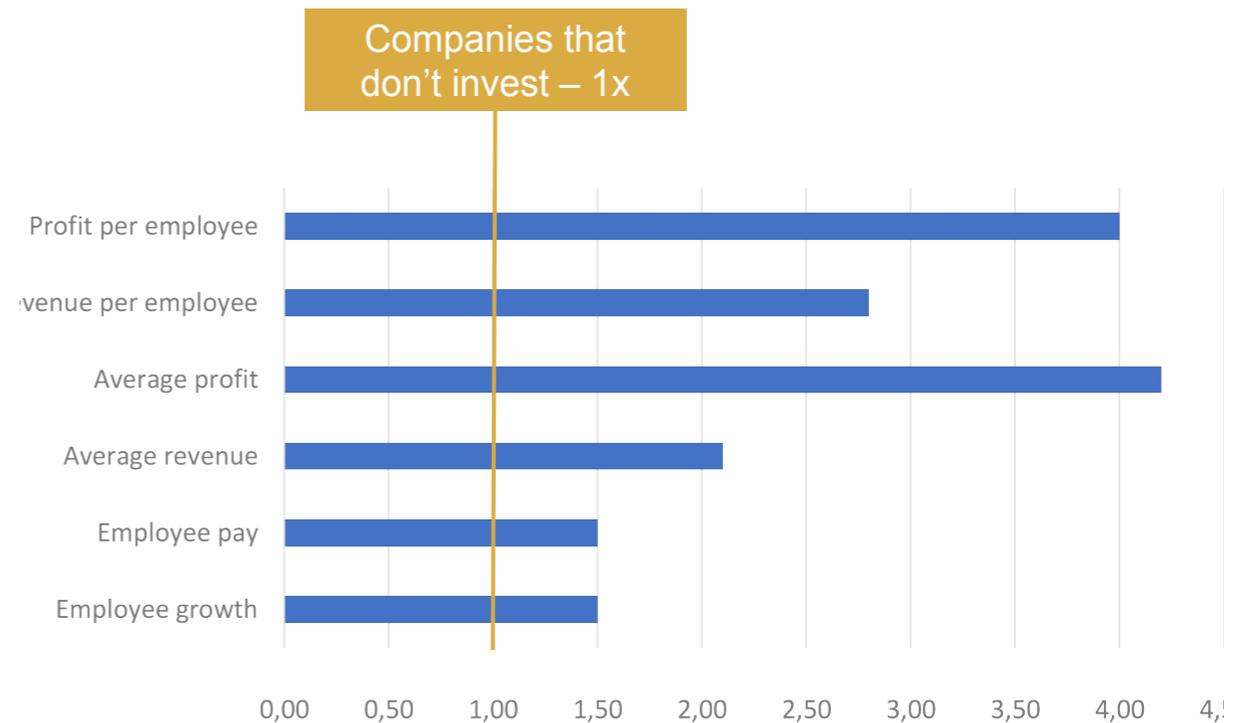
- Apple is increasing its presence in the personal health and wellness space through new sensors such as the Apple Watch and its breath tracking, as well as new Health App features (menstrual cycle tracking & environmental noise level tracking).
- In 2019 Apple also acquired 7 Startups with healthcare solutions.
- Last November (2019), Google acquired Fitbit – an iconic company with tremendous brand equity in the US, for \$2.1 Billion.

WellTech — a B2B approach

At this convergence of tech and employee well-being, there is a rich opportunity for improving overall health. Wellness IT solutions that capture data can inform risk assessments and health insurance coverage. They can create a holistic overview of an employee's health, sharing their well-being data at the workplace with their healthcare provider through one, easy-to-use platform.

According to a Gallup poll: companies with highly engaged employees saw a 41% reduction in absenteeism alongside a 17% increase in productivity.

Amount by which companies that invest in employees

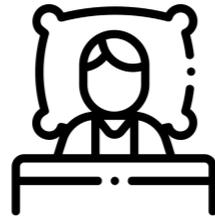


WellTech market trends



Surge in online wellness services

As the physical world has been put on hold due to the COVID-19 Coronavirus, online wellness solutions have surged. For instance, the meditation app Headspace experienced a 19-fold jump in users completing a calming exercise.



Major emphasis on sleep technologies

According to the Center for Disease Control and Prevention (CDC), 1 in 3 adults in the US does not get enough sleep, costing \$411 billion annually due to productivity loss. Consequently, sleep technologies are on the rise – the sleep industry is estimated to reach \$585 billion by 2024.



Advances in DNA testing inform lifestyle choices

DNA testing has gained popularity due to its ability to detect predispositions to illnesses such as heart disease, cancer or neural dysfunction. Advancements in DNA sequencing technologies have reduced costs and enabled direct-to-consumer offerings.



Corporate solutions

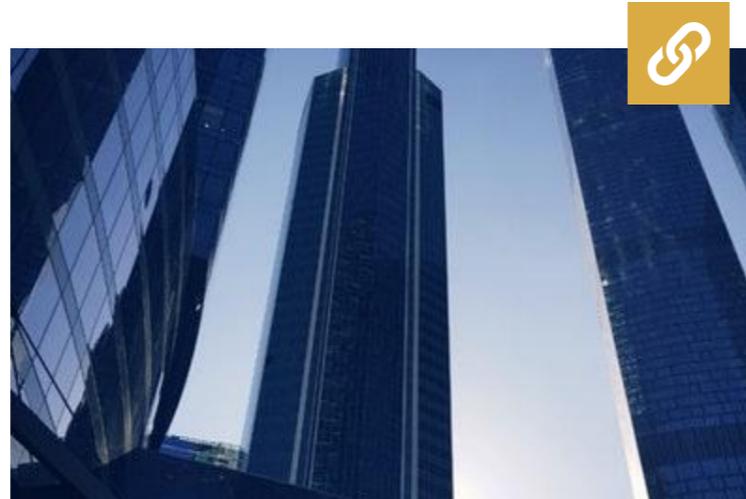
Corporate Wellness Technology (CWT) Platforms. Employee wellness solutions that combine multiple features into one suite. Corporations are adopting these technologies for employee wellness, yet they are often loosely strung together and lack a cohesive experience.

Latest news



Tyneside wellness platform to launch AI tech through national conferences

SEP 2 2020 – Bdaily news



WW Collaborates with Amazon For the Launch of Amazon Halo, Amazon's New Service Dedicated to Helping Customers Improve Their Personal Health and Wellness

AUG 27 2020 – PR Newswire



Why Headspace's John Legend Hire Will Amplify The Future Of Mindfulness

AUG 24 2020 – Forbes

Vinci Research Services

Vinci Research can offer more research on the WellTech market worldwide.

- Geographical analysis – we can analyze WellTech companies, startups and cases from countries throughout the globe
- Sectors analysis – we can zoom in on different sub-sectors of the market such as mind, body etc.
- Trend analytics – we can create full trend analytics using our own model of Trend Power analysis
- News digest – we can provide you with daily, weekly or monthly news digest with all of the news regarding the WellTech market – M&A, trends, news of top companies, new technologies etc.
- Media audit – we can conduct an audit of your company's presence in online mass media
Please share your research goals and we will prepare an offer for you

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Thank you for your attention!

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