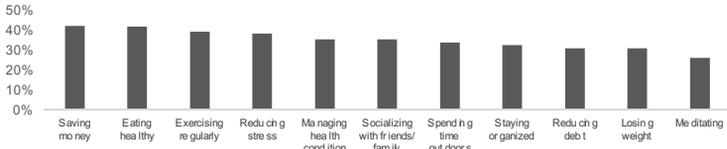


The Wellness Revolution

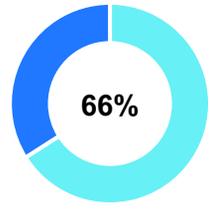
The culture of wellness has never been so relevant. Following the pandemic, people across the world have been prompted to care more for their wellbeing than ever before.

Mindshare research found that the constant assessment of our health, day in and day out, impacted how we think about our overall health, with the development of healthy habits remaining a priority. A massive 66% of the global population are paying more attention to their overall health now than before COVID-19 and around 4 in 10 global consumers would say saving money, eating well and exercising regularly is a top priority for them to manage their wellbeing.

For 2022, do you anticipate prioritising any of the following behaviours?



I am paying more attention to my overall health now than before coronavirus



Consumers are now seeking ways to manage the impact of the modern world on their health to achieve a better balance incorporating healthy habits and behaviours into their daily lives.

Wellbeing Hyper Consciousness

72% live a very healthy lifestyle



HOLISTIC HEALTH

Physical, mental and environmental wellbeing are interlinked to attain holistic health, and they are powerful areas that brands can tap into to engage consumers in positive ways and bring value into their lives.

72% felt like they had sufficient knowledge to protect themselves from COVID



MARKET GROWTH

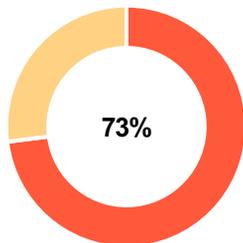
1 pound in every 16 pounds spent by consumers worldwide is on wellness, and the sector is expected to be worth £5.6 trillion by 2025 (Global Wellness Institution)

Self-Optimisation

73% of global consumers are saying that it is now the responsibility of the public to safely live with covid.

Prevention

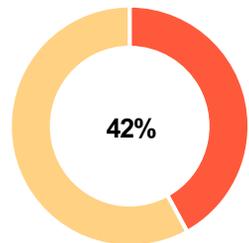
Post pandemic, people are still looking for ways to prevent future health issues, whether that be a change of diet or utilising wearable devices to monitor their wellbeing.



While I'm at home, I am trying to stay healthy

Virtual Care

Many people were forced to seek healthcare through digital means. With the rise of smart tracking tools and wearable devices, consumers are embracing telemedicine and they are not turning back.



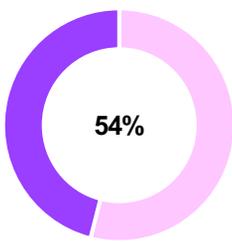
If I am sick in the future, I am more likely to visit a teledoctor than go to a doctor's office

Mind Over Matter

78% see my mental health as just as important as their physical health

New Mindsets

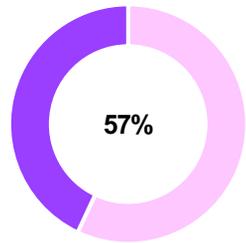
Dealing with mental health pressures from all angles, whether that be the health risk posed to love ones, the financial strain or the loneliness, consumer attitudes towards how they look after themselves has been transformed.



The pandemic has made me think differently about my mental health

Unique & Omnipresent

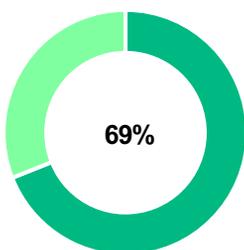
Today we are seeing an awareness of mental wellness anytime, everywhere and in every aspect of our lives. Wellness can be omnipresent and a very unique and personal experience.



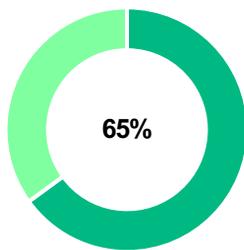
A new hybrid approach to office life is giving me more opportunity to do the things I enjoy

We Are One

53% agree that if a product is seen as 'sustainable' they think it's better for their health or wellbeing.



I am more aware of the impact my actions have on the environment



I will continue to use more environmentally friendly products post pandemic due to the health and sustainability benefits associated with them

Sustainable Wellness

Consumers are making more informed choices now that they have greater knowledge of their impact on the environment. This is also extending into the wellbeing space. If a product, service or practice is seen as beneficial to the environment then this must apply to humans too.

What Is Next For Brands?

The Wellness Revolution is shifting the narrative of culture. Brands, from any category, have the opportunity to increase their good growth with wellness experiences and initiatives that are more **accessible**, more **integrated**, more **aspirational** and more **inclusive** for all.