



EUROPE

GERMANY

1. What has been making news in this country in terms of the business of wellness?

More and more people are aware of the benefits of wellness for their health. The trend goes to shorter stays in wellness hotels but more often. The packages for treatments are often booked in advance. The trend is back to nature; therefore, regional-related treatments are often a USP.

2. Please provide 1-2 sentences that describe what you think is an important development in this country for each of the following wellness sectors.

BEAUTY & ANTI-AGING

Especially for women, still very important, but the percentage of males booking these treatments is constantly growing.

COMPLEMENTARY & ALTERNATIVE MEDICINE

At the moment, very important because people are looking for things such as detoxification, alternative food, etc. The health factor is very important.

FITNESS & MIND-BODY

Take time for yourself. Taking a break is very important. Also, fitness concept/studios are still a growing industry.

HEALTHY EATING, NUTRITION & WEIGHT LOSS

As always, very important, especially eating healthier

PREVENTIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH

Still underestimated, and most people do not know that their health insurance has a lot to offer in this regard.

SPA INDUSTRY

Still growing

THERMAL/MINERAL SPRINGS

Those who invest regularly in new attraction are running very well.

WELLNESS LIFESTYLE REAL ESTATE

A pool and a sauna become more and more common for house owners.

WELLNESS TOURISM

Most people are looking at the southern regions and Austria if they want to take a wellness break.

WORKPLACE WELLNESS

At the moment, not very common

3. What are the most important, eye-opening or emerging trends in wellness happening now in this country?

Back to nature, healthy food and detoxification

4. What do you see as the greatest strength of the wellness market in this country?

The quality of products is very high. The offerings are very broad, and people are ready to invest in their health.

5. What do you see as the greatest weakness of the wellness market in this country?

Germans want to know details and measure everything, so often the positive effects of wellness are described or stated too easily: "It is good for you." There is a need to know why it is especially good for my personal needs. Selling wellness in hotels is often reduced to the spa counter, so guests need to go there to inform themselves.

6. What do you see as the biggest opportunity in the wellness market in this country?

People are getting older and live longer. Also, financially a lot are still potent in older ages, so they invest money to stay healthy. Therefore, the biggest opportunity is in health houses for older people.

7. What do you see as the biggest threat to the wellness market in this country?

There is none if the quality stays high and the promises are kept.

8. Which sector of the wellness economy are you most involved with?

Spa Industry

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