



## UNITED KINGDOM ENGLAND

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

Mental health and wellbeing  
Digital detoxing

### **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.**

#### **COMPLEMENTARY & ALTERNATIVE MEDICINE**

The use of environmentally sustainable ingredients

#### **FITNESS & MIND-BODY**

Increased accessibility to fitness providers (opening hours and locations), a greater variety of training options, and an increased emphasis on mindfulness

#### **HEALTHY EATING, NUTRITION & WEIGHT LOSS**

Weight Loss: Back to nature and using locally produced items. Fresh food / cleaner eating.

#### **SPA INDUSTRY**

A greater variety of experiences. Ability to maximize benefit in a shorter space of time.

#### **WELLNESS LIFESTYLE REAL ESTATE**

Greater consideration being made to incorporate wellness into new developments, giving residents the ability to incorporate more easily into their daily routine.

#### **WELLNESS TOURISM**

Increasing in popularity. Big emphasis, including more family-friendly options.

#### **WORKPLACE WELLNESS**

Very high on the agenda. With so many working days lost to stress, it is so important to increase both awareness and the ability to seek support mentally and physically.

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

Digital detoxing, back to nature, emotional wellbeing, self-care

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

Variety

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

Cost

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

Adaptability of the market and target audience

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

Cost

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

Spa Industry

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