



GLOBAL WELLNESS
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Macro Economic Changes Affecting Wellness

Who is at risk and
who will be the winners?

A paradox

- We live in an age of abundance – why are the symptoms of un-wellness rising?
- An hypothesis about the role of fairness



<https://www.youtube.com/watch?v=-KSryJXDpZo>

The macro-eco world is feeling “unwell”

- Victim of the “risky trinity” of (1) unusually low productivity growth, (2) historically high global debt levels, (3) remarkably narrow room for policy manoeuver
- Ultra-low interest rates are a symptom of apprehension about the future

The cost of “un-wellness”

- “Always-on”, hyper-connected societies take their toll on wellness: obesity epidemic, loneliness epidemic, rise in mental illness, etc. Each has an economic cost.
- Healthcare systems reeling from a combination of (1) ageing populations, (2) funding constraints, and (3) rising chronic disease levels

Wellness now an “obligatory option”

- In the private sector, workplace wellness programs becoming a strategic imperative
- In the public sector, policies taxing un-wellness and / or subsidizing and promoting wellness gaining traction

The winners and losers

The Winners

- All “wellness” related themes
- Travel & Tourism
- Organic / high quality food companies

The Losers

- Companies that pollute
- Large food & beverage companies

A few factoids to illustrate the points above

- In 2012, 12.6m people died as a result of living or working in an unhealthy environment – 1 in 4 of total global deaths
- Physical inactivity cost healthcare systems USD53.8bn worldwide (2013)
- 70% of all medical costs in the US related to smoking, physical inactivity, food choices, portion size, and stress
- Since 1975, global obesity has increased by 167%. 13% of the world's population is now obese
- Global yearly cost of air pollution: USD5.1tr in welfare losses and USD225bn in lost labor income
- In the UK, more than 1 young woman in 4 have a mental health condition. Number of those with PTSD has trebled in 7 y. Estimated cost of mental illness: GBP 70-100bn per year

Sources: The Monthly Barometer – Wellness edition (WHO, UN, The Lancet, CDC, etc.)