Breaking Ground on Wellness Communities & Lifestyle Real Estate: Landmark Research from the Non-Profit Global Wellness Institute

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Breaking Ground on Wellness Lifestyle Real Estate & Communities

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My House 8 miles
Farmers' Market 30 miles
Exercise 5 miles
Husband's Work 30 miles
Stores 3.5 miles
Kids' School 1.5 miles
No sidewalks!
Park 0.5 miles
Road with no trees or sidewalks!

Kids' Activities 15 miles
Friends 7 miles
8 miles
11 miles
5 miles
1.5 miles
3.5 miles
0.5 miles
No sidewalks!
Road with no trees or sidewalks!
Wellness Lifestyle Real Estate is...

homes/buildings that are proactively designed and built to support the holistic health of their residents.

Source: Global Wellness Institute
Wellness Communities are...

a group of people living in close proximity who share common goals, interests, and experiences in proactively pursuing wellness across its many dimensions.

Source: Global Wellness Institute
From Wellness Lifestyle Real Estate...  to Wellness Communities
Wellness Lifestyle Real Estate

1.3m buyers every year interested in living in a wellness community

United States

United Kingdom
90% of buyers/renters want a home that does not compromise their health & wellbeing

United Kingdom

India
88% of consumers are interested in wellness-infused residences

India

China
60% of people are worried about indoor air quality

China

10-25% price premium

Source: Global Wellness Institute, Urban Land Institute, American LIVES, UKGBC, Tata Housing/India Times, Honeywell
Wellness Lifestyle Real Estate

$119 global market in 2015*

- N. America: $48 billion
- Europe: $29 billion
- Asia-Pacific: $41 billion
- Mid.East-N.Africa: $0.5 billion
- Sub-Saharan Africa: $0.1 billion
- Latin America-Caribbean: $0.4 billion

*Updated numbers to be released in January 2018

Source: Global Wellness Institute
Wellness Lifestyle Real Estate

Pipeline of over 600 projects*

*As of October 2017; number is constantly increasing!

Source: Global Wellness Institute
Global Wellness Institute
Wellness Lifestyle Real Estate & Communities Report

- A guide for how to think about wellness lifestyle real estate.
- Systems and tools that can help you.
- Case studies of different themes and business models.
- Updated data on the market size.
- List of projects in the global pipeline.
- Dashboard to help measure the wellness impacts of these projects.

To be released in January 2018