



EUROPE

SWEDEN

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

It is a fairly mature business in Sweden. It is continuing its steady growth, and people are investing more and more money into wellness experiences. We see an increase in pure health retreats, where people go into nature, meditate, yoga and eat healthily. There are also several hotels being built with a larger wellness focus in the next five years.

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

The beauty market is on steady growth, and there has been a sharp increase in the cities with Botox, fillers, etc. than in past years.

COMPLEMENTARY & ALTERNATIVE MEDICINE

CAM is not integrated into Swedes lives due to it being charged while medical is free of charge. Hence, CAM is only used by those who either cannot be helped through the medical industry or those that have enough disposable income. The medical industry still has a very tight grip in Sweden.

FITNESS & MIND-BODY

Sweden is a very active country with over 50 percent of the population being active in one form or the other. It is a part of life, and one of the main reasons why Swedes, in general, stay healthy. We are also great advocates for movement in nature, and we spend a lot of time in nature.

HEALTH EATING, NUTRITION & WEIGHT LOSS

In regards to weight loss, Swedes are becoming more aware, yet the government health organization is not very supportive compared with our neighboring countries. It is very much up to the individual, and it is also dependent on the disposable income. Knowledge and awareness are increasing rapidly though.

PREVENTIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH

Our public health is free of charge, and thus, we are not strong in preventative and personalized medicine. Our lifestyles, in general, are healthy and by default preventative.

SPA INDUSTRY

The spa industry is big in Sweden, and most hotels have spas and spa breaks. The weekend spa break getaway market is huge. We do not see spas as being for wellness, but more for breaks, girls' weekends, relaxation and fun.

THERMAL/MINERAL SPRINGS

This is not a big market in Sweden due to a) very limited number of thermal springs, and b) that we are surrounded by sea water and have lakes everywhere that we bath in.

WELLNESS TOURISM

Very large in Sweden, both domestic, especially in spring, fall and winter, and international, which is very big in the summer time.

WORKPLACE WELLNESS

Generally, Sweden has a greater degree of workplace wellness due to leadership culture, freedom of work, the number of vacation weeks, support in medical, and movement from the companies. It has grown organically over the past years, but believe it will take off in a more strategic way moving forward.

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

That people are taking more individual control of their wellness and not leaving it to when they get sick and the medical industry. There is a big shift, and it is consumer driven. Further, it is a strong, innovative drive in Sweden, with a lot of initiatives, conferences and innovation in the field of both wellness and wellbeing, and many are saying that Sweden is going to be the center of innovation going forward.

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

The built-in healthy lifestyle that most Swedes live by, the closeness to nature, the very innovative drive and culture in Sweden in general, and the freedom of information.

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

The very strong hold and belief in the medical system and the strong governmental disbelief in alternative and preventative medicine. We also have a very individualistic culture, where the government looks after us rather than our families and growth of loneliness and suicides.

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

Sweden truly has a lot to offer in wellness and to market and capture this in a more strategic way to increase wellness tourism. Further, the consumer-led growth of the alternative market will slowly make its way into everyday life.

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

The government passing laws that are negative for the wellness and preventative industry. The increasing number of Swedes that are alone.

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

Spa Industry

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