



## EUROPE

# United Kingdom

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

Yoga mindfulness time-out  
Hitt community flexible training  
Outdoors adventure travel

### 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

Important adoption of natural ingredients

#### FITNESS & MIND-BODY

Awareness in the gig economy of transient lifestyles

#### HEALTH EATING, NUTRITION & WEIGHT LOSS

Measured use of technology to establish better lifestyles and wellbeing habits

#### SPA INDUSTRY

Intelligent application of new shorter services with extended value post treatment, such as dress coping techniques

#### WELLNESS LIFESTYLE REAL ESTATE

Privacy and time are valuable commodities

#### WELLNESS TOURISM

Growing happily

#### WORKPLACE WELLNESS

Growing too slowly and stick too tick box

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

Gig working flexibility with the adoption of technology to support measurable outcomes.

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

Broad spectrum

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

Limited educational support and investment for this vital health habit

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

Product sales for leisure wellness

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

The challenge of current instability in our economic future

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

Wellness Tourism

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