



EUROPE

GERMANY

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

Medical wellness is a growing market. Germans don't want to travel too far to have a healthy and unwinding retreat for ecological, safety and stress reasons.

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

Beauty in combination with bio-cosmetics

COMPLEMENTARY & ALTERNATIVE MEDICINE

It comes more and more important because people realize that it is more sustainable.

FITNESS & MIND-BODY

Body fitness is more important for men and younger women.

HEALTHY EATING, NUTRITION & WEIGHT LOSS

Detox food must be delicious and is important in combination with slow food, bio food and local providers.

PREVENTIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH

Customers take more and more responsibility for their own health and spend their private money on preventive medicine, although they want some treatments to be paid back by health security.

SPA INDUSTRY

Spa functions on weekends for a short time out.

THERMAL/MINERAL SPRINGS

Natural healing products, such as mineral springs and mud baths, are asked if its authentic and coming from spa location.

WELLNESS TOURISM

English market is interested in medical wellness in combination with German medicine.

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

The hotel business is trying to offer medical wellness. The offers have mostly to do with beauty treatments.

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

German medicine has a high reputation and can be a market for the international market in combination with medical checkups, detox, nutrition and medical wellness.

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

German wages for therapists are high in comparison to the international market. Germans don't spend money in their own country.

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

We have more than 80 million people living in Germany and are in the middle of Europe. Traveling in Germany is fast, secure and uncomplicated. Germany's medical know-how is renowned and can be combined with authentic treatments.

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

National and world economy

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

Preventative & Personalized Medicine and Public

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