



ASIA

ISRAEL

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

In the business of wellness, I would say that health, wellness and medical technology is making news. Israel is known as “The Start-up Nation” with the second-largest number of start-up companies in the world (after the United States) and the largest number of NASDAQ-listed companies outside of North America. It is known for groundbreaking technologies and high-investment yields. The increasing trend in Israel of a healthy lifestyle brings with it many technology companies, accelerators and programs catered to the wellness industry. Today, you can find many start-ups in different areas, such as neuro-wellness, lifestyle, nutrition, sports, etc. Going hand in hand with the growing wellness technology companies, are many academic courses and degrees related to wellness than ever before. In addition, in the media, there is an increase in wellness magazines and more TV and radio programs about wellness and a healthy way of living.

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 and anti-aging market in Israel is very developed, offering sophisticated and modern services, high-quality products and innovative technologies. Drawing on its abundance of natural resources and culture of innovation, Israel is continuing to distinguish itself in the cosmetics and toiletries sector with a range of remarkable offerings. Many utilize one of the country’s most prized natural resources—the Dead Sea. The Dead Sea, the lowest spot on Earth, contains unique salts and other rich minerals utilized for a wide variety of beauty and wellness products.

COMPLEMENTARY & ALTERNATIVE MEDICINE

Coinciding with the trend of a healthy lifestyle in Israel, there is an increase in the number of caregivers, schools and programs related to complementary and alternative medicine.

FITNESS & MIND-BODY

The fitness and mind-body market is quite developed and modern. There are approximately 1,700 gyms and fitness clubs in Israel—from local neighborhood clubs to big internationally known chains. It is estimated that 12 percent of the population

train in clubs. In addition, there is a dramatic increase in the number of mobile apps and other technologies supporting the fitness and mind-body market.

HEALTHY EATING, NUTRITION & WEIGHT LOSS

In recent years, the Israeli population has become more conscious about their nutrition and weight. The abundant amount of natural, healthy ingredients makes it easier to hold a healthy lifestyle. However, we still do have the challenge of an overweight population in adults and children alike. Consequently, there are many programs run by schools and government institutions promoting health and weight loss programs. In addition, we have been witnessing an increase in vegetarians and vegans. All around the country you can find vegan and vegetarian restaurants and many vegan dishes in non-vegan restaurants.

PREVENTIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH

Israel is one of the leaders in the world in digital health and medical device technology. It is also known for high-level doctors and treatments. However, there is still room to improve in preventative and personalized medicine and the public health sector, specifically increasing the awareness of the public and providing better service and accessibility.

SPA INDUSTRY

You can find quite a few spas in Israel offering a variety of treatments. However, very few meet the level of customer care/service of international standards.

THERMAL/MINERAL SPRINGS

There are very few simple locations.

WELLNESS LIFESTYLE REAL ESTATE

Wellness lifestyle real estate has been developing slowly in the past few years both in the public and private sector. It is evident that a wellness lifestyle benefits real estate projects.

WELLNESS TOURISM

Wellness tourism is on the rise from the north to the south of Israel. There are destination hotel and spas around the country promoting a healthy lifestyle, sports and healthy nutrition habits. Integrating technology to the sector gives wellness tourism in Israel an added value.

WORKPLACE WELLNESS

Corporations big and small recognize the advantages of having a healthier and happier employee. The trend of having wellness programs in corporations is increasing with many in-house programs and exterior providers. Many integrate technology to promote corporate wellness, both by creating applications or by acquiring external services. This is a sector that is still just in the beginning stages. There aren't any large corporations that provide wellness programs to Israeli companies. There is a great market potential.

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

Israel is a world leader in agriculture technology, medical device, cybersecurity, artificial intelligence and more. Just recently it has discovered the wellness sector. Many programs for entrepreneurs in the field have opened. I am sure that, in the next few years, there will be an increase in foreign investment in wellness technology.

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

The greatest strength of the Israeli wellness market is the innovative technology and fast adapting culture.

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

In my opinion, the greatest weakness is the small size of the market.

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

The biggest opportunity in the wellness market in Israel is duplicating the success that Israel has had over the past years in creating groundbreaking technologies used by the entire world. The wellness market can take advantage of the developed, high-tech ecosystem and quickly emerge as world leaders in wellness.

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

The biggest threat is the tough competition in a small market.

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

Wellness Technology

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