



NORTH AMERICA

Mexico

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

The public sector is very much involved in wellness in the country. For the first time, wellness is being implemented in the public schools and in the lower income population.

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

Ancient culture rituals

COMPLEMENTARY & ALTERNATIVE MEDICINE

Stem cells are being discovered and used in humans.

FITNESS & MIND-BODY

The culture of mind, body and soul is being implemented.

HEALTHY EATING, NUTRITION & WEIGHT LOSS

Mexico has 120 million people, and 50 percent of the population is under 25 years old. The younger generation is very concerned with nutrition, weight management and wellness.

PREVENTIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH

Public health initiatives include preventive and wellness health.

SPA INDUSTRY

Mexico has a huge culture of native, ancient spa rituals, and it is very serious about the spa culture in our culture of tourism.

WELLNESS TOURISM

It is a huge opportunity for the country. It is starting to be a big issue for the country.

WORKPLACE WELLNESS

I find that the employers do not understand the importance of preventive medicine and wellness, and the insurance companies don't want to pay for this yet.

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

4. What do you see as the greatest strength of the wellness market in this country?
Our traditions, our culture, and our extraordinary service-oriented tourism.

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

The bad media that some countries give us.

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

The need to grow medical tourism and wellness retreats

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

Lack of data

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

Wellness Lifestyle Real Estate

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