



EUROPE

SWEDEN

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

We can see stronger awareness of proven health benefits gained from regular sauna and/or steam baths. New softer forms of sauna attract new people for sauna baths.

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.

SPA INDUSTRY

Trend to build “home spa” after visiting public clubs and resorts

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?

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

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

We need to create an understanding that sauna and steam baths are a logical part of the wellness industry.

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

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

Spa Industry

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