



EUROPE

UNITED KINGDOM

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

The aging working population and rise in childhood obesity

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.

FITNESS & MIND-BODY

More companies should provide fitness and promote wellbeing within the workplace.

HEALTHY EATING, NUTRITION & WEIGHT LOSS

Companies should provide healthy food choices to promote health and nutrition as part of the workplace.

WORKPLACE WELLNESS

This is important as there should be more workplaces that promote wellbeing.

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

There is a rise in healthy eating, especially the rise in vegetarian and vegan foods.

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

The fitness side, for example, the rise in gyms opening around the country.

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

Limited initiatives on the aging working population

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

Targeting the aging working population

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?

Workplace Wellness

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