



EUROPE

FINLAND

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

The increase of attendance among tourists as well as locals at public saunas in the Helsinki city area, such as Löyly, with the real smoke sauna, and Allas, with the sea pool (ice hole at winter time).

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

Pure arctic spring water and arctic cloudberry used in organic skin care products.

FITNESS & MIND-BODY

Creative approach to yoga that can be combined with anything.

HEALTHY EATING, NUTRITION & WEIGHT LOSS

The awareness of the value of organic and local food is increasing. Rye and oat fibers are being used in many ways.

PREVENTIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH

Personalized programs are developed by healthcare professionals for different professions and are funded by the state.

SPA INDUSTRY

Sauna at the lakeside is the Finnish spa. The 3.3 million private saunas make quite an industry in sauna tech and products.

WELLNESS LIFESTYLE REAL ESTATE

Naava`s smart green walls for purifying indoor air. Sustainable water reprocessing. High-tech heating technology that recycles the heat to energy and back to the heating system. Building zero-emission houses is a trend.

WELLNESS TOURISM

Chinese and Japanese markets are rising.

WORKPLACE WELLNESS

This is a number 1 priority in Finland. The latest development is an online health consultation form that also provides counseling in mental and physical wellbeing for employees. State and insurance companies refund the costs.

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

Sauna, forest bathing and swimming in the lake have been so natural for Finns, so it is quite eye-opening today that it has a business opportunity too.

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

Pure nature with four seasons and the Lapland area.

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

Population 5.5 million

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

Sauna know-how. The country is not discovered yet.

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

Small resources used in destination marketing compared with other Nordic countries.

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

Beauty & Anti-Aging

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