



EUROPE ITALY

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

The growing desire for private spas in hotels, and the possibility, through the latest steam technology of effegibi, to convert a regular shower into a professional steam shower.

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 "Bio wave" has also entered into the beauty world. It is not only reserved for women, but men are also attentive to their beauty and anti-aging care.

COMPLEMENTARY & ALTERNATIVE MEDICINE

Unfortunately, alternative medicine is not officially recognized by the Italian government, but in reality, many people are interested in it.

FITNESS & MIND-BODY

The existing fitness centers are upgrading their services with mindfulness solutions.

HEALTHY EATING, NUTRITION & WEIGHT LOSS

More visible attention in the social life (magazines, schools, fitness centers)

PREVENTIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH

The health system foresees preventive and personalized wellness treatment in thermal structure.

SPA INDUSTRY

Still growing

THERMAL/MINERAL SPRINGS

Italy is historically the country of thermal/mineral springs, so it is part of our culture and life.

WELLNESS LIFESTYLE REAL ESTATE

Sauna and private steam in the shower are becoming a real need.

WELLNESS TOURISM

Until a few years ago, it was just for middle-aged people to benefit from thermal treatment; now, even the younger generation is enjoying the pleasure of a spa.

WORKPLACE WELLNESS

Still to be improved

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

Private steam room in hotels and private houses, and the attention to a more natural environment

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

People are investing more time and money in wellness due to increased awareness.

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

Lack of professional people in the public wellness area

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

Satisfy, in a professional way, the request of people already aware of the wellness benefit and reach the people that are not conscious yet. Expand the knowledge of the wellness advantages.

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

The presence of unfair and unprofessional players

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

Other (please specify):

Sauna, Steam Room and Spa manufacture

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