



## EUROPE RUSSIA

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

The year 2018 is the anniversary of the two biggest professional events in Russia in the sphere of wellness:

- The 5th Spa and Wellness International Congress (SWIC) in Moscow (November 3-5). This is the only annual event addressed to owners, investors and managers, coming from Russia, the CIS, and the Baltic States.
- The 10th TOPSPAFEST (International Wellness and Spa Festival) in Sochi (September 10-20). This is 10 days of training, leisure and networking for managers (30%) and therapists (70%).

### **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**

Growth in the popularity of natural approaches, such as manual aesthetic treatments based on massage techniques, natural beauty skin products, and nutritional beauty foods (many of which are produced in Russia).

Russian anti-aging medicine is based on preventive methods and is aimed at increasing the quality of life and life expectancy. There are several private anti-aging clinics and educational centers (mostly based in Moscow).

#### **COMPLEMENTARY & ALTERNATIVE MEDICINE**

Complementary and alternative medicine (such as homeopathy, phytotherapy, kinesiotherapy, osteopathy, aromatherapy, adapted Ayurveda) are popular in Russia (however, some of these therapies are not recognized by the official medical system). Our achievements over the current year:

- Osteopathy has become a licensed medical therapy.
- Professional aromatherapy (and in particular aromapsychology and aromatesting, and clinical aromatherapy and aromadiagnostics) has been recognized by academic medical institutions.

## **FITNESS & MIND-BODY**

Fitness gadgets and fitness training for health purposes are in great demand. Fitness massages, a newly-developed type of manual massage, have become fully-licensed medical treatments. Fitness clubs are found almost everywhere and are widely affordable.

New purpose-oriented fitness communities have sprung up. For instance, a group called “#ПРОдвижениеTSF” was formed by wellness professionals in Russia and now includes members from 16 countries. The members walk from 100 kilometers a month for fitness purposes and actively participate in various social projects.

## **HEALTHY EATING, NUTRITION & WEIGHT LOSS**

There is a growing demand for eco and organic foods and, therefore, an increase in the number of health-food shops that also provide delivery services. There is also an increase in the number of providers of healthy “ready meals” for those who order food (mainly office workers) in accordance with their own daily or weekly nutritional requirements (weight-loss diets are losing popularity).

## **PREVENTIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH**

In the sector of public health, oncology is the top-priority issue of the year. With the involvement of the science and national pharmaceutical industries, President Putin has initiated the creation of a national program for the fight against cancer, with the aim of modernizing oncological centers and building a modern and comprehensive diagnostic and treatment system. Telemedicine acquired official legislative status on January 1. Preventive and personalized medicine is now officially recognized by the Russian Ministry of Health, which approved “The Concept of Predictive, Preventive and Personalized Medicine” in April 2018.

## **SPA INDUSTRY**

Many spas are undergoing renovations as they reconsider their concepts and implement more elements of wellness. The popularity of the Russian Bath Spa (banya) is constantly growing. Many new banyas are opening every year, and the profession of the banya therapist is in great demand.

## **THERMAL/MINERAL SPRINGS**

Private investors are actively building new resorts or are redeveloping existing facilities throughout Russia, where there are nine resort regions that included different climatic zones and all types of mineral waters. Modern resorts, the majority of which are located by mineral springs or by other natural curative resources, offer a variety of balneology, physiotherapy, health rehabilitation and prevention treatments as well as providing indoor and outdoor sports and leisure activities.

## **WELLNESS LIFESTYLE REAL ESTATE**

In general, property developers are paying more attention to the ecology of potential and future locations, to using natural building materials, and thinking about the ecological environment. For instance, even in the cheapest residential areas, fitness clubs are a must. The majority of elite residential villages include even more wellness facilities in their surroundings. However, the concept of wellness lifestyle real estate is still new to the market.

## **WELLNESS TOURISM**

The number of wellness tourists in Russia is growing every year. The most popular domestic resort destinations are Sochi, Caucasian Mineral Waters, Crimea and Altai. Modern and traditional resorts provide a high level of curative and wellness treatments. However, many Russians still choose foreign resorts for their better quality of service and tourist infrastructure. Popular foreign destinations are Central and Eastern Europe, East and South Asia, and Belarus.

## **WORKPLACE WELLNESS**

The concept is new to the market, but foreign and large Russian corporations have started to offer wellness services to their employees. The most common services that are paid for by employers are access to fitness centers, medical insurance (including massage and physiotherapy coverage), and regular health checks. Sberbank, Russia (one of the leading banks in the country) offers their staff wellness zones at the workplace, sports facilities, showers and relaxation rooms. More and more companies are organizing corporate wellness retreats and other events with wellness in mind.

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

The concept of a healthy lifestyle has suddenly become essential in the county, with its eager followers even found among millennials and the elderly:

- Healthy eating and regular exercise have become the norm for the majority of the active population.
- The movement toward wellness can be seen from the wish to fix aesthetics and health problems to the formation of healthy habits.
- Interest in wellness as a holistic system has brought out a demand for cosmetics with natural ingredients, yoga and meditation classes, healthy fast-food delivery, scientifically-based detox programs, and a desire for food supplements.
- The state health system and the health resort industry are working toward preventative and general-health rehabilitation measures to be available for the entire population. For instance, those over 18 years old are eligible for a free health checkup every three years.

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

We benefit from traditional Russian balneology; we have the best manual massage in the world, and highly-educated medical professionals work in the spa industry as well as in complementary and alternative medicine.

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

We lack a systematic approach to concept development, service maintenance, and professional education (both for management and therapists).

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

The growth of the Russian wellness market will be boosted by the positive change in the mentality of the population towards wellness, by the increase in both life expectancy and the retirement age, and by improvements to the state health system.

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

Undeveloped legislation, economic stagnation, and a low level of disposable income.

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

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