



GLOBAL WELLNESS  
SUMMIT 2019

# Move to Be Well: The Global Economy of Physical Activity

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# Move to be Well: The Global Economy of Physical Activity



Mindful  
Movement



Technology



Sports & Active  
Recreation



Apparel &  
Footwear



Fitness



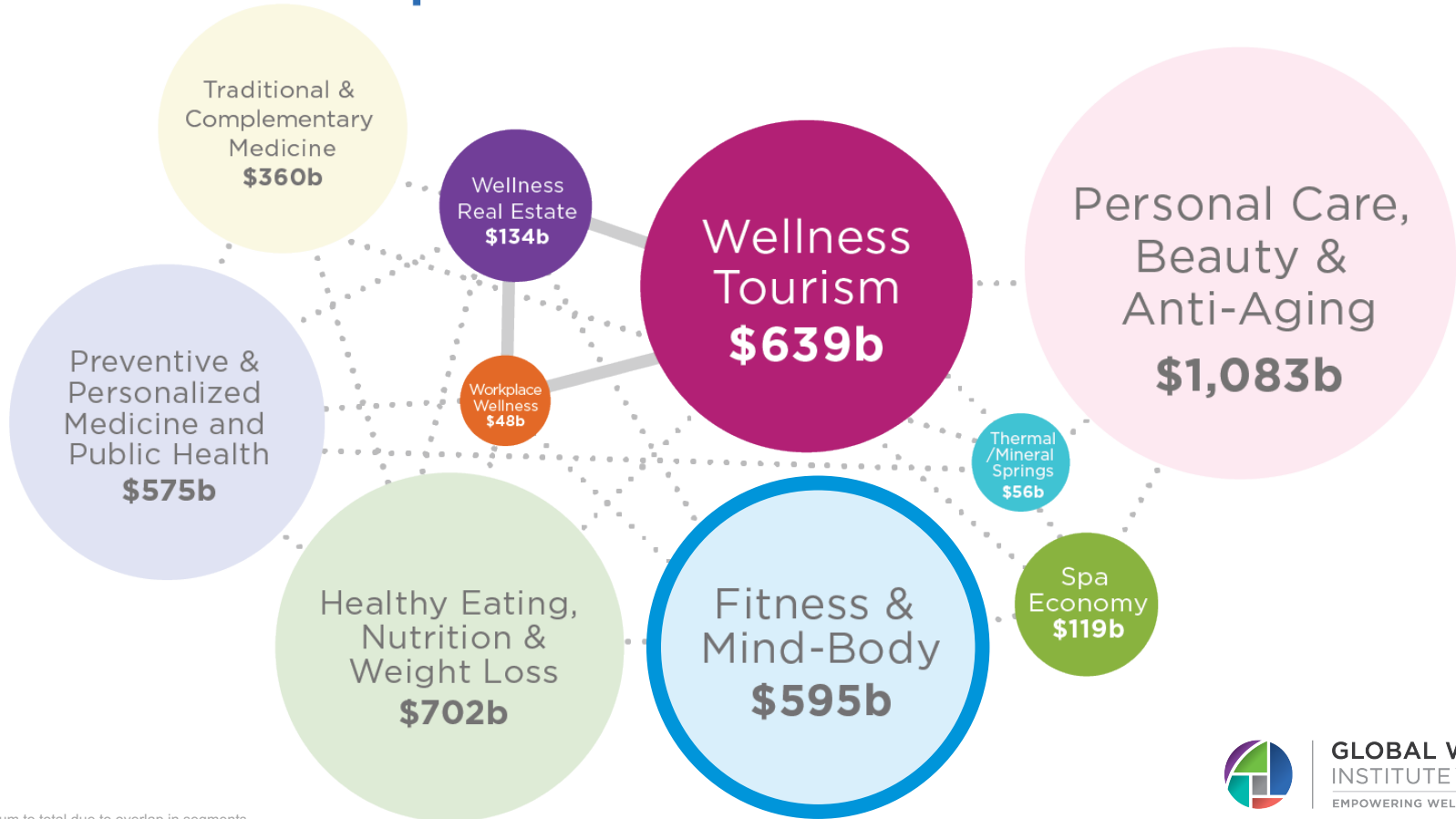
Equipment  
& Supplies



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# GLOBAL WELLNESS ECONOMY: \$4.2 trillion in 2017



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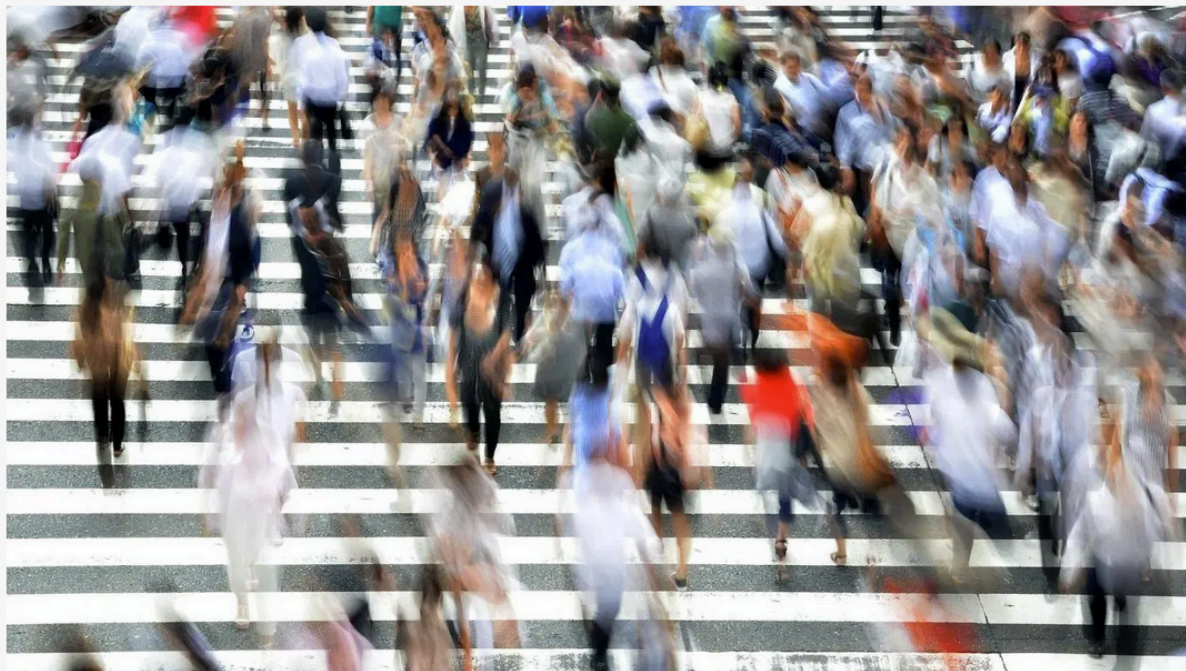
Numbers do not sum to total due to overlap in segments.



BLUE ZONES

# The healthiest people in the world don't go to the gym

By [Andrew Merle](#) · November 7, 2018



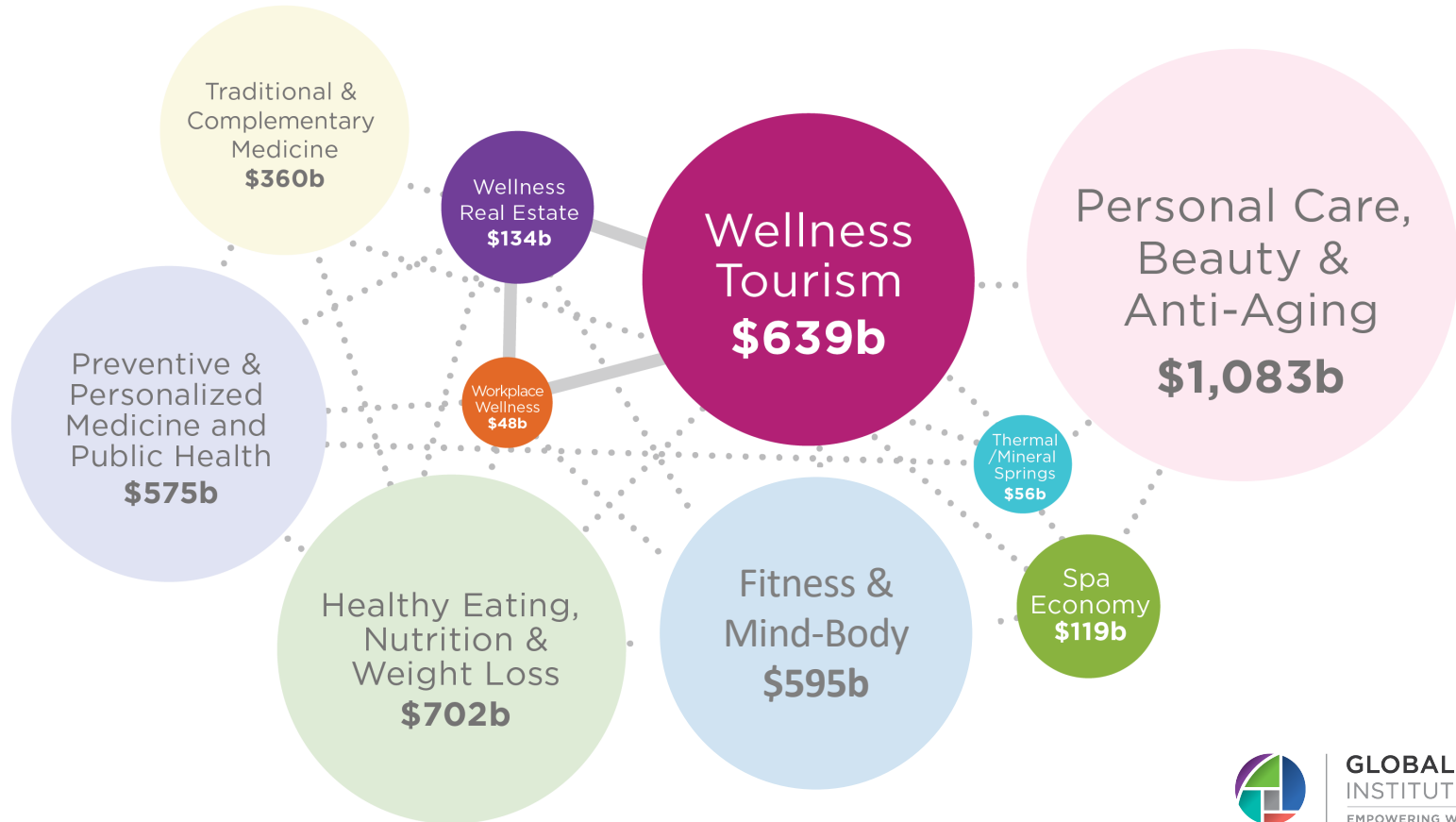
Go ahead and cancel your membership, you already have the tools you need.

**The Quartzly newsletter  
is our weekly dispatch  
about living well in the  
global economy,  
delivered to your**

If you want to be as healthy as possible, there are no treadmills or weight machines required. Don't just take my word for it—look to the longest-lived people in the world for proof.



# GLOBAL WELLNESS ECONOMY



# Physical Activity

Any bodily movement produced by skeletal muscles that requires energy expenditure – including activities undertaken while working, playing, carrying out household chores, travelling, and engaging in recreational pursuit.

~World Health Organization



Prehistory



Early-1900s

From hunting.... to growing potatoes...



Early-1900s



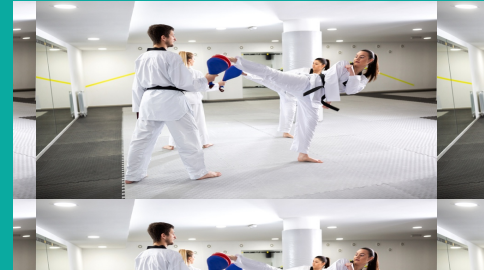
Today

...to couch potatoes!

\$230b



## Active Recreation & Sports



**\$230b**

Sports & Active Recreation

**\$109b**



# Fitness



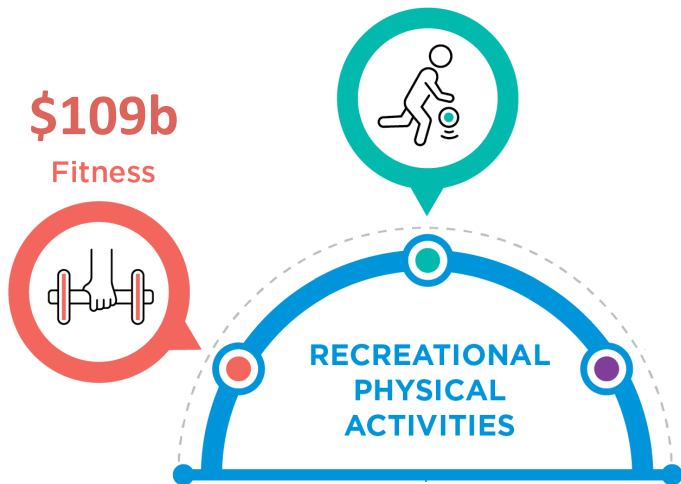
**\$230b**

Sports & Active Recreation

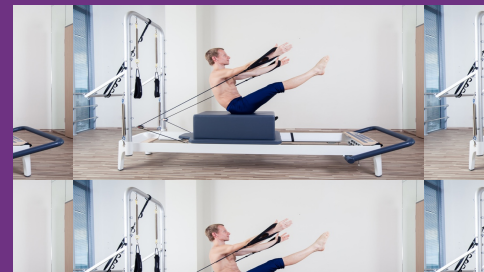
**\$29b**

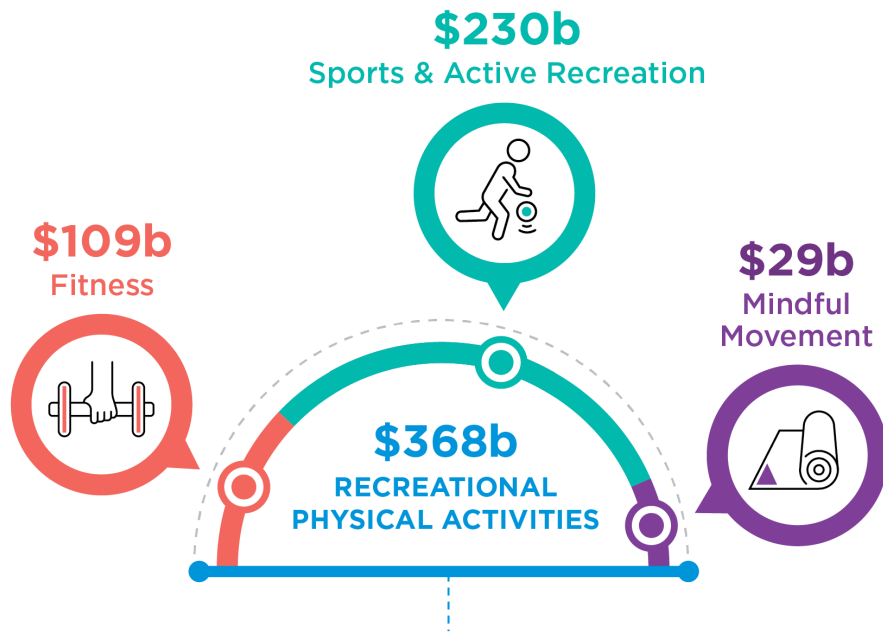
**\$109b**

Fitness



# Mindful Movement





## Technology



## Equipment & Supplies



## Apparel & Footwear

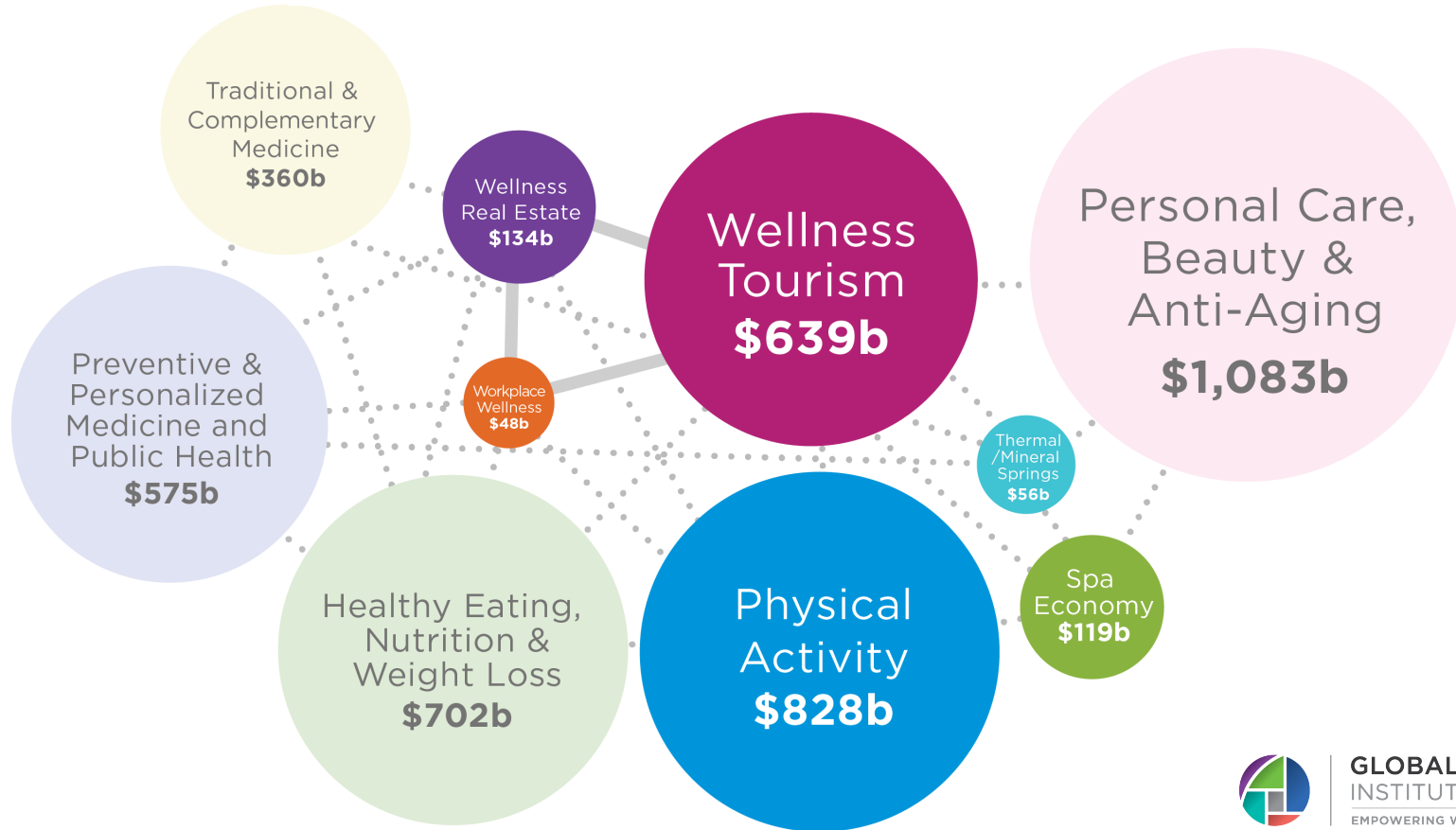




# Global Physical Activity Economy

## \$828 billion in 2018

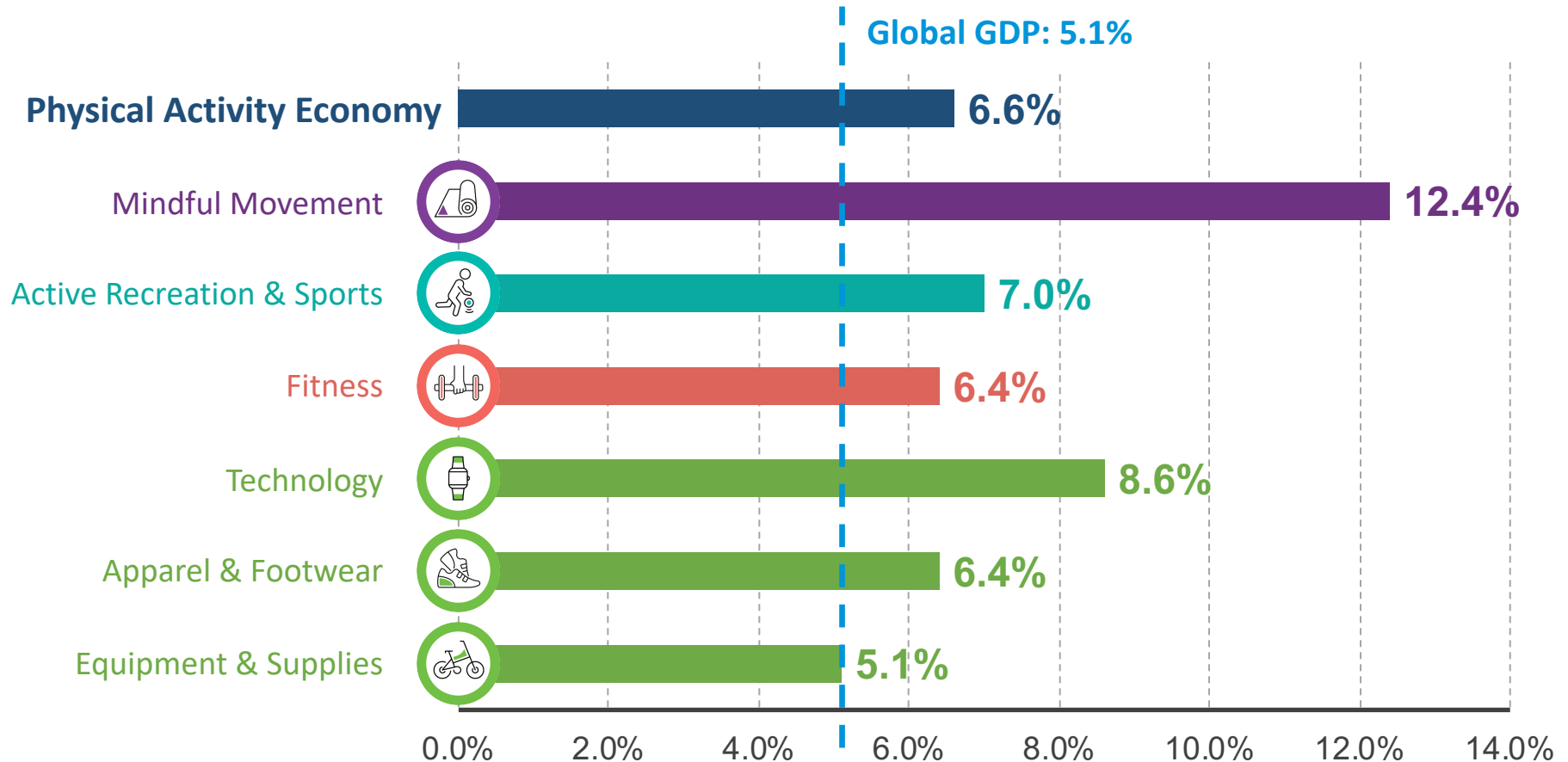
# GLOBAL WELLNESS ECONOMY: \$4.5 Trillion Market



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Numbers do not sum to total due to overlap in segments.

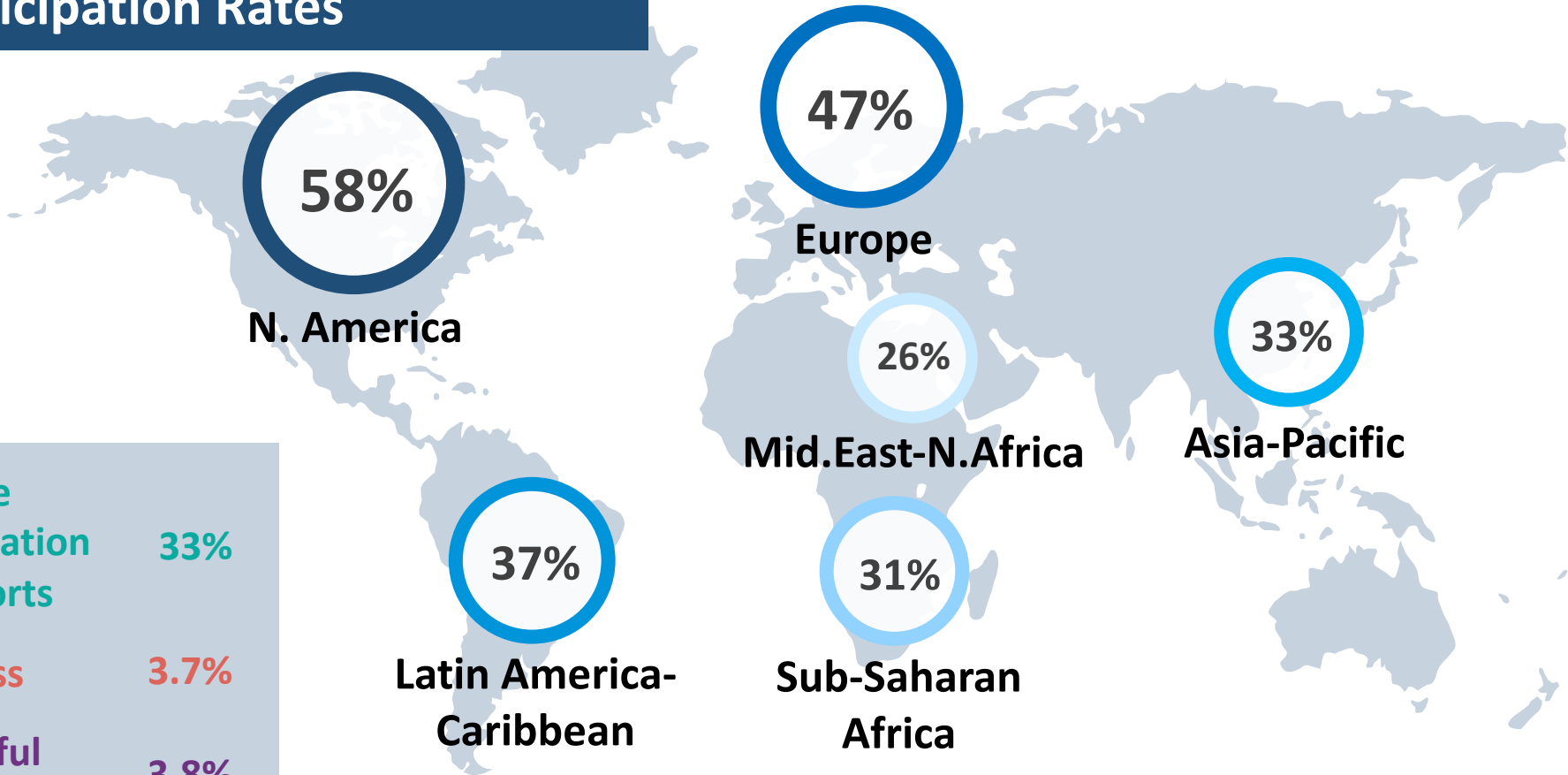
# Projected Average Annual Growth Rate, 2018-2023



# Recreational Physical Activities Participation Rates

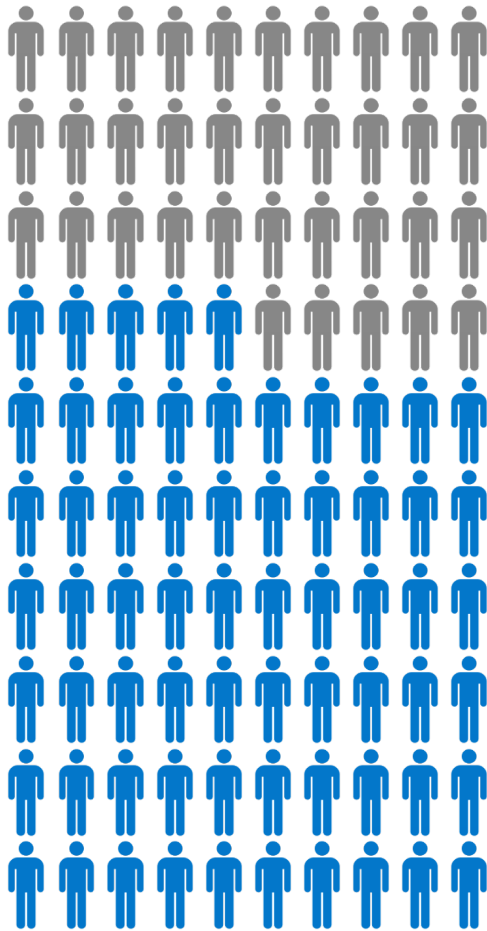
35% globally in 2018

Active Recreation & Sports	33%
Fitness	3.7%
Mindful Movement	3.8%



Source: Global Wellness Institute  
Participation rate measures the share of the total population who participate in one or more of the physical activity categories on a regular basis (at least monthly).

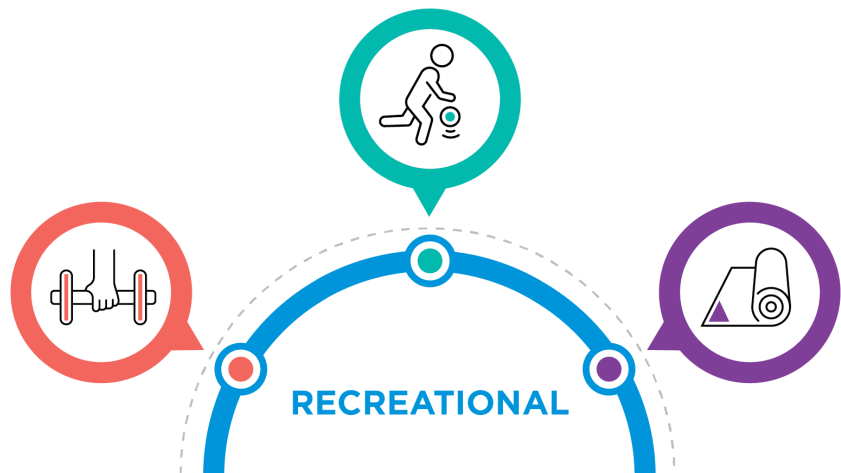
65%  
**DO NOT** do  
recreational  
physical  
activity



vs.



28-31%  
physically  
inactive



## Transportation



## Domestic



## Occupational



# Adults

1. Lack of time
2. Lack of interest
3. Physical or health conditions
4. Lack of motivation or habit

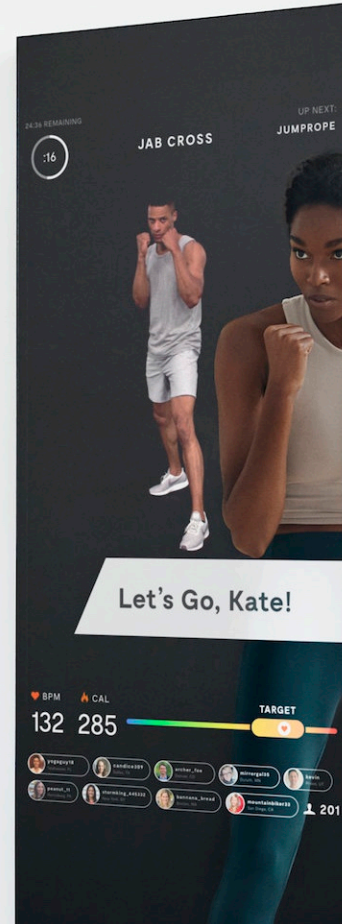
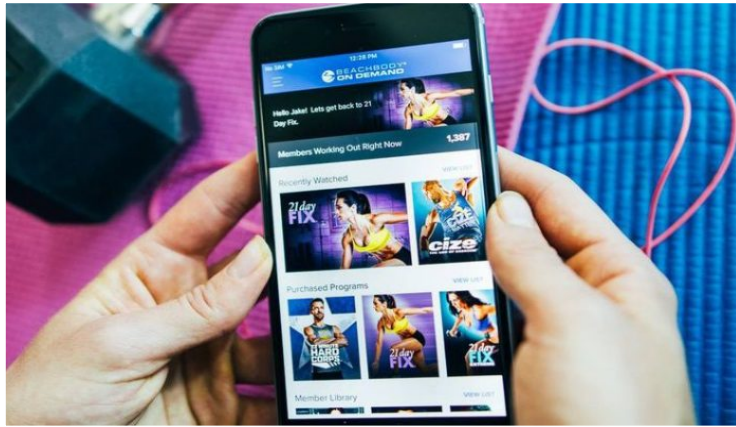


## Top Barriers to Physical Activity

# Youth

1. Lack of time
2. Lack of convenient facility or activity near home
3. Not having fun
4. Prefer to do something else





Motivation

Convenience

Fun

Affordable

New Technologies



All Ages

All  
Genders

All Physical  
Conditions

**Reaching the Underserved**



Affordable

Accessible  
To All

Natural  
Movement

Public Investments

Fun

Daily  
Habit



**Building Lifelong Habits**



# A Privilege? Or a Right?



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