Move to Be Well: The Global Economy of Physical Activity

Katherine Johnston, Senior Research Fellow, Global Wellness Institute, US
Ophelia Yeung, Senior Research Fellow, Global Wellness Institute, US
Move to be Well: The Global Economy of Physical Activity
GLOBAL WELLNESS ECONOMY: $4.2 trillion in 2017

Wellness Tourism $639b

- Personal Care, Beauty & Anti-Aging $1,083b
- Fitness & Mind-Body $595b
- Healthy Eating, Nutrition & Weight Loss $702b
- Preventive & Personalized Medicine and Public Health $575b
- Traditional & Complementary Medicine $360b
- Wellness Real Estate $134b
- Workplace Wellness $48b
- Thermal/Mineral Springs $56b
- Spa Economy $119b

Numbers do not sum to total due to overlap in segments.
The healthiest people in the world don’t go to the gym

By Andrew Marin • November 3, 2018

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

- Wellness Tourism: $639b
- Personal Care, Beauty & Anti-Aging: $1,083b
- Healthy Eating, Nutrition & Weight Loss: $702b
- Fitness & Mind-Body: $595b
- Workplace Wellness: $46b
- Global Wellness Economy: $1,083b
- Thermal/Mineral Springs: $56b
- Spa Economy: $119b
- Preventive & Personalized Medicine and Public Health: $575b
- Traditional & Complementary Medicine: $360b

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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
From hunting... to growing potatoes...
...to couch potatoes!
$230b

Active Recreation & Sports

Source: Global Wellness Institute
Sports & Active Recreation

$230b

RECREATIONAL PHYSICAL ACTIVITIES

$109b

Source: Global Wellness Institute
Mindful Movement

Source: Global Wellness Institute
Global Physical Activity Economy

$828 billion in 2018

Source: Global Wellness Institute

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GLOBAL WELLNESS ECONOMY: $4.5 Trillion Market

- Traditional & Complementary Medicine: $360b
- Preventive & Personalized Medicine and Public Health: $575b
- Healthy Eating, Nutrition & Weight Loss: $702b
- Physical Activity: $828b
- Workplace Wellness: $46b
- Wellness Real Estate: $134b
- Personal Care, Beauty & Anti-Aging: $1,083b
- Thermal/Mineral Springs: $56b
- Spa Economy: $119b

Numbers do not sum to total due to overlap in segments.
Projected Average Annual Growth Rate, 2018-2023

- **Physical Activity Economy**: 6.6%
- **Mindful Movement**: 12.4%
- **Active Recreation & Sports**: 7.0%
- **Fitness**: 6.4%
- **Technology**: 8.6%
- **Apparel & Footwear**: 6.4%
- **Equipment & Supplies**: 5.1%

Source: Global Wellness Institute. Global GDP data from IMF.
Recreational Physical Activities Participation Rates

35% globally in 2018

N. America: 58%
Europe: 47%
Mid. East-N. Africa: 26%
Asia-Pacific: 33%
Latin America-Caribbean: 37%
Sub-Saharan Africa: 31%

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

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).

Source: Global Wellness Institute
65% DO NOT do recreational physical activity vs. 28-31% physically inactive

Source: Global Wellness Institute, The Lancet
Transportation

Domestic

Occupational

Source: Global Wellness Institute
**Adults**

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

**Youth**

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

*Source: Global Wellness Institute*
Motivation
Convenience
Fun
Affordable

New Technologies
All Ages
All Genders
All Physical Conditions

Reaching the Underserved
Building Lifelong Habits
A Privilege? Or a Right?
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