

FINAL REPORT:
**COMPREHENSIVE RESEARCH REPORT –
THE INDIAN WELLNESS ECONOMY**

Dr M (BK Modi) | Global Leader - Wellness

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Nature of the Assignment

Objective

The objective of this assignment is to conduct comprehensive research on the Indian Wellness Economy. Hotelivate will examine the wellness economy across the globe, the Asia Pacific region as well as India by way of studying and analysis ten specific sectors that make up the wellness universe. The purpose of this report is to present the findings and methodologies deployed in estimating the value of the Indian Wellness Economy today as well as over the next 10, 20 and 30 years.

Use of the Comprehensive Study

This research report has been prepared for Dr M (BK Modi), Global Leader - Wellness. The information presented in this report should not be disseminated to the public or third parties without the express written consent of Hotelivate.

Scope of Work

All information was collected and analyzed by the staff of Hotelivate. The accuracy of the information collected and presented is subject to the authenticity of the data available through the various sources studied and researched by Hotelivate.

Methodology

Our approach was as follows:

- 1) Detailed research & commentary on the various components that make-up the wellness economy in India
- 2) An estimation of their overall size & scale in India - 2020
- 3) An estimation of the Indian wellness economy growth potential - 10, 20 and 30 years.

Effective Timeline for Estimated Wellness Economy Size

The effective timeline for the estimated wellness economy size spans across three sets of ten consecutive years from 2019/20. All projections are expressed in inflation adjusted US Dollars and Indian Rupees (₹).

Caveats

Our projections and findings are based on the market conditions prevailing at the time of the market review. We reserve the right to amend our projections should any abnormal conditions subsequently arise in the market area. Hotelivate would also like to qualify that we have not made any independent verification or carried out any due diligence of the information provided by the client, its representatives or any independent third party relating to the study.

No representation, express or implied, is or will be made or given and no responsibility or liability is or will be accepted by Hotelivate and/or any employees of the firm and/or the Owners or any of the other family members, agents or advisors in relation to the accuracy or completeness of the information contained in the report or for any previous or future written or oral communications in evaluating the project, and any liability therefore is hereby expressly disclaimed.

Executive Summary

Assignment

To create a comprehensive Research Report on The Indian Wellness Economy.

Research Synopsis

An extensive research, collation, validation and creation of the comprehensive research report that pays specific attention to highlighting the varied and diverse sectors of the wellness universe, namely:

- Wellness real estate;
- Workplace wellness;
- Wellness tourism (wellness resorts, retreats, ashrams, destination wellbeing centers, etc);
- Healthy eating, Nutrition & Weight Loss - Wellness Cuisine (Organic, low-carb, keto, farm to fork, etc);
- The Spa economy;
- Thermal/Mineral Springs industry;
- Personal Care, Fitness Wear, Beauty & Anti-Aging industries;
- Fitness – Body (Yoga, Exercise, Gyms, Fitness Centers, etc.) & Mind (Mental Health & Wellbeing);
- Preventive & Personalized Medicine and Public Health;
- Traditional & Complementary Medicine.

Moreover, the report also highlights an estimation of each of the above-mentioned sectors’ overall size and scale in India coupled with the growth potential of the Indian Wellness Economy over 10, 20 and 30 years (2020-2050).

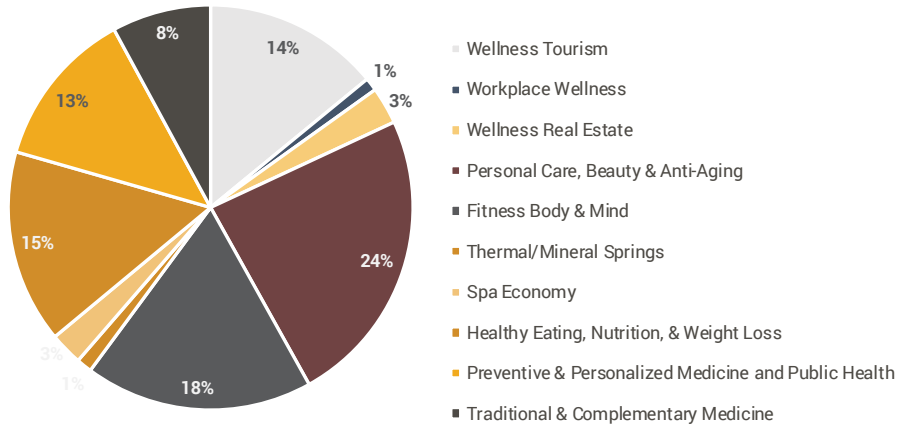
Market Synopsis

Wellness Economy – Size & Scale (2017)

	Wellness Tourism	Workplace Wellness	Wellness Real Estate	Personal Care, Beauty & Anti-Aging	Fitness Body & Mind	Thermal/Mineral Springs	Spa Economy	Healthy Eating, Nutrition, & Weight Loss	Preventive & Personalized Medicine and Public Health	Traditional & Complementary Medicine	Total
Global (USD billion)	639.4	47.5	134.3	1,082.9	828.0	56.2	118.8	702.1	574.8	359.7	4,543.7
Bucket Share	14.1%	1.0%	3.0%	23.8%	18.2%	1.2%	2.6%	15.5%	12.7%	7.9%	
Asia Pacific (USD billion)	136.7	9.3	46.8	406.7	208.3	31.6	26.5	77.7	65.0	148.9	1,157.5
Bucket Share	11.8%	0.8%	4.0%	35.1%	18.0%	2.7%	2.3%	6.7%	5.6%	12.9%	
India (USD billion)	16.3	0.2	6.1	24.8	4.7	1.9	2.1	20.9	1.0	46.2	124.2
Bucket Share	13.1%	0.1%	4.9%	20.0%	15.0%	6.0%	1.7%	16.8%	0.8%	37.2%	

Source: Global Wellness Institute, 2018

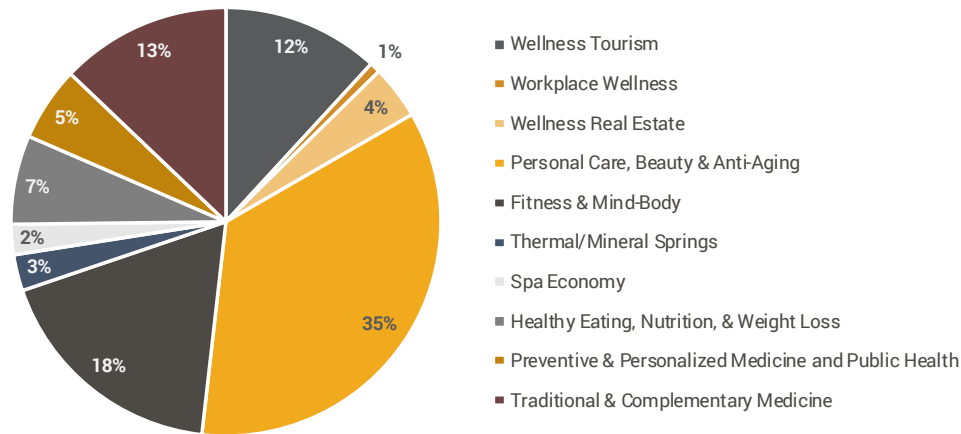
As per the Global Wellness Institute, the Wellness Economy estimated at USD 4.5 trillion on a global front in 2017. 25% of the global wellness economy is contributed by the Asia Pacific region (USD 1.2 trillion). The wellness economy in India was estimated at USD 0.1 trillion in the same year.



The Global Wellness Economy is led by the Personal Care, Beauty & Anti-Aging sector (24%), followed by Fitness Body & Mind at 18%, Healthy Eating, Nutrition & Weight Loss at 15%. The remaining seven sectors of the wellness industry constitute 43% of the industry.

Source: Global Wellness Institute, 2018

Asia Pacific Wellness Economy



Similar to the global wellness economy, the Wellness Economy in Asia Pacific is led by the Personal Care, Beauty & Anti-Aging sector (35%), followed by Fitness Body & Mind at 18%. The remaining eight sectors of the wellness industry constitute 47% of the industry.

Source: Global Wellness Institute, 2018

India Wellness Economy – Size, Scale & Estimated Values (2019/20, 2029/30, 2039/40, 2049/50)

India	2019/20	2029/30	2039/40	2049/50
Estimated Population	1,38,00,04,385	1,48,26,46,571	1,55,22,77,547	1,63,90,00,000
Population Growth Rate (CAGR)	1.47%	0.72%	0.46%	0.55%
GDP (USD Billion)	2,875	5,926	10,122	14,983
GDP % growth	5.86%	7.50%	5.50%	4.00%
Number of Households	31,01,13,345	33,31,79,005	34,88,26,415	36,83,14,607
% Growth	1.65%	0.72%	0.46%	0.55%
No. of Households earning > 10lakh	93,03,400	1,08,28,318	1,22,08,925	1,38,11,798
% of Households earning >10 lakh	3.0%	3.3%	3.5%	3.8%
No. of members per Household	4.5	4.5	4.5	4.5
Inflation	5%	5%	5%	5%
% of Total Population utilising the Wellness Industry	5%	6%	7%	8%
% of Total Households earning more than >10 lakh	66%	70%	75%	80%
Total Population utilising the Wellness Industry	6,90,00,219	8,89,58,794	10,86,59,428	13,11,20,000
Total Households (earning > 10 lakh) utilising the Wellness Industry	61,40,244	75,79,822	91,56,693	1,10,49,438
Total Households (no. of members) utilising the Wellness Industry	2,73,24,087	3,37,30,209	4,07,47,286	4,91,70,000
Total Population + Households utilising the Wellness Industry	9,63,24,306	12,26,89,004	14,94,06,714	18,02,90,000
% of Total Population + Households utilising the Wellness Industry	7.0%	8.3%	9.6%	11.0%
Total Wellness Industry (INR billion)	2,302	2,932	3,570	4,308
Total Wellness Industry (USD billion)	124.2	257.7	511.2	1,004.8

Source: Hotelivate Research

Conclusion

Wellness has been always been one of the ground roots of India and the idea of wellness has become an increasingly intriguing notion of what constitutes a wellness enhanced healthy lifestyle coupled with complementing the traditional approaches combined with modern technology when sustaining a healthy lifestyle. Historically, domestic and international travellers have been seen flocking to various parts of India in order to obtain specialised and traditional wellness treatments and this demand has grown in the recent years with a great potential of growing even further. In 2019/20, the Indian wellness industry was valued at USD 124.2 billion with close to 100 million Indians utilising the various amenities of the wellness industry. With the accelerated growth in demand for wellness amenities, this demand is anticipated to grow substantially over the next 30 years.

India's maturing population and growing economy has created boundless opportunities for owners, developers and operators in the Wellness sector. As per secondary research conducted by Hotelivate, the wellness demand constituted of the combination of 5% of total population and 66% of households that earns more than 10 lakh



annually. This is expected to witness a gradual growth over the next 30 years, with over 180 million Indians utilising the wellness industry by 2050 – resulting in the Indian Wellness Industry being at USD 1 trillion.

Understanding Wellness Lifestyle Real Estate

“Wellness lifestyle real estate is defined as homes that are proactively designed and built to support the holistic health of their resident” – *Build Well to Live Well 2018, Global Wellness Institute.*

In addition to being about physical and mental health, wellness can be stated as being multi-dimensional as it encompasses the social, emotional, spiritual dimensions along with physical and mental, amongst others, that encloses all aspects of a human being (mind, body and spirit) and work in harmony in order to lead a well lifestyle. In addition to these, wellness real estate is seen to grow into being one of the main aspects of wellness worldwide. A report published by the Global Wellness Institute in 2018, real estate is believed to be the next frontier to radically transform the wellness movement in both, commercial and residential real estate.

A growing market

In 2017, the wellness real estate was a USD 134 billion industry globally with a 6.4% annual growth and has been estimated to further grow to being USD 180 billion by 2022. This market is led by North America (USD 54.8 billion) followed by Asia Pacific (USD 46.8 billion). The United States wellness real estate market is more than twice the value of China, the second biggest market valued at USD 19.9 billion. Continuously incorporating wellness elements into building materials and designs, programs and facilities, the real estate market is rapidly growing with demand increasing to bring in more health driven lifestyle and is now 15% of annual global construction market with being 50% of the green building industry worldwide. These figures capture commercial and residential construction such as hospitality, office spaces, medical and leisure, that constitute of wellness elements in their building material, design, amenities and services. As per research conducted by the Global Wellness Institute in 2018, three-quarters of the total wellness real estate market worldwide is accounted by the United States, China, Australia, India, United Kingdom and Germany.

Today, there are more than 750 wellness lifestyle real estate developments being built globally across more than 34 countries. These developments include urban districts, master-planned communities, mixed-use projects, hospitality real estate that are being undertaken by professional companies that include human health and wellbeing as a core principle for community designing and marketing approaches. In the hospitality sector, several wellness brands have been incorporated in the main company portfolios and are adding wellness components for customers in the form of wellness resorts and destination spas.

Indian Real Estate Market

The real estate market in India has been well complimented with a gradual growth in corporate environments where there is a large demand for office spaces as well as accommodations in urban and sub-urban locations. Moreover, this sector is anticipated to incur a large amount of investment coming from non-resident Indians (NRI) in the short and long term with Bengaluru being the most favoured property investment destinations, followed by Pune, Ahmedabad, Chennai, Delhi, Goa and Dehradun. The real estate market is expected to grow at a CAGR of 8.8% with being a ₹65,000 crore (USD 9.30 billion) in 2040 from being ₹12,000 (USD 1.72 billion) in 2019. By 2025, this sector is expected to contribute about 13% to the country's GDP.

Most of the Indian population is seen to move towards developments with premium features and are willing to pay for the same. Modification of the existing traditional developments is also being looked at in order to meet the wellness needs of customers as its become a prime consideration. This has resulted in a rapid change in the concept of real estate where developers are seen to opt for delivering premium properties at desired locations and wit desired facilities, gradually making way for luxury homes. With the growing demand for wellness real estate, delivery of wellness focused amenities such has recreational facilities (gymnasium, jogging track, tennis and badminton courts, fitness and yoga studios, amongst others) in residential communities has increased rapidly. Resultantly, these amenities have been seen to deliver a stronger a convincing punch for premium prices.



The wellness concept into homes was first introduced by Tata Housing in Thane, Mumbai, India, and was priced at INR 1.65 crore and above in. The younger generation of buyers, especially in the metro cities, were seen as the prime buyers owing to them being armed with rising incomes and desire to reshape their lifestyles with incorporating wellness. Per the All India Wellness Survey carried out by Tata Housing, more than 85% of the studied population were willing to pay a premium for homes with wellness features. About 60% of the participants were unknown of the harmful electromagnetic fields existing inside of homes owing to the electrical circuits and about 40% they were aware of the same but did not know what to do about it.

Hence, the wellness real estate boasts of the rise it is experiencing and is anticipated to have as the developments through this are free of several harmful factors that are moving demand towards the wellness real estate from the traditional developments, such as radiations and air and water quality. On the other hand, a number of wellness-based hospitality developments have been seen in the past few years with wellness-based resorts and spa resorts emerging in leisure locations. More and more investors and owners are moving towards creating high-end wellness developments and focusing on minute aspects of wellness lifestyle with premium pricing to attract demand. This demand too is seen to increase its travel to such locations more often than before in form of staycations or full vacation periods.

Accelerating demand

There has been a substantial growth in the demand for wellness real estate in the past few years owing to many consumers moving towards living in healthier environments and are ready to pay a premium price for a healthier built environment. According to the Global Wellness Institute, real estate developments positioned in the upper to middle ends of the market are achieving a premium sale price average of 10-25% and going further up to 55% (Build Well to Live Well 2018, Global Wellness Institute). The demand is seen to rapidly accelerate and industry leaders too are bringing in innovative methods in order to meet the demand with correct guidelines, standards and design principles to facilitate them. With the demand outpacing supply in the wellness real estate market, developers are increasingly investing in projects with unique community province with high quality residence and amenities. For example, Serenbe Georgia, USA, is a wellness neighbourhood and one of the first wellness communities to come up. Residences here are seen commanding premiums of 35-55% when compared to homes in metro areas (Build Well to Live Well 2018, Global Wellness Institute).

Different geographies come with different market needs, site characteristics and target audiences. Air and water quality, restless sleep due to congested neighbourhoods and noise pollutions, along with wellness and healthy amenities are some of the core demand concerns raised in megacities globally. Suburban locales have residents seeking better walkability, transit options such as bike and walk paths and healthier and fresh farmer markets in the vicinity along with edible landscaping and farm-to-table concepts in restaurants. Environment sustainability, recreational and wellness programs and amenities are prioritised by other localities. Developers around the world have begun to aim at demographic groups, creating wellness living concepts based on local characteristics.

Residential properties in the upscale segment are beginning to incur wellness components such as enhancing indoor air, lighting, water systems, spas and fitness areas, recreational spaces, health food establishments, wellness programs and professionals, within themselves in order to attract high income demand. Demand in the midscale segment (middle-income consumers) too are moving towards wellness neighbourhoods with community farmer markets and gardens, bigger parks and walkways. Moreover, wellness design features are being incorporated in affordable housing, resulting in creating wellness lifestyle across all segments. These segments are anticipated to further grow rapidly in the short-to-medium term.

Looking to the future

Wellness living concepts are growing with equal pace as the demanding consumers. In accordance with the GWI research, the emerging developments and wellness lifestyle real estate growth is likely to further enhance living environment designs. Colocations and integrated residential are likely to blur the lines between leisure, home and work with ample facilities and wellness amenities of remote workstations, sharing economy and attempted to find work-life balance. Developments of diverse and multigenerational neighbourhoods in order to cater to demand seeking a healthy mix of age, backgrounds, life stages and social classes - adhering to a healthier lifestyle and wellbeing as social connections form a physical realm for wellness in society and economy.



Another living concept adopted is multipurpose developments with wellness communities being combined with health organizations in order to holistically design wellness infused living grounds. These developments include medical centres and hospitals within the vicinity. Many communities are seen to produce their own renewable energy and healthy foods and carrying out processes in order to improve air quality and recycle water. Every year trillions of dollars are recorded as expenditure done on pharmaceuticals, medical care and technology, biomedical research and many more in order to try and fix current negative and unhealthy environments. The global crisis of unsustainable health costs and rise of chronic ailments are resultants of poor living environments and can be controlled by transforming how and where we live by shifting resources being utilised in the correct developments that give best health returns. This shift can be made with reframing the concept of public health landscape with enclosing wellness facilities like pocket parks, sufficient greenery, walking paths, social neighbourhood, amongst others.

Thus, one can strongly believe the wellness real estate to become mainstream and eventually become the new living and industrial norm in no time (Spa and Business Magazine, 2018).

Year	Market Size (USD billion)		Projected Average Annual Growth Rate (P)
	2017	2022 (P)	2017-2022
Wellness Real Estate	134.3	197.4	8.0%

Source: Global Wellness Institute

With the rapid spread in awareness of the environmental factors having an impact on wellbeing, the wellness real estate is coming in light as a remedy to support and enhance communities and individuals towards healthier lifestyles on the back of developing processes the hold key wellness features in contrary to traditional real estate. In addition to the previously mentioned health and wellbeing benefits to its consumers, wellness real estate is known to achieve a faster value appreciation and is accounted as being more attractive an investment, making it beneficial for buyers. As for developers and operators, the price premiums achieved from the wellness real estate units result in higher returns and increasing demand inflow and revenue generation, makes it beneficial for them as well.

As per the secondary research conducted by Hotelivate, certain core distinctions essential in the development of wellness real estate lie in the master planning, concept development and design, amongst others, that can be explained in the form of the below methodology.

Location and Neighbourhood

The subject site has to be inspected and evaluated from the viewpoints of accessibility, visibility, topography and other relevant location factors. Connectivity to nearby hubs, surrounding noise pollutions, desired landscapes and recreational outdoor developments are to be analysed while developing a master plan. Adjacent land parcels and developments to the subject site are to be studied in order to understand the immediate neighbourhood.

Market Research and Project Viability

Thorough analysis of a defined competitive set of existing and proposed developments in the real estate market is required resulting in understanding market statistics such as vacancies, planned and under construction areas, developed units and net absorption with absorption rates and rental programs along with unit mix and sizing statements, financial statistics and area trends.

Development Strategy, Design and Brief

A wellness concept strategy will be established based on the research and competitive analysis of the selected market. This strategy will be driven by business models, sales and marketing models of the development, coupled with its wellness positioning and target audience. Post the market and positioning understanding, a design brief is put together, which includes architecture, landscaping, concept standpoint and product design, in order to translate the project vision into a successful execution of the development.

Construction

This phase includes the usage of more sustainable construction processes in order to create a wellness-based physical environment that supports the wellness lifestyle.

Sales and Marketing

Bringing together a team partnered with wellness and health publications, events and consortiums in order to create a specialised in-house sales and marketing team that will approach the targeted audience of wellness real estate developments.

Conclusion

The multibillion-dollar industry believes natural materials, pollution sensors and air purifiers can play a big role in breathing new life into high-end homes. People across the world have recognized in the past decades that there have been multiple changes in the lifestyle where chronic diseases and obesity have grown substantially. Many of these ailments have come to light and can be related back to day-to-day lifestyles, habits and the developments and environments being lived in.

As stated earlier, the growing popularity of the wellness real estate market is anticipated to become the norm that will progressively transform commercial and residential neighbourhoods and gradually transform cities and towns. This is further anticipated to result in growing benefits for real estate players.

Workplace Wellness – India

As workplaces become increasingly competitive, stress-related issues such as disengagement at the lower-end of the spectrum and obesity and burn-out at the higher-end become commonplace occurrences. In an effort to combat these illnesses, workplaces in the last two decades have begun incorporating preventive measures, recreational offerings and strict checkpoints into their packages for employees.

Valued at US\$47.5 billion globally in 2017, the workplace wellness industry still remains largely concentrated in the developed world and while global/multinational organisations may be trying to do their bit in developing countries, the effectiveness of these offerings in these countries leaves a lot to be desired.

Workplace Wellness is measured in terms of expenditures made by employers to improve employee wellness. These expenditures include simple steps such as bringing the outdoors in and creating green spaces in offices or incorporating some rejuvenation time in the workplace such as yoga/meditation sessions for the employees to more infrastructurally and financially demanding provisions such as a fitness centre in the workplace or wearable devices for all employees to measure their daily activity as well as health screening and diagnostics and counselling services.

As per the Wellness Economy Monitor published in the year 2018, India ranked 10th in Asia-Pacific in terms of the total expenditures made to bring workplace wellness to the employees. With a total spent of US\$184.2 million that gave access to only 9.2 million workers to wellness programs and services, workplace wellness remains a niche offering by organisations and India has a long way to go.

Size of the Workplace Wellness Industry by Region (2017)

Region	Number of Workers with Access to Wellness Programs & Services (million)	Expenditures on Workplace Wellness (US\$ billion)
Global	321.7	47.5
Asia Pacific	97.8	9.3
India	9.2	0.2

Source: Census of India, 2011, Hotelivate Research

Need for Workplace Wellness

In India, health insurance has been a standard inclusion in Employee CTCs for some time now. However, the demands of and toll taken by today's growing economy on the workforce in India are not limited to commonplace ailments and injuries that can be covered by a basic health insurance and accident coverage. In fact, workplace related illnesses have in the last decade contributed significantly to the health costs for organisations in India. As the economy grows, India faces a growing need to build a sturdy, healthy and productive workforce that can take on the strains, high stresses and sedentary lifestyles that now come bundled with the jobs.

A 2018 survey conducted by Cigna TTK Health Insurance found that 89% of the sample set believed that they suffered from stress compared to the global average of 86%. Of these, 75% survey takers did not feel comfortable speaking to medical professionals. While majority of survey takers attributed their stress to work followed closely by finances, about 50% said that they are part of workplace wellness programs. 68% survey takers also said that wellness programs offered at the workplace influenced their job selection.

Government Initiatives

In the year 1970, the National Institute for Occupational Health was setup at Ahmedabad, Gujarat in collaboration with the World Health Organisation to work alongside the Ministries of Labour, Health and Family Welfare, Environment and Forests, Agriculture, etc. Further, the National Safety Council of India was established to ensure that accidents are prevented, dangers re minimised and awareness programs are carried out. The NSCI supervises the following activities:

- ❑ Road transportation safety
- ❑ Safety of health in the construction sector
- ❑ Safety, health and environment in small-to-medium-scale enterprises

It is evident that while the above setups have been established by the Indian government, they are neither sufficient for nor equipped to handle stress-related health concerns prevalent, including mental health issues, especially in the secondary and tertiary sectors today. Therefore, it becomes increasingly important for private organisations to take it upon themselves to fill the gap and ensure suitable work environments for their employees.

Workplace Wellness Offerings in Multinational Organisations

- ❑ Health Camps – Traditionally, firms have encouraged employees to actively participate in health camps and check-ups. These have been effective in diagnosing and oftentimes preventing budding health issues.
- ❑ Digital Health Monitoring Platforms – Digital platforms and applications as well as wearable health monitoring devices have recently become an effective way not only for employers to monitor the physical activity and wellbeing of employees but also a motivating tool for the employees themselves to invest some time each day towards their health. Additionally, such platforms allow for customising wellness programs to the specific needs of their employees.
- ❑ Reimbursements – Some multinational giants have recognised the need for employees to invest time and effort on their health and fitness in their free-time, more so during the pandemic. Therefore, an emerging trend is that of these firms reimbursing employees up to a certain limit for any fitness or gym-related equipment, memberships, etc.
- ❑ Mental Well-being - Companies in India have started monitoring employee behaviour and morale and introduced stress management programs for employees such as mindfulness training, stress-relieving tactics, meditation, workplace yoga sessions etc. Practicing mindfulness through the workday is also encouraged by employers as research indicates that employees practising mindfulness believe in creating a healthy environment for colleagues as well as remain more focussed through their workdays.
- ❑ Flexible Hours – Allowing employees the option to choose their work timings or taking breaks during the workday help employees balance their personal commitments thereby ensuring that they remain focussed on their work at hand. This is also appreciated by parents and employees with family commitments.
- ❑ Fitness Challenges – Trending fitness challenges have off-late become an engaging way for getting employees involved in various fitness activities in the workplace. Otherwise as well, companies have seen merit in creating their own in-house challenges for employees along the lines of more traditional sports tournaments that were the rage in yesteryears.

Workplace Wellness Programs in Hotel Chains in India

Marriott International

In 2010, Marriott International launched a program called TakeCare Wellbeing to create a healthy working environment for its employees. As part of the program, the company offered stress management, exercise and fitness, nutrition and weight management, smoking cessation, and financial wellbeing services to their staff. Marriott International has also been known to introduce a Healthy Hotel Certification program to recognize hotels for creating a healthy work environment for their associates.



Marriott's Westin brand offers pre- and post-shift stretching wellness programs. Housekeepers often suffer from muscular soreness, so Westin provides specially designed New Balance shoes with arch support and shock absorption for them. Also, employee cafeterias feature healthy menu items featuring Superfoods (food items containing high amounts of antioxidants, polyphenols, vitamins, and minerals).

Hyatt Hotels Corporation

Hyatt Hotels are encouraged to conduct monthly fitness activities such as Zumba classes, martial arts trainings, yoga and meditation sessions and kickboxing for their employees as part of the wellness programs to help employees and their families stay healthy.

Homegrown Applications Encouraging Workplace Wellness

HealthifyMe provides a virtual platform which consists of various services and personal coaching targeting weight loss, muscle building, toning up and arresting medical conditions. Also, emphasis is laid on diet plans, home and gym-based workouts, holistic weight loss and many more. The app boasts of being the largest online health and fitness community in India and claims to have had over 15 million downloads.

In terms of workplace wellness, the app offers a corporate wellness program and has clients comprising of big brands such as Coca-Cola, Nestle, ITC Limited, Shell to name a few. These companies encourage participation of their employees and results are already being witnessed. HealthifyMe has claimed that their clients have witnessed a 17% reduction in their medical cost and a 50% increase in the physical activity of the respective employees. Additionally, this has led to a 4Kg of average weight loss per employee which HealthifyMe has stated and is quite impressive

Founded in 2019, **Mindhouse** is already working with close to 600 companies by providing them with employee wellness programs. The app conducts various meditation sessions and techniques which are directed towards better sleep, focus and stress management.

Additionally, the corporate program also conducts holistic health sessions such as mindfulness, breath-work, visualization, vitalizing yoga and more delivered by certified experts.

Vantage fit provides a holistic corporate wellness program to encourage a healthy lifestyle for better productivity. The application works on a competition and challenge model by launching various employee health challenges such as walkathons and encourages healthy challenges by gamifying daily health tasks. Also, the application can create multiple health campaigns that combines various health challenges and tasks.

The app also has various trackers which can monitor heart rate, activity and calories and can also perform a health risk assessment. Vantage point also lays emphasis on the safety and security of the employees keeping the work-life balance aspect in mind.

Trends in Workplace Wellness

Virtual Wellness/Therapy

A relief for workers with limited time and to the budget of the companies which actively indulge in workplace wellness. Therapy sessions can now be carried out virtually as users can contact counsellors and wellness professionals via video conferencing should they prefer to. These apps are also equipped with state-of-the-art technology where AI can analyse state of the mood and other mental health disorders.

Wearable Fitness Devices

There is abundance in the kind of wearable device technology that is available in the market space today. Smart health bands are capable of tracking daily fitness, sleep, heart rate, calories to precision making one self-aware of their daily health levels. Such devices make a good incentive or gift that can be provided to employees.

Customizing based on Psychographic Profiling

Like how product companies use psychographic profiling to develop their products for the customers and save huge costs in R&D, the Human Resources can do the same for their employees in the respective companies. Employees can be profiled based on age, interests, hobbies etc. and customised wellness activities and programs can be developed.

Incentivizing Employee Wellness

Incentive based wellness programs are encouraging employees to keep healthy and stay fit. While gift coupons are common new trends also show benefits such as discount on insurance premium, paid time off, contribution to HRA etc.

Conclusion

Workplace wellness today is not just about insurance, health or dental plans. Successful and leading companies today are increasingly looking into employee's holistic health options which are the wellness of mind, body and spirit. This shift of wellness focus at workplaces has been long overdue owing to work-related stress disorders resulting in losses, both to the employee and the companies. Although, workplace wellness spending in India is just beginning to move up, we have a long way to go and a lot to achieve in this regard.

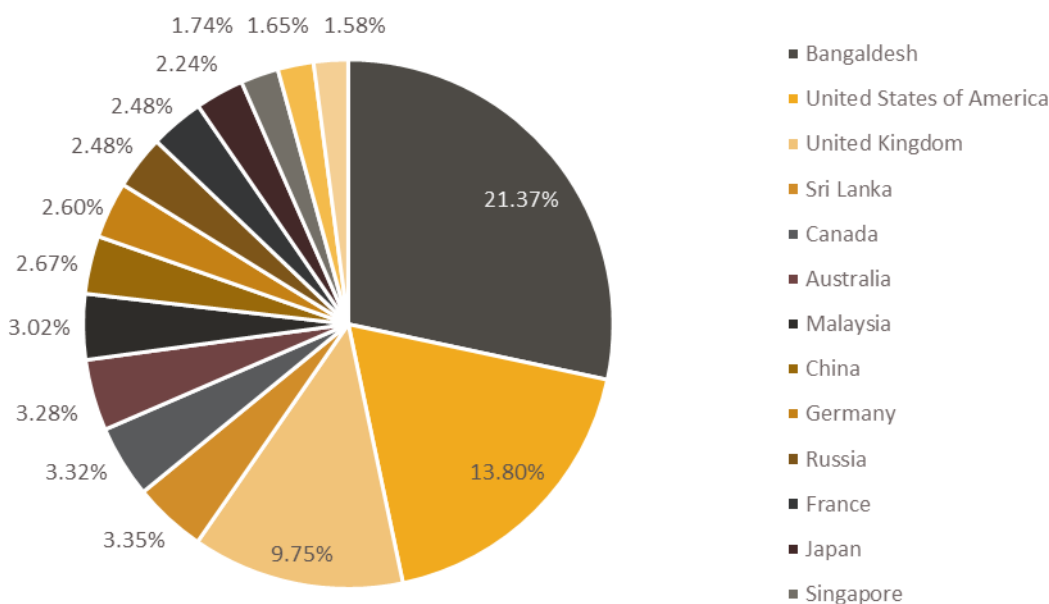
Wellness Tourism – India

Travel and Tourism trends in India, both inbound and domestic, have shown great potential for the hospitality sector in the recent past. This section takes a look at these trends in more detail which will then be further narrowed down in later sections to a specific narrative on wellness tourism.

International Travel

India played host to 10.56 million international tourists and 6.87 million NRIs in 2018. Despite a 5.2% and 1.4% growth over the previous year in international and NRI tourists respectively, India’s global share was significantly lower than that of other countries in the Asia Pacific region. This may be primarily attributed to the lower capture of Chinese travel, high dependence on tourists from other continents, and relatively lower government spending on tourism. Figure X highlights the top 15 source countries for international tourism to India in 2018 which make up 75.33% of the total international arrivals.

Top 15 Source Countries for International Tourist Arrivals (Excluding NRIs) to India (2018)



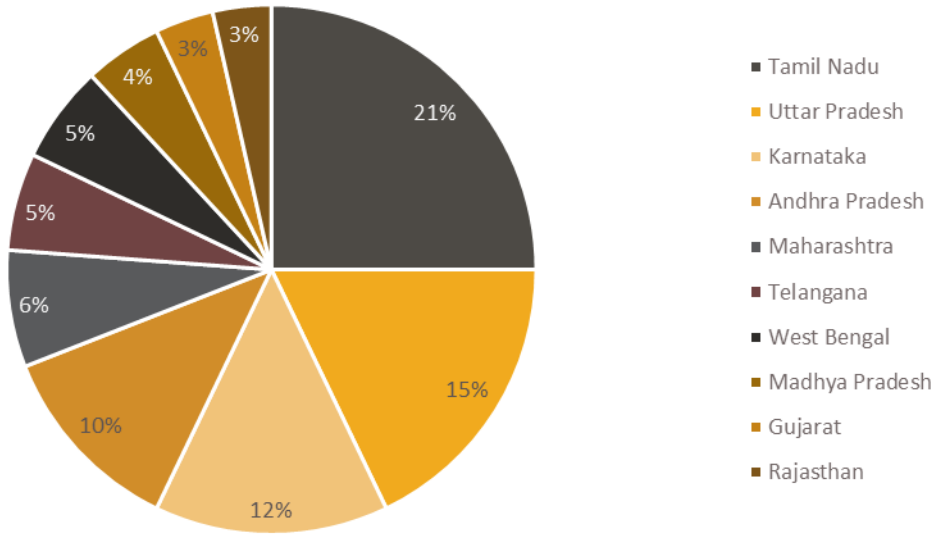
Source: India Tourism Statistics 2019, Ministry of Tourism, Government of India

Typically, the 1st and 4th quarters of the year constitute the peak seasons for International tourists in India. In terms of purpose of visit, ~68.5% of the international tourists travelling to India in 2018 travelled on leisure (~62.4%) or for medical reasons (~6.1%). It is important to note that Leisure travellers include primary and secondary wellness tourists as well. Foreign Exchange Earnings from Tourism amounted to US\$28.59 billion, growing by 4.7% over 2017.

Domestic Travel

Over the past few years, tourism in India has witnessed steady growth, aided by the shift from foreign to domestic tourism, coupled with the rising purchasing power of the expanding middle class. With 1.85 billion domestic visits recorded in the country in 2018, this shift becomes more pronounced, showing an 11.9% growth over 2017.

Top 10 Indian States with Highest Domestic Tourist Visits (2018)



Source: Domestic and Foreign Tourist Visits 2018, Ministry of Tourism, Government of India

Evolution of Wellness Tourism in The Indian Sub-Continent Global Wellness Timeline

Wellness has been important to mankind from time immemorial, but it gained formal acceptance over the last 500 years. Although alternatives to Allopathic treatment existed the world over, they were often looked upon as traditional/ indigenous methods. Moreover, wellness largely included just physical wellbeing, or the absence of physical disease and it is only over the last 4 to 5 centuries that the term has been expanded to include mental and social wellbeing as well.

This timeline aims to chronologically display the advent of wellness to become the term as we know it today and marks various milestones in this journey across the world:



Source: Hotelivate Research

In the early 21st century, Wellness as a concept began to gain momentum, especially in the western world, and consumers started to become more conscious of their purchases, lifestyles and overall wellbeing. It is in this era that we see hotel brands beginning to offer wellness-oriented products as part of their portfolios. Independent wellness retreats also took advantage of this changing trend and are now a widely seen feature, particularly in the South Asian region.

Growth of Wellness Tourism has been on the rise in India. Wellness Tourism particularly refers to travel associated with the pursuit of maintaining or enhancing one's personal wellbeing. This niche market has shown 6.5% annual growth from 2015 to 2017 globally, which is significantly higher than general tourism which grew at an annual rate of 3.2% in the same time period. While wellness travellers made 830 million international and domestic trips in 2017, amounting to 6.6% of all tourism trips globally, their total spends on these trips accounted for 16.8% of total tourism expenditures.

In the Indian context, the Wellness Tourism industry has grown by an annual rate of 17.59% from 2015 to 2017 with 17.4 million more trips recorded in 2017 over 2015.

Size of the Wellness Tourism Industry by Region (2013, 2015 and 2017)

Region	Number of Trips (millions)			Expenditures (US\$ billions)		
	2013	2015	2017	2013	2015	2017
Global	586.50	691.00	830.00	494.10	563.20	639.40
Asia Pacific	151.90	193.90	257.60	84.10	111.20	136.70
India	32.70	38.60	56.00	9.16	11.78	16.29

Source: Global Wellness Economy Monitor, 2018

Wellness Travellers

Types of Wellness Travellers

Wellness Travellers can be divided into two broad buckets:

- ❑ Primary Wellness Travellers: Travellers who base their choice of destination or itinerary on their wellness goals
- ❑ Secondary Wellness Travellers: Travellers who either maintain wellness during their travels or those who seek wellness-related activities while travelling

Secondary wellness travellers accounted for 89% of all wellness tourism trips and 86% of wellness tourism expenditures in 2017. This segment of travellers is also the faster-growing segment as compared to primary wellness travellers.

It has also been found that wellness travellers spend more per trip as compared to the average tourist. To be precise, in 2017, international wellness tourists spent 53% more and domestic wellness tourists spent 178% more than average international and domestic tourists, respectively. This may be attributed to the fact that wellness tourists may belong to the more affluent sections of society and therefore have a higher willingness to pay for not just tangible goods but also intangible experiences.

Demographics

From the year 2008 to 2018, the gender-wise distribution of foreign travellers to India changed from 60.5% male and 39.4% female to 58.6% male and 41.4% female. This gender distribution can be extrapolated to wellness travellers traveling for a specific wellness goal or those looking for wellness-oriented services during their travels. In terms of age groups, wellness travellers are more often found to be above the age of 45 whether they are traveling to wellness resorts or for medical or other purposes. International arrivals to India above this age group form ~42.7% of the total arrivals.

Typical Length of Stay

Although the average length of stay for international arrivals to India in 2018 was 22.7 days, it is important to note that length of stay for wellness travellers, both international and domestic, depends on the specific wellness purpose. For example, rejuvenating spa packages typically offered by resorts and retreats cover a period of 7 nights on average. Similarly, tourists travelling for minor ailments and surgeries such as eye surgeries, etc may also require about 7 nights. However, wellness-focussed retreats range from 7 to 21 nights while major medical treatments may also require the traveller to stay for about 3 to 4 weeks.

Components of Wellness Tourism

It is now established that wellness is not just about the gymnasiums and the spas, but it is now focused on the overall well-being of an individual. Wellness Tourism in specific is the travel associated with the pursuit of maintaining or enhancing one’s personal wellbeing as per Global Wellness Institute. There are various components that make up the wellness universe and can be broadly classified in India as under:

The Wellness Resorts and Retreats in India can be further classified by the type of services and the wellness programmes offered and what they strive to achieve. Holistic Wellness Resorts are a mix of various services such as spiritual wellbeing and self-improvement, traditional healing methods, luxury spa packages, healthy food and beverage options ultimately providing an overall wellness experience for the mind and body. The primary focus is wellness; however, the experience driven approach plays an important part in these establishments.

On the other hand, the Medical Wellness Resorts are more inclined towards a result driven approach where progress can be measured and quantified. Services in these resorts include traditional and alternative medicine practices to aid in various recovery and rehabilitation procedures as well as to combat lifestyle and mental ailments such as obesity and depression. Medical Resorts also specialise in aesthetic treatments targeted towards skin improvement and body shape enhancement etc.

Holistic Wellness Resorts	Medical Wellness Resorts
Niraamaya Retreats Surya Samudra, Kerala	Kairali Ayurvedic Health Resort, Palakkad
Atmantan, Maharashtra	Somatheeram Ayurveda Resort, Kovalam
Mekosha, Kerala	Soukya Holistic Health Centre, Bengaluru
Ananda in the Himalayas	Jindal Naturecure Institute, Bengaluru
Vana Retreat, Dehradun	Nirvana Naturopathy and Retreat, Nasik

Source: Hotelivate Research

Ashrams, Yoga Centers and Wellness Cities Yoga was developed by the Indus-Sarasvati civilization in Northern India some 5,000 year ago. Over time Yoga has evolved from the pre-classical, classical, post-classical to the now modern form of yoga. Ashrams and Yoga centers go hand in hand in India and form an ecosystem of wellness that attracts millions of domestic and international wellness seekers from across the globe. A few prominent examples are listed in the figure below.

Name and Location	Number of Annual Visitors (Approx.)	Services Offered
Art of Living Ashram, Bengaluru	1,200,000	<ul style="list-style-type: none"> Sahaj Samadhi Meditation Sri Sri Yoga Wellness Packages Advanced Meditation Programs Programs for Parents Know your child Know your teen Art of Silence Meditation Retreat Ayurveda Food Products
OSHO International Meditation Centre, Pune	15,000	<ul style="list-style-type: none"> Basho Spa – Gym and Tennis Courses for Personal Growth Daily Meditation Schedule Living-in Program Mindful Work as Meditation Multiversity Programs OSHO Meditative Therapies
Auroville, A city of Dawn	750,000	<ul style="list-style-type: none"> Matrimandir Planning & Architecture Green Practices Education & Research Art & Culture Health & Wellness Media & Communication

		<ul style="list-style-type: none"> • Rural Development • City Services
Patanjali Yogpeeth	360,000	<ul style="list-style-type: none"> • Patanjali Ayurved Hospital • Yoga and Research Center • Meditation Centers at multiple locations • Patanjali Ayurvedic FMCG Products • Patanjali 'Divya' Pharmacy • Food and Herbal Park • Agriculture Park

Source: Hotelivate Research

Medical Tourism

In the year 2018, out of the total international tourist arrivals in India, 6.1% travelled for Medical purposes. Indian hospitals cater to numerous practices and procedures that primarily relate to Cardiac, Cosmetic, Orthopedic, Neurology and Organ Transplant surgeries. Foreign Direct Investment (FDI) worth US\$ 4.09 billion was seen between April 2000 and December 2017 by the hospitals and diagnostic centers as per the data released by Department of Industrial Policy and Promotion (DIPP).

The other aspect of Medical Tourism in India are the traditional Indian health practices such as Ayurveda, Yoga, Unani, Siddha and Homeopathy which is seeing an increase in both domestic and international medical wellness tourist. Ministry of AYUSH, a government agency created in 2014 foresees the promotion of awareness and access to these traditional methods. According to a 2018 report by the Federation of Indian Chambers of Commerce and Industry India's AYUSH industry was valued at ~ US\$ 2.4 billion in 2015. A combination of both traditional and modern medical techniques is certainly a boon to India's growing Medical Wellness Tourism.

Government Initiatives

The Tourism Industry in India generated US\$ 240 billion in the year 2018 contributing to 9.2% towards the GDP and generating 8.1% of the total employment. In light of the same, the Government of India, Ministry of Tourism (MoT) launched the Swadesh Darshan Scheme which aimed at development of tourist circuits which are based on various themes such as Buddhist, Heritage, Spiritual, Eco etc. to name a few. The scheme was launched in the year 2014-15 and seen an investment of US\$ 58.95 billion so far.

Financial assistance is being provided by the Ministry of Tourism under the Market Development Assistance Scheme (MDA) to approved Wellness Centres that are accredited by the National Accreditation Board for Hospitals and Healthcare Provides (NABH). The assistance provided by the MDA is towards the participation of medical/wellness conferences, medical/wellness fairs, wellness conferences and road shows.

Ministry of AYUSH was formed in the year 2014 to ensure the development, education and research in Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy. The total budget allotted towards the AYUSH ministry stood at US\$ 14.28 billion in the year 2017-18.

Conclusion

As a wellness destination, India has various holistic offerings that include meditation, yoga, Ayurveda which not only resonate with the western world but also with the domestic tourists which are becoming increasingly aware of the need for a healthy body and mind. Foreign tourists also find India as an affordable destination in terms of the wellness tourism which is also helping the overall industry to grow. The availability of alternative healthcare services such as homoeopathy, naturopathy, organic diet and traditional spas are all factors contributing to the increasing wellness tourism in India.

Healthy eating, Nutrition & Weight Loss - Wellness Cuisine

Healthy eating, nutrition, and weight loss Includes vitamins and supplements, fortified/functional foods and nutraceuticals, natural and organic foods, health foods, sports nutrition, nutrition and dietary services, and weight loss/management products and services.

Global Overview

The weight loss and weight management diet market size was valued at 192.2 billion in 2019, and is projected reach \$295.3 billion by 2027, registering a CAGR of 10.6% from 2021 to 2027. The better-for-you segment led in terms of market share in 2019 and is expected to retain its dominance throughout the forecast period.

Alarming increase has been witnessed in incidence of health problems such as diabetes, cardiovascular diseases, and cancer in developed economies in past few years. Change in food habits, sedentary lifestyle, and high disposable income in North America and Western Europe increase the susceptibility of individuals to develop health problems such as diabetes and cancer. Thus, rise in incidence of health disorders has fostered the adoption of weight loss and weight management products. Moreover, increase in fitness consciousness in countries such as China and India due to improvement in lifestyle and change in food habits is expected to offer lucrative business opportunities to players operating in the global weight loss and weight management diet market.

However, governments in various countries have implemented stringent regulations for market players in weight loss and weight management diet industry. It is mandatory for the manufacturers to provide evidences regarding safety of any ingredient used in dietary supplements, which are not approved under the Dietary Supplement and Health Education Act 1994. Moreover, the market players have to adhere to the rules for marketing and promotion of dietary supplements, which acts a key challenge for engaged players.

The weight loss and weight management diet market in Asia-Pacific region offers lucrative growth opportunities for market players. This is attributed to increase in adoption of western lifestyle and rise in disposable income of consumers are the major factors that drive the market growth. In addition, this region offers potential opportunities to market players for launching premium, low-calorie products. Therefore, manufacturers are focusing on expanding their business in this region to increase their customer base and improve the geographical outreach. Moreover, the countries in Latin America such as Brazil are likely to unfold remunerative opportunities during the forecast period due to high prevalence of obesity in this region.

The Indian Story

Studies since 2012 have estimated that over 74% of urban Indians are overweight (i.e. BMI over 23 kg/m²). A recent survey conducted by Fitho, a leading wellness services organization, showed that along with increasing weight, there is also increasing awareness and 5 out of 10 urban Indians are trying to lose weight.

While 40% of the overweight people have intent to lose weight but are not taking action to control their weight, the remaining 60% are making an effort to lose weight. The survey revealed that looking good, keeping fit and staying confident are the major reasons for the women and men under 35 to lose weight, while people aged over 35 and the heavily overweight (BMI>25 kg/m²) are doing it primarily for a better health.

Popular Diets

1. The Paleo Diet

This is a natural way of eating, one that almost abandons all intake of sugar. The only sugar in a Paleo diet comes from fruit. However, abandoning sugar is not the only stipulation. Processed foods and grains are also eliminated from the Paleo diet. The fewer number of carbohydrates in your system leads to a decreased amount of glucose. A Paleo diet consists of fish, fowl, vegetables, fruits, nuts, oils, sweet potatoes, eggs and meat, so long as that meat is grass-fed and not grain-fed.

2. The Blood Type Diet

Some doctors have started to research diets that coincide with particular blood types. The premise of these diets attempts to match people with their common dietary needs based on their blood type. For example, individuals with type O blood are recommended to eat lots of food that are high in protein. In order to lose weight, spinach, red meat, seafood and broccoli are suggested while dairy should be avoided. Those with type A blood are recommended to avoid meat and place an emphasis on turkey, tofu, and fruit while weight loss is contingent on eating a diet that consists primarily of soy, seafood and vegetables. Individuals with type B and AB blood also have their own dietary restrictions and recommendations.

3. The Vegan Diet

This diet is a form of a vegetarian diet as it eliminates meat and animal products. One of the primary effects of this diet is that it reduces the intake of cholesterol and saturated fat. It takes some planning, but if a vegan diet is rationed out properly, it can have many positive effects. Studies have proven that those who practice a vegan diet minimize their overall risk of coronary heart disease, obesity and high blood pressure. To compensate for a lack of meat, vegans must find a way to incorporate more sources of protein and vitamin B-12 into their diets.

4. The South Beach Diet

This diet was first introduced in 2003 and is based on the premise of changing one's overall eating habits by balancing out one's everyday diet. Certain carbohydrates are completely avoided. It does not eliminate carbohydrates altogether but aims to educate dieters on which carbs to always avoid. This often leads to developing a healthy way of eating so that it will be sustainable for the rest of people's lives. The diet includes a selection of healthy fats, lean protein, as well as good carbs.

5. The Mediterranean Diet

This is another kind of vegetable-heavy diet that avoids a lot of meat but does not eliminate it altogether. This diet has been proven to help with depression, in addition to controlling blood sugar levels and helping with weight loss. The Mediterranean diet recommends the use of oil as much as possible and that means as an alternative to butter, salad dressings or marinades. It also emphasizes adding vegetables to each meal and favours fish over chicken. Whole grains, nuts and herbs are also used in larger amounts.

6. Raw Food Diet

This is a diet that places a premium on eating uncooked and unprocessed foods. The diet eliminates the intake of any foods that have been pasteurized or produced with any kind of synthetics or additives. The diet is intended to create a surge in energy, a decrease in inflammation, while also lowering the number of carcinogens in one's diet.

7. Intermittent fasting

Intermittent fasting is a type of eating that involves not eating any food during planned times. There are different ways that you can try intermittent fasting and a common one is the 5:2 diet. This involves eating 'normally' for five days then eating less food on the other two days. As with all other diets that involve some food restriction, there can be some resulting weight loss.

It's important to know what foods you should eat on the 5-days of 'normal' eating. The days with no restrictions are not a free pass to eat whatever you like. It's important to eat healthily during this time by having lots of plant-based foods and good quality protein sources.

Conclusion

Healthy eating and maintenance - the mantra of wellbeing. This mantra is followed by many across the world and others are beginning to learn its importance. People are becoming more and more conscious and aware of clean and healthy food habits. Wellness cuisine is the 'new buzz in town' where various cuisines are adopting measures being inspired by the way people experience food as refining the state of mind at the back of eating. Preserving the nutritional integrity of

edible materials by minimizing the process that are involved in the preparing them. With the growing demand of wellness as an overall, people are beginning the wellness journey with healthy eating and maintaining the body wellbeing.

The Spa Economy

The Spa Economy in India

Evolution of Spas

It is not certain as to from where or how the term spa was associated with healing and rejuvenating practices, however, the term's etymology has two famous theories.

- ❑ 'Spa' is an acronym of the Latin phrase 'Salus per Aquam', meaning 'health from water'
- ❑ 'Spa' may also originate from the Belgian village, Spa, where hot mineral springs were used by Roman soldiers to treat aching muscles and wounds from a battle.

In the 1800s, the fervour for spa treatments and therapies spread in the western world starting with the United States of America. The first mass-audience spa was established in Saratoga Springs, New York with numerous spa offerings that the west had never seen before. By the year 1832, the Saratoga Springs area in New York had established two Greek Revival Hotel and Mansions which could accommodate approximately 1000 guests. This was a great starting point for the further growth for the spa industry as the visitors were eager to be part of something unique and took solace from the rapidly changing and modernising world.

Ever the trendsetter, New York became the city where the first ever day spa was opened by Elizabeth Arden in 1910. The Red Door Salon offered facials, manicures, etc. and became the front runner for Spas today and this concept began to grow in the 1980s. Over the next two decades, spas became popular amongst the more affluent female customers as places to celebrate special occasions together. The global spa industry grew from US\$60 billion in 2007 to US\$98.6 billion in 2015 with spa locations increasing from 71,762 to 121,595 in the same time period.

Size of the Indian Spa Economy

In the last decade, with rising stresses in daily life and a growing focus on health and wellness, spas have grown in popularity not only across the globe but also in India. Yet, India contributes a mere 2% in spa revenues to the global figures. Two possible reasons for this come to mind. First, spas in India are still considered a luxury and while the upper middle class may have begun using these facilities, they continue to be frequented largely by the affluent classes. Second, India's hotel market is primarily a commercial one and spa revenues are low. Although niche spa resorts and retreats exist, their revenues remain relatively small. It must also be noted that the increase in spas and spa revenues is not entirely due to new builds, but also due to a dramatic increase in the number of hotels/resorts listing themselves and their spa facilities/services on global online booking sites, especially in emerging market countries

Size of the Spa Industry by Region (2013, 2015 and 2017)

Region	Number of Spas			Spa Revenues (US\$ billions)		
	2013	2015	2017	2013	2015	2017
Global	105,591	121,595	149,252	74.1	77.6	93.6
Asia Pacific	32,451	38,819	48,679	18.8	21.4	26.5
India	3,956	4,734	5,990	1.14	1.46	2.13

Source: Global Wellness Economy Monitor, 2018

Having said that, it must be noted that owing to better standards of living and larger influx of wellness tourists to India, India has become the third fastest growing spa market after America and Europe.

Prominent Independent and Hotel Spa Brands in India

- ❑ O2 Spa claims to be the largest day spa chain in Asia with over 70 locations in India. The brand now aims to lease 30 villas in Indian cities such as Ahmedabad, Indore, Ludhiana, Jalandhar, etc. to convert them into spas in what is estimated to be a US\$2.8m investment;
- ❑ Tattva Spa is yet another homegrown brand of day spas boasting of 60+ locations in the country; The brand also offers wellness consulting to over 100 businesses in the country;
- ❑ Jiva Spa has become a well-known spa brand at Taj Palaces Hotels and Resorts;
- ❑ Kaya Kalp by ITC Hotels is also a hotel spa brand that has created a reputation for itself.

Model Spa Destination - Kerala

Indian wellness has long been associated with Ayurveda and Yoga. For the well-versed traveller, Kerala offers the perfect amalgamation of both these ancient practices and it is here that travellers looking for rejuvenation, healing and peace find a vast array of spa retreats and resorts to choose from. Ayurveda had been the most prominent industry in the state of Kerala. The state government now aims to establish Kerala as a dedicated yoga destination by developing a yoga circuit that will link yoga, meditation centres, ashrams and tourist destinations. On similar lines, promoting the cultural heritage of the state, The Association of Tourism Trade Organisations India (ATTOI) organized a 10-day “yoga ambassadors tour” in June 2018 to spread awareness about the yoga circuit. While some amount of spa resorts exist at the foothills of the Himalayas at locations such as Rishikesh, Kasauli, etc. these destinations have a long way to go in establishing themselves as spa destinations.

Ayurvedic Spa Treatments in India

- ❑ Abhyangam: literally translated to mean massage, this style of treatment uses a crated blend of massage oils based on the client’s psychosomatic constitution and illness to treat specific concerns by way of massaging vital points on the body in order to re-energise the body and mind. Some additional benefits of this type of treatment are softness and strength, anti-ageing, improved appetite and reduced stress.
- ❑ Dhara: this type of treatment entails the dripping of approximately one litre of warm herbal oil on the key energy points of the body to balance the energy flow and purify the body, mind and spirit. While it is a relaxing process by itself, this treatment is specifically used to cure insomnia, depression, cervical spondylosis, headaches, migraine and sinusitis as well.
- ❑ Pizhichil: used specifically to treat skeletal and muscular ailments, this treatment includes 20 litres of mediated oil poured over the patient’s body with a slowly undertaken massage using light pressure.
- ❑ Navarakizhi: for people suffering from nerve-related disorders or pains, this treatment follows a twostep process of massaging using herbal oils followed by extra focus on key areas using muslin bags filled with medicated cooked rice.
- ❑ Sirovasthi: this is a traditional healing treatment which is applied in the case of facial paralysis and diseases of the head and neck.

Emerging Trends in the Indian Spa Industry

- ❑ Mobile Spa: enjoying a spa treatment wherever you are superseding the satisfaction one experiences when driving to a spa. Further, service providers such as Urban Company have brought the comfort and relaxation of a spa to our homes with spa treatments created to ensure the level of experience that one has come to expect at a spa facility.
- ❑ Audio-visual Wellness: concepts such as sound baths and musical mindfulness are fast gaining momentum as people embrace the use of audio-visual aids to induce a state of wellness. These techniques have been known to aid in reducing stress levels.
- ❑ Silent Spa: these facilities aim to provide the consumer with elements missing from our busy lives - space, silence and the need to contemplate. As people feel the need to reflect and embrace silence for the sake of maintaining a sound mind and body this concept is becoming a popular one. Wellness Communities: wellness communities focus on encouraging their residents to become one with nature and their surroundings and focus on the need to

socialise and talk rather than remain isolated. The trend is popular internationally as the communities also emphasise on arts, culture and various other aspects beyond health and wellness.

Conclusion

India already contributes close to 8% to the total spa revenue in the Asia-Pacific region which is all set to grow in the coming years. With the increase in the international flights arriving in India and the advent of low-cost domestic carriers, the connectivity to wellness spa destinations has increased considerably over the last few years boosting the spa economy in India. By combining our ancient knowledge of AYUSH (Ayurveda, Yoga, Unani, Siddha and Homoeopathy) with the modern concepts and advanced technologies the Spa Economy in India is a treasure waiting to be explored.

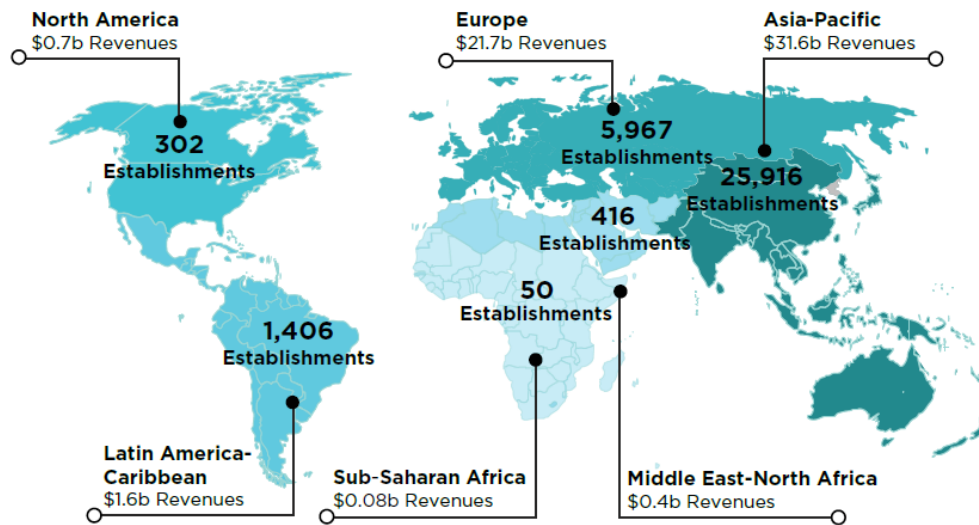
Thermal/Mineral Springs Industry

GWl defines the thermal/mineral springs industry as encompassing revenue-earning business establishments associated with the wellness, recreational, and therapeutic uses of waters with special properties. Consistent with that definition and previous methodologies, we estimate that there are 34,057 thermal/mineral springs establishments operating in 127 countries. These businesses earned \$56.2 billion in revenues in 2017, and they employed an estimated 1.8 million workers.

The majority of thermal/mineral establishments around the world are rustic and traditional bathing and swimming facilities. They target their local markets and charge relatively low admission fees. About a quarter of the establishments are higher end, targeting tourists and offering value-added spa services. Those that offer spa services account for a much greater share of industry revenues (66%), and also experienced higher revenue growth (7.4% average annual growth versus 0.5% for those without spa services, over 2015-2017).

The thermal/mineral springs industry is heavily concentrated in Asia-Pacific and Europe, reflecting the centuries-old history of water-based healing and relaxation in these two regions. Together, Asia-Pacific and Europe account for 95% of industry revenues and 94% of establishments. Thermal/mineral springs bathing experiences appeal to a growing segment of consumers who are seeking to connect with nature, experience cultural traditions, and pursue alternative modalities for healing, rehabilitation, and prevention. Responding to these trends, both private investors and governments across many countries are investing in the sector. In countries with long-established thermal bathing traditions, governments are increasingly promoting these as a key wellness tourism offering. They are investing in renovation and reopening of primitive, outdated, and closed down facilities, as well as upgrading service standards and training to meet the expectations of international tourists.

Thermal/Mineral Springs by Region, 2017



Source: Global Wellness Economy Monitor, 2018

Conclusion

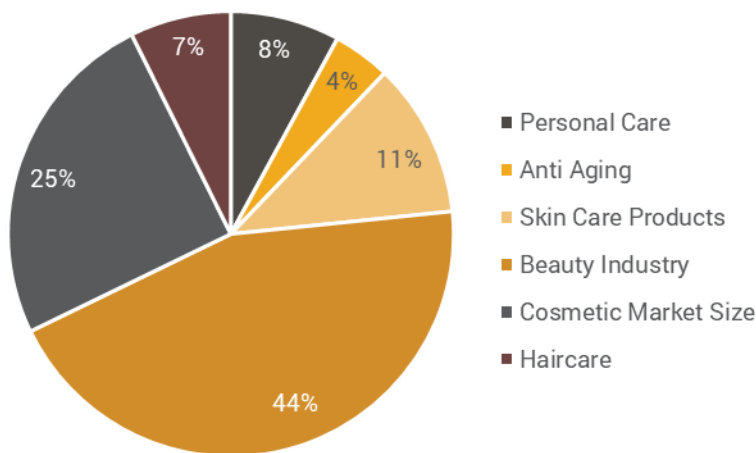
As consumers are looking out for relaxing and healing amenities of nature and water, the Thermal/Mineral Springs Industry is poised for a substantial growth and rising investments. The industry involves a robust mix of traditional and modern bathing facilities that have a growing potential amongst residential and wellness resort developments. Although Asia Pacific constitutes of most of the world’s Thermal/Mineral Springs, India, along with its traditional practices, is expected to witness a subsequent growth in the wellness economy in the short-to-medium term.

Personal Care, Fitness Wear, Beauty & Anti-Aging Industry

Personal care, beauty, and anti-aging includes beauty and salon services (excluding spas); skin, hair, and nail care services and products; cosmetics, toiletries, and other personal care products; dermatology; prescription pharmaceuticals for skin care; as well as products and services that specifically address age-related health and appearance issues, such as cosmetics/cosmeceuticals for skin/face/body care, hair care/growth, and pharmaceuticals/supplements that treat age-related health conditions.

Global Size of the Industry

As of 2018, the personal care, beauty and anti-aging industry stood at US\$1,083 billion and is the largest contributor (24%) to the US\$4.5 trillion global wellness economy. We will look at a cluster of several industries in more detail below.



Source: Hotelivate Research

Anti-Aging

The anti-aging market includes the use of products, devices and procedures used to deter the appearance of aging. The market consists of topical creams and devices used in minimally invasive procedures and procedures that require surgery. The growth in the anti-aging market can be attributed to the rapidly aging and affluent baby boomer population, as well as increasing beauty and health awareness among generation X and Y. Ideally, baby boomers are considered to be the major supporters of the global anti-aging market due to the aging population and the ability to spend more on anti-aging products and procedures.

That being said, today, people are beginning to use skincare products at an increasingly young age in an attempt to delay the signs of aging. The anti-aging market (both products and services) is gaining traction, fueled by the early adoption of anti-aging products amongst the younger population in a bid to delay the signs of aging. The growing influx of reconstructive procedures and non-invasive aesthetic procedures is also fueling the adoption of such anti-aging products and services on a global level. In 2017, about 55% of surgeons treated anti-aging patients who wished to look better, depicting a growth of 13% over the previous year. It is interesting to note that this anti-aging treatment trend was most prominent in patients aged between 20 and 30 years.

In 2018, the global anti-aging market was estimated to be worth ~US\$50.2 billion. The industry is further estimated to witness a compounded annual growth rate of 5.7% between 2018 and 2023.

Today, there is extreme emphasis on a youthful appearance and the cosmetic industry is taking full advantage of this. French cosmetics and beauty company, L'Oréal, announced that they have spent two decades studying skin cell biology to formulate an anti-aging and skin-changing product line that defies a laser. A number of women today use creams to slow the aging process.

Cosmetics

The cosmetics market manufactures and distributes cosmetics such as decorative cosmetics for the face, lips, eyes, nails. Make up, lipsticks, mascara and nail polishes form the major chunk of this segment. While retail stores including supermarkets, exclusive brand outlets and specialty stores among others are the major distribution channels, online channels are increasingly gaining popularity among consumers today.

The overall global cosmetics market size was almost US\$507.8 billion in 2018 and is projected to value at about US\$758.4 billion by 2025. With a considerable rise in disposable incomes over the past decade, growth in global economies, evolving lifestyles and the rising demand for various skin and sun care products due to varying climate conditions across the world, the growth of the cosmetics market has been exponential.

While skin care and hair care come under the broader bucket of the cosmetics industry, we will look at both of these components separately in order to understand their place in the Personal Care, Beauty and Anti-Aging industry.

Skin Care

Skin Care includes cosmetic products which are designed for the care and protection of the skin. These cover a wide variety of products, ranging from all types of face creams and lotions, scrubs, masks, eye creams, sunscreens, hand, foot and body creams, massage oils, baby care products and so forth. The products which fall under the skin care industry are not used for decorative purposes.

In 2018, the global market size of the skin care industry was US\$134.5 billion. The largest contributor of the global cosmetics market, it is forecast to expand at a CAGR of 4.4% between 2019 and 2025. The escalating demand for face creams, sunscreens, and body lotions across the globe is expected to have a positive impact on the market over the forecast period. Moreover, the growing e-commerce sector is anticipated to boost the market growth further. Technological and product innovations have led to an increased demand for skincare products. Furthermore, skin care has been forecast to remain the most profitable product category. As of 2018, Asia Pacific was the industry leader, accounting for approximately 40 percent of the global market.

Hair Care

Hair care products are formulated to help nourish and prevent hair damage resulting from dryness, pollution, and other factors. The hair care market is comprised of thousands of products, such as shampoo, conditioners, serums, colorants, sprays, etc., which are composed of both natural and synthetic ingredients in order to maintain healthy, lustrous and well-groomed hair. In today's culture, healthy hair is a staple that portrays the idea of maintaining a youthful appearance, and this factor strongly influences purchase decisions among consumers.

Growing trends in the fashion industry and rising hair-related problems coupled with technological innovation in product manufacturing are one of the high impact rendering factors contributing to the demand for products and services, which thus propel the growth of the market. In addition, high penetration of salon services across the globe along with increasing demand for professional products and changing grooming patterns especially among male consumers are other drivers accelerating the market growth.

Hair care is continuously engaged in research and development in order to formulate new, more effective and safe products. Over the past few years, herbal hair care products have been enjoying increased popularity because of consumers' heightened awareness about the ill effects of harsh chemicals and substances.

Growth in the hair care market has been encouraging, which has prompted a number of new entrants to gain a foothold in niche segments. In the coming years as well, this trend is projected to continue, especially as millions of consumers in developing economies are now becoming conscious about styling their hair, coloring grey hair, and maintaining a healthy scalp

In 2018, the global hair care market was estimated to be worth about US\$87.9 billion.

Personal Care

The global market for personal care is extremely diversified and can be bifurcated into personal care products and personal care appliances. Personal care appliances have become popular across the globe in the last few years owing to the penetration of new and innovative appliances in the market every year. These appliances comprise



electric toothbrushes, trimmers, massagers, curlers, flat irons, blow dryers, hair setters, and hair clippers. The segment of personal care products includes skin care, hair care, personal hygiene, oral hygiene, deodorants, fragrances, shower and bath, and cosmetics.

The global market for personal care is expected to witness substantial growth over the coming years owing to the growing disposable income of consumers, thus enabling them to spend on luxury personal care products. While the personal care products segment for women is a prominent category, the introduction of the men's product line for grooming has bolstered the growth of the market extensively. Moreover, the development of improvised and innovative products in the women's line such as cosmeceutical and multifunctional products is expected to trigger the sales of personal care products in the coming years. In order to cater to specific customer needs, manufacturers have flooded the market with specific hair and skin products. The market is also expected to be benefitted by the promotional offers, advertising, and media penetration. In emerging economies, facets such as growing spending power of consumers, abundance of international brands, and rapid urbanisation is likely to help in the growth of the market in the near future.

While there is an overlap between the personal care market and the cosmetics market, the former was estimated to be worth US\$95.2 billion in 2018.

Beauty

The beauty industry is quite broad: it includes both services (such as hairdressers, barbers, etc.) as well as products. In the United States alone, the beauty services sector employs over 670,000 people, and its job growth outlook is "faster than average" according to BLS data at a rate of 13% (2016-2026). According to a study, it was worth \$532.43 billion in 2017 and is expected to reach a market value of \$805.61 billion by 2023.

It is still an extremely concentrated industry, with the 20th largest manufacturer in the world still producing only 5.5% of the revenue of the largest one: French giant L'Oréal, which commands an eye-watering 20.2% market share in Western Europe.

It is important to note that the six industries above have significant overlaps. However, the overall value of the Personal Care, Beauty and Anti-Aging Industry was estimated at about US\$1,083 billion in 2017.

The India Story

Personal Care

The eCommerce market segment Personal Care includes the sale of medical, pharmaceutical and cosmetic products via a digital channel (including the sale of prescription drugs), for example via online pharmacies or via the online shops of drugstores and other individual traders (e.g. cvs.com, walmart.com). Alongside medicines, this market segment also includes cosmetic, cleaning and care products, nutrition as well as medical products for private use (e.g. blood pressure monitors, disinfectants and dressings). All monetary figures refer to the annual gross revenue and do not factor in shipping costs.

In India, the personal care industry was estimated to be worth US\$2.9 billion in 2019, which amounts to a mere 0.3% of global industry. That being said, the industry has been showing rapid growth over the last decade, aided by rising disposable income, increased demand for enhanced products and a higher focus on looking good. Of the various categories of personal care, specialised categories like cosmetics, fragrance, men's grooming, and skin care are slated to grow at a faster pace, holding ~40-45% of the overall market by 2022. The more generic categories like shower and bath, hair care and oral care already have a high penetration in the market and are expected to have relatively slower growth in comparison to their specialised counterparts. The big players in this category include Hindustan Unilever, Procter & Gamble, L'Oreal, and so forth.

Revenue from the personal care segment is anticipated to reach US\$4.24 billion in 2020 and grow at a compounded annual growth rate of 13.7% between 2020 and 2024. Research reveals that the average revenue per user is ~US\$27.75 while user penetration for the India is 11.1% at present and forecasted to reach 21.5% by 2024.

Skin Care

The Indian Skin Care market stood at US\$1.6 billion in 2017 and is slated to grow at a CAGR of 9% to reach US\$2.7 billion by 2023. This growth is fueled by the rising disposable income, increasing demand for skin care products across all age groups, especially among the younger population as well as the growing awareness among consumers about various skin care products. The emergence of online brands such as Nykaa and Purplle, along with the ever-increasing number of internet users is further resulting in the growing presence of online retail in the country's skin care market.

Of the various skin care segments, facial care dominates the Indian market owing to the increasing sales of facial care products, especially moisturisers, skin whitening and brightening creams.

Today, even within the skin care segment, the demand for natural and organic skin care products is rapidly increasing, making it a major sector in the cosmetics and wellness industry. Organic products are free from harmful chemicals and are derived entirely from natural resources. The growing awareness with respect to the adverse effects of the synthetic counterparts has spurred the demand for these products.

India's skin care market is predominantly controlled by major players like Hindustan Unilever Limited, L'Oreal India Pvt. Ltd., Emami Limited, Johnson & Johnson (India) Ltd., Oriflame India Private Limited, The Himalaya Drug Company, Nivea India Pvt. Ltd., Amway India Enterprises Private Limited, Procter & Gamble, Home Products Private Limited, and Lotus Herbals Limited.

Hair Care

The Indian hair care market stood at US\$2.7 billion in 2019. The market is slated to grow at a CAGR of 8.1% between 2020-2023. The changing consumer dynamics, coupled with increasing product awareness, has been identified as one of the major drivers of the market. The high millennial population, migration towards cities, and rising employment among women are the primary reasons for the changing consumer dynamics. Additionally, the urban and younger population is willing to pay a premium on products offering faster results, while products designed for focused hair types are also gaining popularity among users, with companies now focusing on products rich in active ingredients.

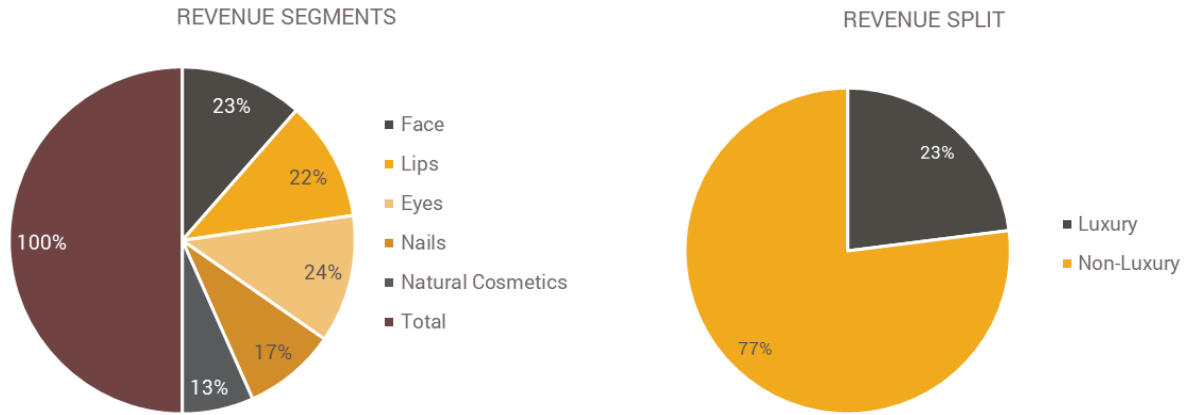
India's hair care market is highly fragmented owing to the presence of several players such as L'Oreal, Henkel, Procter and Gamble, Hindustan Unilever Limited, and Garnier among others. Resultantly, continuous product innovation is necessary to survive and is one of the most adopted strategies with the infusion of the natural and organic ingredients in order to meet the growing hair concerns of consumers such as hair fall, dandruff, color protection, and so forth.

Increasing product awareness in rural and semi-rural regions is further increasing the market penetration, with companies looking to expand in new regions with products offered at small volumes at low costs. Hindustan Unilever continues to be the market leader, aided by the strong performance of its flagship brands Dove and Sunsilk, while in terms of volume sales, Patanjali Ayurved recorded the fastest growth. High product penetration and availability across supermarkets across India has aided in this market growth.

Cosmetics

The market size of the cosmetics industry in India stood at US\$6.5 billion in 2017 and is growing at a rapid rate between 13-18%. This growth is spurred by the high personal disposable income of people, rising awareness towards body aesthetics, and the increasing demand for herbal cosmetic products. High adoption of herbal products has led to the annual growth of the segment by 15%, on the back of the fact that people are becoming more aware of possible side effects on the skin by the constant use of chemical formulations-based cosmetics. Going forward, principal areas anticipated to grow include colour cosmetics, fragrances and make up.

In terms of revenue, India ranks fourth in the world, after USA, China and Japan.



Source: Hotelivate Research

Anti-Aging

The Indian anti-aging market stood at US\$0.5 billion in 2018 and is one of the faster growing industries in the Personal Care, Beauty and Anti-Aging space. Today, environmental aggression has made people extremely conscious of their skin. A number of people begin to see signs of premature aging as early as their thirties due to oxidative stress, sun exposure or unhealthy lifestyles. Signs of aging show in the form of fine lines and wrinkles, dull and loose skin, acne scars and so forth.

Resultantly, the anti-aging device and product market has grown exponentially in the recent past and is projected to grow further at a CAGR of 11.3% between 2019-2025. Today, manufacturers of anti-aging products and devices are making increasingly expensive and elaborate marketing campaigns in order to promote the concept of an ideal image in the minds of consumers. Moreover, technological advancements in these devices have decreased the side-effects as well, making its youthful effects last longer on the skin. Consequently, there is an increased adoption of anti-aging solutions in India.

Beauty

The Indian beauty industry has long been in the shadow of its East Asian counterparts. The beauty industry in Asia's third-largest economy was worth US\$10.64 billion in 2018. That being said, the premium segment of the industry is growing at a remarkable pace. LVMH-owned Sephora grew revenues by ~70% between 2017 and 2018, whereas the overall premium category is growing at 27-28%. TPG's Growth Fund, a private equity giant, invested \$14.4 million in Nykaa, a homegrown prestige beauty retailer that was founded in 2012, at a valuation of \$724 million.

The average Indian customer is presently going through a very fast transition rate, going from mass brands to premium brands to luxury brands. Rising disposable incomes, coupled with increasing internet penetration are at the forefront of the growth of the beauty industry in India. Moreover, our research indicates that the typical Indian customer is 'value-driven'. Resultantly, many companies are prioritizing smaller/travel sized products which enable consumers to experiment with luxury brands without having to spend a significant amount upfront. Moreover, India being home to Ayurveda, also results in international brands having to consider this age-old Indian practice. Ayurveda, an ancient system of medicine involves natural ingredients and is extremely popular with Indians. Forest Essentials, a luxury ayurvedic skincare and beauty brand that is partially owned by Estée Lauder, saw revenues grow by 40% annually between 2011 and 2016, to more than US\$30 million. Other brands such as Body Shop and Good Earth have also introduced their versions of clean local beauty which often include native ingredients such as turmeric, saffron, tuberose and Himalayan Clay. According to PricewaterhouseCoopers, the Ayurvedic product segment will be worth US\$8 billion in 2022, a 220% increase from the US\$2.5 billion recorded in 2015.

The Personal Care, Beauty and Anti-Aging Industry in India is one of the fastest growing industries in India today. Forming the largest segment of the Wellness Economy globally, the industry size in India is still relatively smaller when compared to other Asian countries like Japan, South Korea and China. With the millennial population and Gen Z at the

forefront of this growth, skin care routines are getting more sophisticated, the concept of 'looking good' is empowering women across the country and trends like K-Beauty (South Korean beauty) are gaining popularity. Moreover, with the rising disposable income and exposure to global brands and trends, consumers no longer shy away from spending on high-end luxury brands, a trend that was not common a few years ago. That being said, India still has its roots in Ayurveda, which makes it a critical component of India's beauty industry. Today, more and more brands, both Indian and international are incorporating Ayurvedic components into their products. Going forth, our outlook for this industry remains positive, and with its current growth trajectory, we anticipate that it will soon form a significant portion of India's overall wellness economy.

Conclusion

People have always been conscious about appearances and beauty as they tend to boost confidence. With the growth in the personal care, beauty and anti-aging market, there has also been simultaneous growth in awareness. Today, people are far more conscious of the type of products they use, how they are made, as well as their effects and side effects. Resultantly, there has been a spurt in the natural and organic personal care and cosmetics market in recent years. Companies like Forest Essentials, or other ayurvedic or natural products have witnessed a boom in business. In terms of cosmetics, people are starting to prefer 'vegan' cosmetics or cosmetics which assure the consumer that they have not been tested on animals. With modern technology, consumers are able to test and apply beauty products on a virtual platform which helps them identify which products suit them prior to purchasing them. Moreover, with the growth in e-commerce, the need to physically visit a store has also reduced, enabling consumers to save time. Moreover, younger generations such as the millennials and Gen Z are far more health conscious and try delaying the signs of aging from a young age. Unlike ten years ago when anti-aging products were used only by older people, most of today's youth, especially in urban areas, already have established skin care routines. The highly competitive landscape has resulted in several products being customized according to the specific needs of consumers, from hair care to skin care with a diversified range of products specified for a particular body area such as feet, hands, face and so forth. As we have previously discussed in this section, alongside beauty and overall care needs, the understanding of personal wellbeing, health and sanitation too has seen an upward trend in the industry. Going forth, this industry, especially cosmetics, is anticipated to grow leaps and bounds in the medium-to-long term.

Fitness – Body & Mind

Fitness of Body and Mind Redefined to Physical Activity

One of the top sectors in the wellness economy is held by the Fitness of Mind and Body which was estimated at USD 595 billion in 2017 by GWI (Global Wellness Institute). This sector was recently expanded and renamed to Physical Activity in 2018 owing to the incorporation of a wide range of physical activities such as outdoor sports and recreational activities apart from gymnasiums and yoga/meditation studios and was estimated at a USD 828 billion.

Top 20 markets that fall under the Physical Activity sector of the Wellness Economy, along with their ranking amongst the three fitness buckets are shown in the following tables. This is then followed by the top 10 markets in the Asia Pacific region. The participant rates are a share of total population who regularly participate in one or more than three physical activity categories (monthly at the very least). Moreover, the market size displays the total expenditure done on memberships, classes, entry fees, trainers and other relative services.

TOP 20 PHYSICAL ACTIVITY MARKETS, 2018				
Country	Recreational Physical Activity		Enabling Sector (USD billions)	Total Market (USD billions)
	Participation Rate	Market Size (USD billions)		
United States	58.8%	105.0	162.2	264.6
China	48.6%	53.6	56.9	109.3
Japan	69.6%	20.8	23.2	43.9
United Kingdom	56.8%	20.5	20.6	40.9
Germany	56.2%	20.3	19.3	39.4
France	51.7%	11.0	15.4	26.3
South Korea	73.7%	14.2	9.3	23.5
Italy	35.9%	8.9	10.5	19.3
Canada	48.4%	9.3	9.0	18.1
Australia	84.1%	11.4	5.4	16.7
Spain	49.5%	7.9	7.8	15.6
Brazil	37.7%	5.9	8.3	14.1
India	15.0%	3.5	10.0	13.4
Russia	57.8%	4.9	7.6	12.4
Mexico	44.0%	4.2	6.9	11.1
Netherlands	65.2%	6.0	3.3	9.3
Switzerland	71.8%	5.9	3.3	9.2
South Africa	31.3%	2.1	6.1	8.2
Taiwan	84.0%	3.7	4.1	7.7
Sweden	78.0%	2.8	3.2	5.9

Source: Move to be well: The Global Economy of Physical Activity, GWI Oct, 2019

TOP 20 SPORTS & ACTIVE RECREATION MARKETS (by size)

Country	Participation Rate	Market Size (USD billions)
United States	51.5%	57.6
China	43.5%	42.3
United Kingdom	54.1%	13.5
Japan	66.5%	13.3
Germany	52.6%	12.9
South Korea	70.6%	10.9
France	49.3%	7.5
Australia	77.4%	6.7
Italy	33.6%	5.7
Canada	41.9%	4.8
Spain	45.8%	4.6
Switzerland	68.7%	4.6
Netherlands	60.6%	4
Brazil	36.8%	3.7
Taiwan	80.7%	2.8
Russia	57.2%	2.6
Mexico	43.5%	2.3
India	12.9%	1.8
Sweden	72.8%	1.7
Ireland	62.3%	1.4

TOP 20 FITNESS MARKETS (by size)

Country	Participation Rate	Market Size (USD billions)
United States	29.3%	37.0
United Kingdom	17.3%	6.3
Germany	16.5%	6.1
Japan	7.8%	5.6
China	0.8%	5.5
Australia	24.3%	3.9
Canada	26.4%	3.5
France	12.0%	3.1
Spain	13.8%	2.7
Italy	11.0%	2.7
South Korea	9.2%	2.6
Brazil	6.2%	2.0
Mexico	4.3%	1.8
South Africa	5.1%	1.6
Netherlands	21.7%	1.6
Poland	10.0%	1.2
Switzerland	16.8%	1.0
India	0.3%	1.0
Turkey	3.3%	1.0
Sweden	29.4%	1.0

TOP 20 MINDFUL MOVEMENT MARKETS (by size)

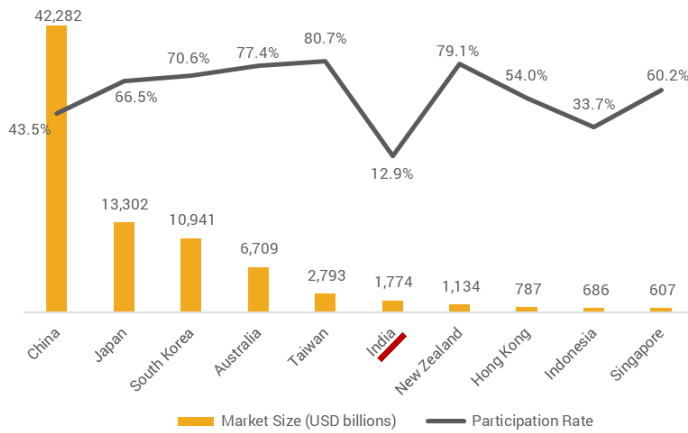
Country	Participation Rate	Market Size (USD billions)
United States	17.7%	10.4
China	7.1%	5.8
Japan	6.3%	1.9
Russia	1.4%	1.3
Germany	7.7%	1.2
Canada	15.3%	1.0
Australia	17.1%	0.9
United Kingdom	4.2%	0.7
India	1.0%	0.7
South Korea	5.1%	0.7
Spain	9.5%	0.6
Italy	4.8%	0.5
Netherlands	9.7%	0.4
France	4.7%	0.4
Taiwan	8.6%	0.4
Switzerland	5.8%	0.2
Brazil	1.1%	0.2
Hong Kong	9.0%	0.2
Denmark	13.8%	0.1
Sweden	9.2%	0.1

TOP TEN PHYSICAL ACTIVITY MAREKTS - ASIA PACIFIC, 2018

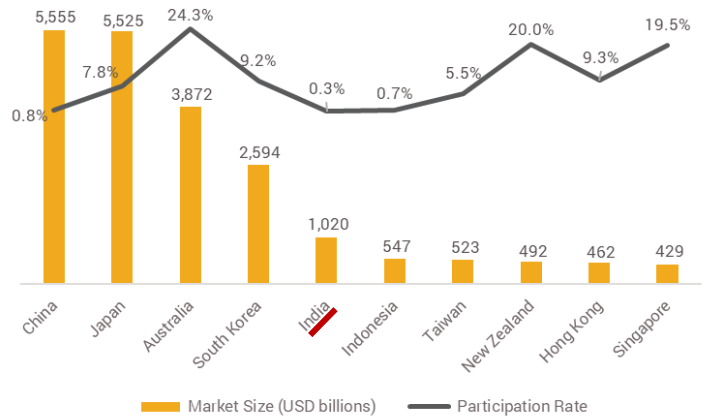
Countries	Recreational Physical Activities (USD billion)	Enabling Sectors (USD billion)			Total Market Size (USD billion)
		Technology	Equipment & Supplies	Apparel & Footwear	
China	54	6,590	10,405	40,116	109
Japan	21	515	8,756	13,982	44
South Korea	14	384	1,934	7,047	23
Australia	11	327	1,543	3,525	17
India	4	1,820	382	7,817	13
Taiwan	4	269	2,207	1,659	8
Hong Kong	1	85	348	2,299	4
New Zealand	2	47	279	998	3
Thailand	1	73	450	1,646	3
Indonesia	1	180	178	984	3

Source: Move to be well: The Global Economy of Physical Activity, GWI Oct, 2019

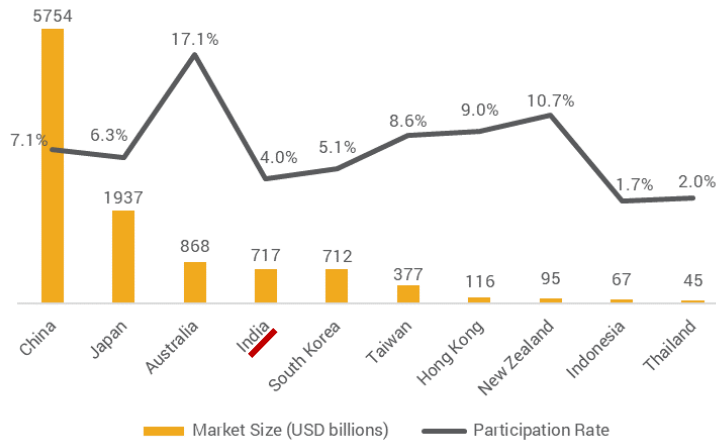
TOP 20 SPORTS & ACTIVE RECREATION MARKETS (by size)



TOP 20 FITNESS MARKETS (by size)



TOP 20 MINDFUL MOVEMENT MARKETS (by size)



Source: Move to be well: The Global Economy of Physical Activity, GWI Oct, 2019

Where the Fitness Industry is headed?

From being a means of daily activity to becoming an additional activity for weight loss, staying fit and gaining muscles, the fitness industry is has grown beyond traditional methods with the help of growing technologies. Old fashioned techniques are being revamped and being up to date with ever changing audiences and techniques. the current and future trends have been keeping the target audience of the fitness industry on its feet. Today, fitness is approachable to everyone across the world through several trainers online with thousands subscribing to various fitness channels and keeping their daily fitness up to date with being accessible at any time. On the other hand, on-ground training centres have expanded geographically with several fitness studios/gymnasiums, Mixed Martial Arts studios, dancing studios and so on and so forth. Going forth, various methods of fitness for both, mind and body, are discussed with their growing presence.

Yoga HIIT continues to grow rapidly with its dynamic combination of burst of high-intensity interval trainings (HIIT) with a speckle or yoga poses. The training method has been greatly acknowledged and seen an accelerated expansion not only on ground but also on online portals. This has also given rise to hybrid fitness classes such as an interesting combination of Zumba in swimming pools (Aqua Zumba), water aerobics, Aqua Yoga and Yogalates (Pilates and Yoga), among others, and have become major fitness trends. These classes incorporate interesting methods to create and maintain entertainment levels and usually finish every session with some full body stretches. One of the many reasons for these hybrid fitness regimes to be trendy is that they are very time efficient (varying from 45 mins to 1 hours), allowing to get the best of both sides where the trainer can get several batches in a day and trainees can achieve their serious calorie burn and muscles along with keeping up with their day-to-day routine. Thus, it is one of the most preferred workout regimes amongst people who struggle to find time to meet their fitness goals.



Recently, CrossFit has been a number 1 trend and has made a massive impact on the fitness industry with its quick and efficient methods of burning calorie and building strong muscles. The process of **functional training** is now seeing a change taking place where the focus from weights and number of reps to be completed is being shifted to how many movements can one perform and learn proper techniques by being educated about them. As per the name, functional training is all about enhancing the movements of the muscles that are used in daily tasks and allows the body to continuously function in the best way possible.

Another popular fitness method is **group training** and is so mainly amongst millennials and generation Z as it being a social gathering is rather appealing. These generations account for 80% of the club memberships and this trend is anticipated to further evolve with a variety of new classes to explore.

From trainers to fitness classes, all have gradually moved to the virtual world. Today, there are multiple expert-led complete body workout program apps and live streaming fitness classes that can be accessed to whenever and from wherever desired. Along with having workout regimes online, recoding body movement and weight with intake of food and burning out of calories are now all under one roof and are being managed by applications on the smart phones to smart watches. New and innovative techniques are seen to be springing up every now and then. This workout regime, popularly known as **at-home workouts**, have been very popular amongst all generations. Treadmills and elliptical machines at home too have seen a drastic rise in innovative ways of their usage. One great example of which is the addition of virtual reality headsets that have aroused interest in many that would begin to get bored of running or using stationary machines. Workout at home has become more creative and exciting with smart technologies and a massive variety of fitness equipment. Personal training too has seen a whole new level of an upgrade – from being an intelligent rowing and weightlifting machines to be a full-length fitness mirror working as a personal trainer. This regime is highly convenient and works best between long commutes, bad weather and busy schedules of many.

Physical fitness activities have long been known for reducing stress. It's been one of the go-to strategies of managing stress for many. **Mindfulness workout** is a type of meditation where the focus lies on being intensively aware of what one feels and sees. This practice involves imaginary guidance, breathing methods, and others to relax both mind and body in order to reduce stress and anxiety. This fitness regime has been one of the oldest known to mankind. Alike the heavy workout trainings, mindfulness workout too has seen a virtual progress with several applications online that focus on meditation and keeping calm. These apps allow members to track their sleep and help improve sleep patterns along with tracking the pace at which the mind is active or inactive during sleep. Thus, one can say that mindfulness workout mainly focuses on sustaining health.

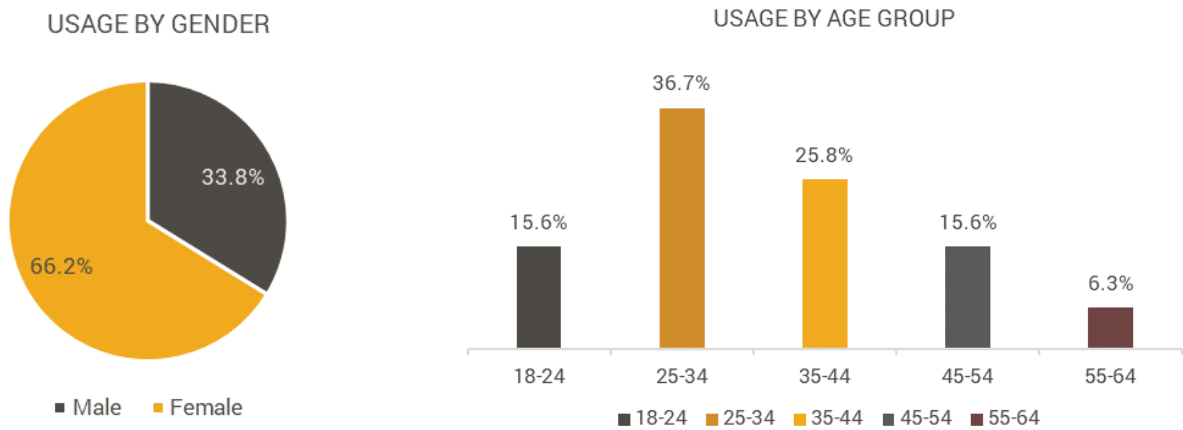
In addition to workout programmes available online or personally, the fitness industry has grown into keeping a track on the nutrition levels of all members. There have been many nutritional methods incorporated to keep a check on weight to increasing or decreasing muscles such as diets like vegan (vegetarian alternatives), keto, paleo, Mediterranean, DASH, blood type and several others. It is believed that by 2040, 25% of the global population will consume vegan meat replacements, 35% will consume lab-grown meat and 40% will consume meat; causing a shift of nutritional diets to a plant-based territory which refers to a diet that is strictly free from animal products. Intuitive eating was the buzzword in 2019 which encourages making personalised food choices without any ethical dilemma or experiencing any guilt. It was an initiative that started with basic intuitive eating methods such as not seeing food as bad or good, eating when hungry and stopping once full, letting go of food rules and simply enjoying what is being eaten. This nutrition method helps in keeping both – mind and body – fitness levels at check at all times.

Fitness Industry in India

Body and mind wellness have always been a prime part of the Indian culture with the existence of yoga, meditation and Ayurveda practices. Moving along with the changing times, lifestyles have also seen a change with new demands that are now looking beyond the traditional practices by revamping it with modern technologies. Residents of India have seen a dynamic shift in lifestyle in the last few years and as more and more are moving towards healthier lifestyles, demand for wellness and fitness centres/studios has been rapidly growing. Per a report published by Stratview Research on India's Wellness Market 2019, the fitness sector is anticipated to grow aggressively owing to the accessibility technology advancements, ease in internet access and availability of plenty fitness and training programmes. With the mentioned advancements consumers are seen to take great interest in wellness and fitness such as keeping up to date with

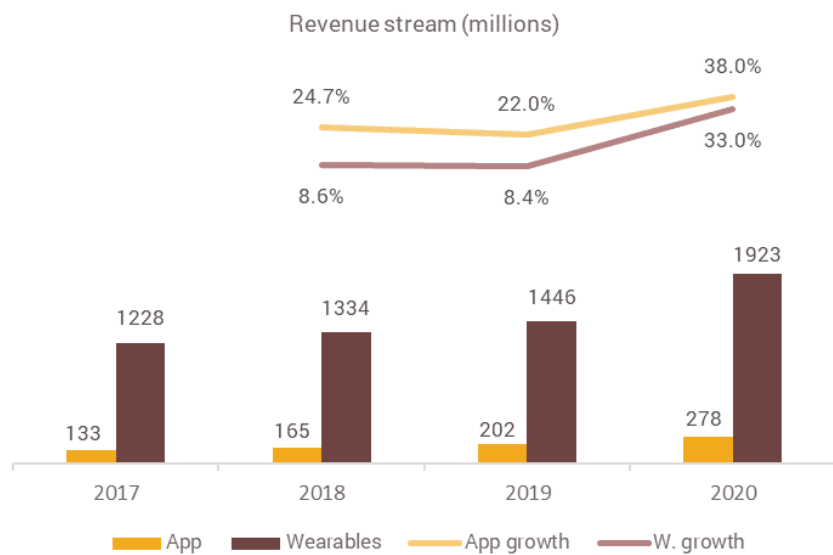


latest products and services available in order to keep fit. As per a statistical study conducted in 2019, 66.2% of the total female population accounts for participation into wellness and fitness, outpacing the male population. Moreover, fitness and wellness participation when defined by the age group, population aged between 25-34 years were seen to use maximum of the fitness facilities in comparison to other age brackets.



Source: Statista-Indian-Fitness, 2019

In an exciting market like India, the growing demand is at variance with services and platforms being offered. While many Indians are seen going to the gym for gaining muscle strength and getting into shape, a fair amount of them are opting for engaging and fun fitness regimes like aerobics, Zumba, MMA, and many more. This growing demand and supply in the fitness industry has grown the fitness culture and attracts not only domestic players but also international players. With the growing disposable income of the youth of this country, the trend of visiting wellness centres has taken a rise with many spending time and money for rejuvenating their body and soul. According to a report by Deloitte India, the Indian fitness industry crossed the USD 1 billion mark in 2017, growing aggressively from being at a nascent stage to becoming a comprehensive market. This is further expected to moderately grow at a CAGR of 8% over the next seven years. The government too has shown great initiatives to encourage the growth of wellness in its 'Make in India' campaign.



Source: Statista-Indian-Fitness, 2019

As the awareness for health and wellness lifestyle is becoming a major trend in the modern society, the initiation of quantified self-movement has created substantial demand for fitness Apps and wearables, however the paying apps continue to see a minimal growth. There are many mergers and acquisitions taking place such as Under Armour

investing in Jabil Clothing+ and MyFitnessPal and Runtastic being acquired by Adidas. When talking about the fitness tracking marketplace, players like Garmin, Fitbit, Samsung and Apple are seen to shift focus to smart watches to track and record fitness levels, giving rise the gadget-based wearables whereas smart clothes are yet to be explored.

Rise in the On-demand Fitness Services

One of the new approaches in the fitness sector has emerged amongst corporate offices and residential buildings of having fully equipped gymnasiums and wellness centres. Where a large number of consumers would take fitness as an additional activity and travel out of their residential areas are now residing comfortably with the opportunity of having fitness centres located within their residential locales. This growing demand has also given rise to the on-demand trend where is it mandatory to have a wellness feature in residential and corporate developments in order to keep a healthy balance or wellness and day-to-day work. Wellness at home too has seen an upward trend wherein demand for home-gym equipment through online platforms of fitness trainers, nutritionist and dietitians are growing. Not only has this trend affected consolidation in the market but has also urged for new businesses to emerge with modern technologies, resulting in the accessibility of more tech-driven products and services that help lead a healthier life.

While, China is anticipated to be the fitness industry leader with revenue generation of USD 6,608 million, followed by United States at USD 5,325 million, India is expected to be the third largest fitness industry at a revenue of USD 2,202 million.

Global comparison (2020 projections)	
Country	Revenue (USD million)
China	6,608
United States	5,325
India	2,202
United Kingdom	753
Germany	631

Source: Statista-Indian-Fitness, 2019

There are different fitness health indexes for each Indian city. As per research conducted by Stratview India, Bengaluru has the highest fitness health index, followed by Mumbai, Hyderabad and Delhi, as shown in the following table.

Cities	Fitness Health Index
Bengaluru, Karnataka	5.5
Delhi	4.7
Mumbai, Maharashtra	4.5
Hyderabad, Telangana	4.3

Source: Statista-Indian-Fitness, 2019

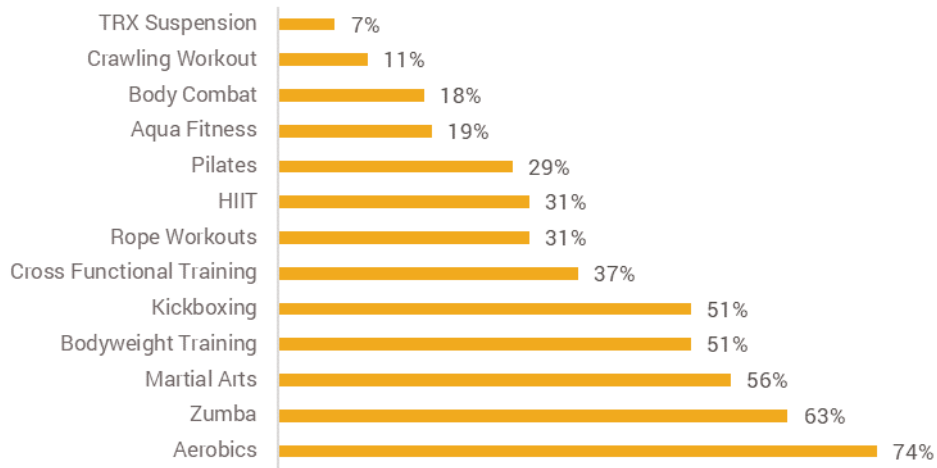
Fit India Campaign 2019

One of the premium print publishers of India, Economic Times, claimed that Swachh Bharat was one of the trending and resounding mantras in the country during the first tenure of the Modi government, the next is line is Fit India. This mission will involve health and youth affairs, ministries of information and broadcasting, rural development and panchayati raj and human resource development; and will be coordinated by the sports ministry. The demand is expected to be in massive quantity as the government is all set to motive the 130 crore population into taking part in the campaign, enhancing

opportunity for market players with benefits coming to not only fitness trainers and operators but also the suppliers of fitness equipment, nutrient supplements, manufacturers amongst others. The government was seen opening doors to ample amount of opportunity in August 2019 with the finance ministry allowing a 100% FDI in retail, giving an ease of entry to mid to small level players in the fitness market from India and Western countries. Per a proposal by the sports ministry, the fitness industry focused on physical fitness and mental wellbeing in 2019, with the following year to dedicate towards healthy food and eating habits. The third year is to lay focus on adopting measures to sustain an environment friendly lifestyle with the year four emphasizing on simple ways to keep ailments at bay with focusing on healthy lifestyle practices and health friendly goods and services.

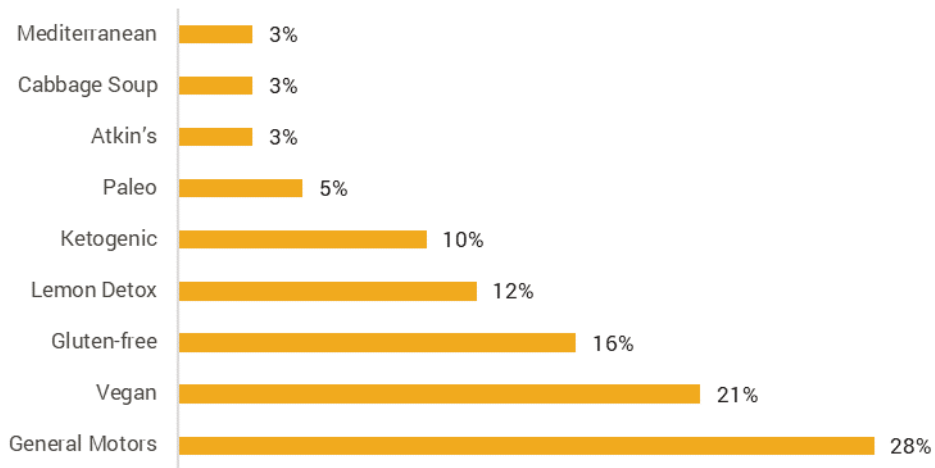
According to a report published in 2019, over 2,000 women and men, aged between 18-35 years, were surveyed by one of the leading sports brand across the tier 1 cities (Ahmedabad, Chandigarh, Chennai, Bengaluru, Delhi-NCR, Hyderabad, Kolkata and Pune) which should a variance in fitness preferences. In the light of the Fit India Movement 2019, this trend is expected to rapidly grow with the accelerated growth in demand for equipment supplies and nutritional supplements. In the past, fitness establishments were seen to focus on two archetypes, namely, aerobics fans and weightlifters. However, the market is set to gain momentum post the announcement of Fit India Movement where fitness centres are being preferred at home, offices with exclusive services. Weight loss advertisements are one of the most popular fitness demands in India owing to the increasing ailments of obesity and diabetes. Spending on fitness, once seen as a luxury is now being seen as a necessity and has become a way of life across all tiers cities and villages with people opting for wellness and fitness choices. The growing awareness of different types of fitness regimes and techniques, coupled with an ease in accessibility of internet, television and technology, has resulted in a substantial growth in demand for this sector.

WORKOUT TECHNIQUE AWARENESS



Source: Statista-Indian-Fitness, 2019

INDIAN PREFERENCE OF FITNESS SUPPLEMENTS



Source: Statista-Indian-Fitness, 2019

Conclusion

One of the biggest sectors in the wellness economy, the fitness of body and mind gets plenty of attention and for good reasons. Mental fitness is equally important as physical fitness and they go hand in hand in the overall wellbeing which results in the prevention of ailments and helps maintain an independence as one ages and boosts immunity. Various methods of fitness for both, body and mind, have evolved as times have passed and with the ever-growing technologies, this sector is expected to enter more innovative and interactive means to keeps its audience entertained and continue growing. With the untimely appearance of the COVID-19 pandemic in later months of 2019, the fitness studios and centers have seen a complete shutdown, resulting in a halt of revenue streams. However, consumers were seen to adapt to more virtual fitness methodologies such as fitness and nutrition apps, live training sessions on Facetime and Zoom, amongst others. Moreover, with advancements in smart gadgets that track and sustain records have created a buzz in the past few years, smart apparels are expected to take the lead with many industry leaders acquiring/collaborating with various apparel brands in order to become smart apparel leaders in this sector. Going forth, the fitness industry is undoubtedly expected to continue to grow at a moderate pace in the short-to-medium term.

Traditional & Complementary Medicine

Traditional and complementary medicine (T&CM) is an important and often underestimated health resource with many applications, especially in the prevention and management of lifestyle-related chronic diseases, and in meeting the health needs of ageing populations.

As per a recent report published by the Global Wellness Institute, the overall revenue generated from Traditional and Complementary Medicine globally is valued at \$345.7 billion, of which Asia Pacific and India contributed \$148.9 billion and \$46.2 billion, respectively. The industry is said to have seen substantial growth both globally as well as in India over the past decade.

Region	Traditional & Complementary Medicine (USD billion)	Preventive & Personalized Medicine and Public Health (USD billion)
Global	359.7	574.8
Asia Pacific	148.9	65.0
India	46.2	1.0

Source: Global Wellness Economy Monitor, 2018

This sector encompasses diverse medical, healthcare, holistic, and mentally or spiritually-based systems, services, and products that are not generally considered to be part of conventional medicine or the dominant health care system – including homeopathic, naturopathic, chiropractic, Traditional Chinese Medicine, Ayurveda, energy healing, traditional/herbal remedies and supplements, etc. The nomenclature for this sector is evolving alongside growing consumer adoption of traditional/indigenous, complementary, alternative, and integrative medical practices outside of the conventional/Western medical system. (GWI 2019)

The World Health Organization (WHO) distinguishes terminologically between traditional medicine and complementary and alternative medicine (TM/CAM). The WHO refers the term traditional medicine to developing countries (in Africa, Latin America, Southeast Asia, and/or the Western Pacific), as indigenous medicine (Traditional Chinese Medicine, Hindu Ayurveda, Arab Unani, and various forms of indigenous medicine) deeply rooted in history. The WHO uses the term CAM when referring to developed countries.

In countries where the dominant health care system is based on allopathic medicine, or where Traditional Medicine has not been incorporated into the national health care system, Traditional Medicine is termed as “complementary,” “alternative,” or “nonconventional” medicine.” The term “traditional medicine” denotes the indigenous health traditions of the world; “complementary and alternative medicines” refer to methods outside the biomedical mainstream, as a set of health care practices that are not part of a country’s own tradition and are not integrated into the dominant health care system, particularly in industrialized countries; and “conventional medicine” refers to “biomedicine” or modern medicine. Other terms that describe these health care practices, include “natural medicine,” “nonconventional medicine,” or “holistic medicine.” The terms complementary/alternative/nonconventional medicine are used interchangeably with traditional medicine in some countries.

Complementary Medicine

The terms “complementary medicine” or “alternative medicine” refer to a broad set of health care practices that are not part of that country’s own tradition or conventional medicine and are not fully integrated into the dominant health-care system. They are used interchangeably with traditional medicine in some countries.

Traditional Medicines

It is the sum total of the knowledge, skill, and practices based on the theories, beliefs, and experiences indigenous to different cultures, whether explicable or not, used in the maintenance of health as well as in the prevention, diagnosis, improvement or treatment of physical and mental illness, which may rely exclusively on past experience or



observation handed down from generation to generation, verbally or in writing.” It comprises therapeutic practices in existence for hundreds of years before the development of modern scientific medicine and is still in use today without much documented evidence of adverse effects.

For the year 2017, the global size of Over the Counter Herbal and Traditional Medicine was estimated at around \$132 billion, of which Asia Pacific and India contributed approximately 39% (\$52 billion) and 12% (\$16 billion) of the total, respectively.

The therapies under this sector include medication therapies—use of herbal medicines, animal parts, and/or minerals—and nonmedication procedure-based therapies—without the use of medication, as in the case of acupuncture and related techniques, manual therapies, chiropractic, osteopathy, qigong, tai chi, yoga, naturopathy, thermal medicine, and other physical, mental, spiritual and mind-body therapies.

Traditional medicine, variously known also as ethno-medicine, folk medicine, native healing, or complementary and alternative medicine, is the oldest form of health care system as an ancient and culture-bound method of healing that humans have used to cope and deal with various diseases that have threatened their existence and survival. Different societies have evolved different forms of indigenous healing methods such as Chinese, Indian, and African traditional medicines.

It has not only continued to be used for primary health care of the poor in developing countries but has also been used in countries where conventional medicine is predominant in the national health care system. Despite its existence and continued use over many centuries, and its popularity and extensive use during the last decade, traditional medicine has not been officially recognized in most countries.

In some Asian and African countries, up to 80% of the population relies on traditional medicine for their primary health care needs. When adopted outside its traditional culture, traditional medicine is often considered a form of alternative medicine. Practices known as traditional medicines include traditional European medicine, traditional Chinese medicine, traditional indigenous Mayongia magic and medicine (Assam), traditional indigenous medicine of Assam and rest of NE India, traditional Korean medicine, traditional African medicine, Ayurveda, Siddha medicine, Unani, ancient Iranian Medicine, Iranian (Persian), Islamic medicine, Muti, and Ifá. Scientific disciplines which study traditional medicine include herbalism, ethnomedicine, ethnobotany, and medical anthropology.

Traditional Indian Medicine

AYUSH is the acronym of the medical systems that are being practiced in India such as Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy.

The Ministry of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (abbreviated as AYUSH) is purposed with developing education, research and propagation of indigenous alternative medicine systems in India. The Ministry is headed by a Minister of State (Independent Charge), which is currently held by Shripad Yesso Naik.

Ayurveda is considered by many scholars to be the oldest healing science. In Sanskrit, Ayurveda means “The Science of Life.” Ayurvedic knowledge originated in India more than 5,000 years ago and is often called the “Mother of All Healing.” It stems from the ancient Vedic culture and was taught for many thousands of years in an oral tradition from accomplished masters to their disciples. Ayurveda places great emphasis on prevention and encourages the maintenance of health through close attention to balance in one’s life, right thinking, diet, lifestyle and the use of herbs.

The practice identifies three basic types of energy or functional principles that are present in everyone and everything. Since there are no single words in English that convey these concepts, they use the original Sanskrit words vata, pitta and kapha.

Vata is the subtle energy associated with movement – composed of Space and Air. It governs breathing, blinking, muscle and tissue movement, pulsation of the heart, and all movements in the cytoplasm and cell membranes. In balance, vata promotes creativity and flexibility. Out of balance, vata produces fear and anxiety.

Pitta expresses as the body’s metabolic system – made up of Fire and Water. It governs digestion, absorption, assimilation, nutrition, metabolism and body temperature. In balance, pitta promotes understanding and intelligence. Out of balance, pitta arouses anger, hatred and jealousy.



Kapha is the energy that forms the body's structure – bones, muscles, tendons – and provides the “glue” that holds the cells together, formed from Earth and Water. Kapha supplies the water for all bodily parts and systems. It lubricates joints, moisturizes the skin, and maintains immunity. In balance, kapha is expressed as love, calmness and forgiveness. Out of balance, it leads to attachment, greed and envy.

The Ayurveda market in India was valued at INR 300 billion in 2018 and is expected to reach INR 710.87 billion by 2024, expanding at a compound annual growth rate (CAGR) of ~16.06%, during the forecast period (2019-2024). In 2018, around 75% of Indian households used ayurvedic products as against only 67% in 2015. Of late, manufacturers have been using herbal ingredients in the production of personal care products like lotions, oils and shampoos. Players in the food processing industry are also making use of herbal ingredients in manufacturing products like packaged juices and nutritional supplements.

Major players operating in the Indian Ayurveda products market include Dabur India Limited, Emami Limited, Patanjali Ayurveda Limited, The Himalaya Drug Company, Sandu Pharmaceuticals Limited, and Shahnaz Ayurveda Private Limited. Baidyanath, Dabur, and Emami together account for about 85% share of the country's Ayurveda market. The top players operating in the Ayurveda services market in India include Somatheeram Ayurvedic Hospital and Yoga Centre Private Limited, Ananda in the Himalayas, Kairali Ayurvedic Centre Private Limited, Mercure Goa Deevaya Retreat, and Ayurogashram Private Limited.

Yoga is an Art and Science of healthy living. It is a spiritual discipline based on an extremely subtle science, which focuses on bringing harmony between mind and body. The holistic approach of Yoga is well established, and it brings harmony in all walks of life and thus, known for disease prevention, promotion of health and management of many lifestyle –related disorders. Today, Yoga is popular across the globe, not just because of its efficacy in the management of some diseases, but also of its strength in providing relief to the practitioner, from mental and emotional distress and providing a feeling of well-being. Hence, now-a-days Yoga is being practiced as part of healthy lifestyle across the globe.

The term Yoga is derived from the Sanskrit root 'YUJ', meaning 'to join' or 'to yoke' or 'to unite'. As per Yogic scriptures the practice of Yoga leads to the union of individual consciousness with that of the Universal Consciousness, indicating a perfect harmony between the mind and body, Man & Nature. The aim of Yoga is Self-Realization, to overcome all kinds of sufferings leading to 'the state of liberation'. This is one of the oldest sciences of the world, which originated in India. Yoga is very useful for preserving and maintaining one's physical and mental health and also for 'spiritual evolution'. The practice of Yoga is believed to have started with the very dawn of civilization. The yoga industry is worth more than \$84 billion worldwide. Over the last four years, the yoga industry spending has gone up from \$10 billion to \$16 billion, globally. As per industry reports, people spend an average of \$62,640 in their lifetime on yoga.

Ibn-e- Sina popularly known as Avicenna, one of the greatest scholars of **Unani Tibb** (medicine), has defined Unani Medicine as "It is the science in which we learn various states of body in health and when not in health and the means by which health is likely to be lost and when lost, is likely to be restored".

Unani-tibb or Unani Medicine is a form of traditional medicine practiced in Middle- East and South-Asian countries. It refers to a tradition of Graeco-Arabic medicine, which is based on the teachings of Greek physician Hippocrates and Roman physician Galen and developed into an elaborate medical system in middle age era by Arabian and Persian physicians, such as Rhazes (al-Razi), Avicenna (Ibn-e- Sina), Al-Zahrawi, and Ibn Nafis. It originated in Greece almost 2500 years back, which is herbo- animo- mineral in origin (Approximately 90% herbal, 4-5% animal and 5-6 % mineral). It is not only the original science of medicine but also a rich store house of principles and philosophies of medicine which can be of immense value to the medicine in particular and science in general.

It is presently practiced in India, Bangladesh, Pakistan, Sri Lanka, Nepal, China, Iran, Iraq, Malaysia, Indonesia, Central Asian and Middle Eastern Countries. In India the system has been developed scientifically, nurtured and systematically integrated into healthcare delivery system over the years.

The **Siddha** system of medicine is mainly practised in the Southern part of India. It is one of the earliest traditional medicine systems in the world which treats not only the body but also the mind and the soul. The word Siddha has its origin in the Tamil word Siddhi which means "an object to be attained" or "perfection" or "heavenly bliss". India being the birthplace of many traditional philosophies also gave birth to Siddha. The roots of this system are intertwined with the culture of ancient Tamil civilization.



"Siddhargal" or Siddhars were the premier scholars of this system in ancient times. Siddhars, mainly hailing from Tamil Nadu laid the foundation for Siddha system of medicine. Hence, it is called Siddha medicine. Siddhars were spiritual masters who possessed the ashta (eight) siddhis or unique powers. Agastyar or Agasthya, is believed to be the founding father of Siddha Medicine. Eighteen Siddhars are considered to be pillars of Siddha Medicine. Siddha medicine is claimed to revitalize and rejuvenate dysfunctional organs that cause the disease. Kayakarpam, a special combination of medicine and lifestyle, Varmam therapy, Vaasi (Pranayamam) and Muppu the universal Salt are the specialities of Siddha system of medicine. Thus, this system connects both spiritual and physical and treats the person as a whole i.e. it concentrates the physical, psychological, social and spiritual wellbeing of an individual.

The word '**Homeopathy**' is derived from two Greek words hómoios (similar) and páthos (suffering). This means in Homeopathy natural diseases are treated with substances that produce effects similar to the suffering. The key principle of this medical approach is similia similibus curentur. Homeopaths generally refer this as Like be treated with likes. Homeopathy can be defined as a "dynamic, holistic and vitalistic system of individualistic drug therapeutics, based on the law of similars, potentially capable to cure diseases that are curable and relieves symptoms of incurable nature". The key principle of the system is Similia Similibus Curentur, while the crucial principles are doctrine of Drug-proving, doctrine of drug- dynamisation, theory of chronic diseases, totality of symptoms, direction of cure and the important supporting principles are vital force / dynamism, Single remedy, and Susceptibility / individualization.

Homeopathic remedies are used by the public for viral diseases, different forms of allergic conditions, skin disorders, behavioral problems and several chronic long term diseases. Its strength also lies in its effectiveness on certain clinical conditions for which there is less treatment in other medical systems. This medicine is used as a standalone treatment for various women and children diseases, hormonal disorders, pain and palliative care, infertility and so on. Similarly, it is used as an adjunct/ adjuvant in Cancer, COPD, Diabetes and its complications. In preventive care, Homeopathic medicines are used on a unique concept of Genus epidemicus. The strength of Homeopathy in promotive health is its constitutional and anti-miasmatic approach.

An outlay of INR 1,939.76 crore has been earmarked in the year 2019/20 for the Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) sector in the current financial, an increase of 14.59 per cent over the revised estimates of Rs 1,692.77 crore of the last fiscal.

Traditional Chinese Medicine

Traditional Chinese medicine (TCM) is a branch of traditional medicine that is said to be based on more than 3,500 years of Chinese medical practice that includes various forms of herbal medicine, acupuncture, cupping therapy, gua sha, massage (tui na), bonesetter (die-da), exercise (qigong), and dietary therapy.

Acupuncture

Traditional Chinese medicine explains acupuncture as a technique for balancing the flow of energy or life force – known as chi or qi (chee) – believed to flow through pathways (meridians) in your body. By inserting needles into specific points along these meridians, acupuncture practitioners believe that your energy flow will re-balance. Acupuncture involves the insertion of very thin needles through your skin at strategic points on your body. A key component of traditional Chinese medicine, acupuncture is most commonly used to treat pain. Increasingly, it is being used for overall wellness, including stress management.

Tui-Na

Tuina or tui-na (pronounced twee-nah) massage originated in ancient China and is believed to be the oldest system of bodywork. It's based on the theory that imbalances of qi, which is the body's vital life force or energy, can cause blockages or imbalances that lead to symptoms such as pain and illness. Tuina massage stimulates the flow of qi to promote balance and harmony within the body using many of the same principles of acupuncture. It's similar to acupuncture in the way it targets specific acupoints, but practitioners use fingers instead of needles to apply pressure to stimulate these points. Tuina massage is often used in combination with acupuncture.

Die-Da

Dit Da literally means 'to fall' and 'to hit'. It is a branch of Chinese medicine which originated in Southern China and is practised today mainly in Hong Kong, Taiwan and Guangzhou.

It is originally a nameless art but in time people entitled it with the two most common forms of injuries or sickness - falling and being hit. Hence, it became a 'Fall and Hit Medicine'. Despite its given name, the art goes far beyond just treating physical injuries. Dit Da treats the human body from a more architectural perspective. Bones, muscles, tendons, sinews, arteries and chi-channels are all within the sphere of Dit Da. Skin-related problems such as allergies and swellings are also associated with this art.

Its diverse treatments make it difficult to translate to a western mind. Bone-setting is one form of Dit Da treatments, whether it is a case of opened or closed fracture. Massage-like acupuncture is another. Chi Kung therapy and external herbal application are also types of Dit Da treatments. In general, Dit Da refers to the body of knowledge which involves non-invasive and external treatments. People in the west have tried translating this art on many occasions. The two most common translations are Chinese bone-setting and Chinese osteopathy due to Dit Da's popular association with bones. Others have regarded the practitioners as masseurs and Chi Kung therapist. Some called them sport-injuries specialists. The usage of herbs externally makes it also a field of herbology. Some people also treat Dit Da as an ancient Chinese physiotherapy.

National policy on T&CM

In India, the national policy on T&CM is the National Policy on Indian Systems of Medicine and Homeopathy, issued in 2002. National legislation on T&CM includes the Indian Medicines Central Council Act 1970, the Homeopathy Central Council Act 1973 and the Drugs and Cosmetics Act of 1940 (amended in 2009).

The Government of India created a separate department known as the Department of Indian Systems of Medicine and Homeopathy in 1995, later renamed as the Department of Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH), to serve as the national office for T&CM, which is administered under the MoH. The independent Ministry of AYUSH was formed in 2014. There are a number of expert committees for T&CM in the country, the important ones being the pharmacopoeia committee, the Drug Control Cell, and the Ayurveda Siddha and Unani Technical Advisory Board.

There are four separate councils for research under AYUSH: The Central Council for Research in Ayurveda and Siddha, the Central Council for Research in Unani Medicine, the Central Council for Research in Yoga and Naturopathy, and the Central Council for Research in Homeopathy. A national plan for integrating T&CM into national health delivery began in 2014. Government and public research funding are allocated towards T&CM.

Conclusion

Increased levels of chronic diseases, population aging and escalating health concerns are being frequently experienced in the health systems across the world. Healthcare providers, along with patients, have demanded on revitalizing the health care services – including the expansion in accessing traditional and complementary medicine practices, products in primary health care. As discussed earlier in this section, medicines have had a long history. While traditional medicines are a sum total of skill, knowledge, faith and practice based on belief, experiences and theories of different cultures, complementary medicines are a broad range of health care practices that are originally from a foreign country's conventional or traditional medicines and have not been fully integrated in the health-care system.

Historically these medicinal practices have been known to boost immunity and cure ailments to a great extent and have now regained recognition not only in the developed countries but also amongst the developing countries. Having modern medicines only resulting in alleviating symptoms and failing to cure, a look at traditional and complementary medicines is taking place as more and more people are turning away from life-time drug dependency. Models for integrating traditional and complementary medicines into the primary health care system must be explored more extensively globally as well as in India.



Wellness Economy – Industry Size

Approaches to Value

Evaluation of the wellness economy across Global and the Asia Pacific platforms has been done through the primary and secondary research conducted by Hotelivate, coupled with data and information sourced from the publications of the Global Wellness Institute. As stated by them – *The wellness economy is a colossal global industry that enables consumers to incorporate wellness practices and activities into their lives and create a wellness lifestyle. This economy is collectively formed by the 10 diverse sectors that have been discussed in detail in the report.*

	Wellness Tourism	Workplace Wellness	Wellness Real Estate	Personal Care, Beauty & Anti-Aging	Fitness Body & Mind	Thermal/Mineral Springs	Spa Economy	Healthy Eating, Nutrition, & Weight Loss	Preventive & Personalized Medicine and Public Health	Traditional & Complementary Medicine	Total
Global (USD billion)	639.4	47.5	134.3	1,082.9	828.0	56.2	118.8	702.1	574.8	359.7	4,543.7
Bucket Share	14.1%	1.0%	3.0%	23.8%	18.2%	1.2%	2.6%	15.5%	12.7%	7.9%	
Asia Pacific (USD billion)	136.7	9.3	46.8	406.7	208.3	31.6	26.5	77.7	65.0	148.9	1,157.5
Bucket Share	11.8%	0.8%	4.0%	35.1%	18.0%	2.7%	2.3%	6.7%	5.6%	12.9%	
India (USD billion)	16.3	0.2	6.1	24.8	4.7	1.9	2.1	20.9	1.0	46.2	124.2
Bucket Share	13.1%	0.1%	4.9%	20.0%	15.0%	6.0%	1.7%	16.8%	0.8%	37.2%	

Source: Global Wellness Institute, 2018

The wellness sectors have witnessed a diversified growth across the three broad platforms where personal care, beauty and anti-aging is the leading sector globally (USD 1,100 billion) and in Asia Pacific (USD 407 billion). There is no doubt in believing why the traditional and complementary medicines dominates the market share for India at a value of USD 46 billion, owing to the ancient practices of traditional medicine such as Ayurveda in India and being practiced widely across the country even today. The second segment that dominates the wellness market in India is Personal Care, Beauty & Anti-Aging which is estimated at USD 24.8 billion.

Valuation Parameters

The Indian Wellness Economy has been thoroughly researched by Hotelivate. We have studied the historical and present growth patterns of the ten sectors of the wellness industry within India and have also analysed future potential. These have been discussed in order to evaluate growing consumer demand and industry supply. To estimate the growing potential as well as the value of the Indian Wellness Economy for the next 10, 20 and 30 years, we have taken into consideration two main factors, namely, the estimated overall population and the number of households earning more than ₹10 lakh annually.

India	2019/20	2029/30	2039/40	2049/50
Estimated Population	1,38,00,04,385	1,48,26,46,571	1,55,22,77,547	1,63,90,00,000
Population Growth Rate (CAGR)	1.47%	0.72%	0.46%	0.55%
GDP (US\$ Billion)	2,875	5,926	10,122	14,983
GDP % growth	5.86%	7.50%	5.50%	4.00%
Number of Households	31,01,13,345	33,31,79,005	34,88,26,415	36,83,14,607
% Growth	1.65%	0.72%	0.46%	0.55%
No. of Households earning > 10lakh	93,03,400	1,08,28,318	1,22,08,925	1,38,11,798
% of Households earning >10 lakh	3.0%	3.3%	3.5%	3.8%
No. of members per Household	4.5	4.5	4.5	4.5

Source: Hotelivate Research

As per our research, Hotelivate believes 5% of the overall population of India, combined with 66% of the total number of households earning more than ₹10 lakh annually, utilized the wellness facilities 2019/20. This is further anticipated to grow by 8.3% over the next 10 years to an estimated value of USD 257.7 billion in 2029/30 as compared to USD



124.2 billion in 2019/20. This growth is expected to substantially increase with the accelerated demand across all segments of the wellness industry, resulting in bringing the Indian wellness industry to an estimated value of USD 1 trillion by 2049/50.

India	2019/20	2029/30	2039/40	2049/50
Total Wellness Industry (INR)	23,01,57,78,47,400	29,31,53,72,68,062	35,69,93,15,87,908	43,07,85,83,90,314
Total Wellness Industry (USD Billion)	124.2	257.7	511.2	1,004.8
Inflation		5%	5%	5%
% of Total Population utilising the Wellness Industry	5.0%	6.0%	7.0%	8.0%
% of Total Households earning more than >10 lakh	66.0%	70.0%	75.0%	80.0%
Total Population utilising the Wellness Industry	6,90,00,219	8,89,58,794	10,86,59,428	13,11,20,000
Total Households (earning > 10 lakh) utilising the Wellness Industry	61,40,244	75,79,822	91,56,693	1,10,49,438
Total Households (no. of members) utilising the Wellness Industry	2,73,24,087	3,37,30,209	4,07,47,286	4,91,70,000
Total Population + Households utilising the Wellness Industry	9,63,24,306	12,26,89,004	14,94,06,714	18,02,90,000
Total Population + Households utilising the Wellness Industry (%)	7.0%	8.3%	9.6%	11.0%

Source: Hotelivate Research

Conclusion

The wellness industry in India has flourished on the back of the demand for traditional and alternative healing practices. With modern technology bringing in innovative methods to approach the long living traditional wellness practices, the demand for same has also been seen to grow at a similar pace. While some wellness sectors within the industry have seen a robust growth over the past few years, other sectors too have grown moderately and are expected to increase at a similar pace going forward. From curative healthcare facilities, the market has grown to nutrition and preventive healthcare, varied fitness practices, virtual platforms, and wellness tourism. From real estate to hospitality, industry leaders are on the move to incorporate wellness characteristics in their respective markets as people are becoming more conscious of a healthy lifestyle and the wellness sector is likely to become increasingly profitable in the years to come. Since 2010, the wellness industry displayed potential for several business with the industry gaining popularity on social media platforms and increasing consumer demand on the back of rising income and demand for looking and feeling better physically and mentally.

As stated earlier, valued at USD 124 billion in 2017, the Indian wellness economy is anticipated to grow to USD 1 trillion by 2050. The industry is expected to witness several new trends led by new innovations from industry players and consumer demand. There are opportunities yet to be explored in sectors such as wellness tourism, luxury spas and wellness fashion in many urban and semi-urban locales in India. After the exciting entrance of Apps and virtual forums for consultation, the industry is anticipated to focus on customer experiences. That being said, the established players in the industry too are undergoing significant change with new players entering the race, riding on the wave of ever-increasing demand. With an overall positive lookout, the wellness industry continues to have immense potential for growth in the coming years while giving a firm platform for several businesses and meeting demand needs.

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