



GLOBAL WELLNESS
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The FUTURE of WELLNESS 2024 TRENDS



1. Climate-Adaptive Wellness
2. The Power of the Pilgrimage
3. From Manning Up to Opening Up
4. The Rise of Postpartum Wellness
5. Longevity Has Longevity
6. A Wellness Check for Weight Loss Drugs
7. Sports Finds Its Footing in Hospitality
8. The Home as Highest-Tech-Health-Hub
9. A New Multisensory, Immersive Art for Wellness
10. Under the Radar

TREND 1



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Climate-Adaptive Wellness

By Jane Kitchen

TREND 1

Climate-Adaptive Wellness

An increasingly heat-crushed planet inspires a wave of cooling solutions in architecture, urban design, wearables, tourism and travel.



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Singapore's SuperTrees at Gardens by the Bay harvest rain and solar energy, and some help to absorb and disperse heat—a major attraction for tourists and residents alike (photo by: Grant Associates).



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The Parkroyal Collection Pickering Hotel has terraced gardens on the building's exterior to help mitigate the heat risk as climate change makes cities hotter.



The Arctic Patch aims to help exercisers stay cool in the heat.



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Contrasting between a hot spring and cold river may help with thermo-regulation (photo credit: The Springs).

TREND 2



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The Power of the Pilgrimage

By Eric Wilson

TREND 2

The Power of the Pilgrimage

A record number of new and revitalized pilgrimage trails worldwide are luring new generations to experience the most ancient, slow and spiritual form of travel.



Hikers transverse the Trans
Bhutan Trail. Photo courtesy of
Trans Bhutan Trail.



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Monks speaking with a hiker
on the Trans Bhutan Trail.



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Hikers in Bhutan



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Stupas pictured along the
Trans Bhutan Trail route.



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TREND 3



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From Manning Up to Opening Up

By Skyler Hubler & Cecelia Girr

TREND 3

From Manning Up to Opening Up

A cultural shift is underway with a rise of social and emotional wellness offerings for men to help them connect with themselves and each other.



Shifting views of masculinity are fueling a new wave of social and emotional wellness solutions for men.



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Shifting views of masculinity are fueling a new wave of social and emotional wellness solutions for men.



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Clockwise from left: Two men surfing the waves on a Rewilding Surf Retreat; a look inside the colorful dining experience at a Rewilding Surf Retreat; a sharing circle during a Rewilding Surf Retreat.



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A group from the Modern Day Knight Project in California perform a strenuous challenge.



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From left: A Tough Guy Book Club meeting; a stack of reading material from the Tough Guy Book Club.



TREND 4



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The Rise of Postpartum Wellness

By Claire McCormack

TREND 4

The Rise of Postpartum Wellness

Much-needed change in postpartum care is here, supporting a more comprehensive and empathetic approach to new parents' physical and emotional wellbeing.



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As a healthcare crisis has reached a crescendo worldwide, at last parents, medical professionals, and policymakers are making changes to consider the parent, as well as the baby (photo by: iStock/Arsenii Paliv).



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Traditional techniques and medical best practices are being integrated in to posh post-birth care centers (photo by: iStock/Fly View Productions).



Both maternal and paternal post-partum depression is being increasingly realized, and the wellness world is aiming to help provide an answer to this via technology (Photo by: iStock/SDI Productions).



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The personal care market has finally delivered options for the unique needs that the postpartum period brings.

TREND 5



Longevity Has Longevity

Medical Perspective by Kenneth R. Pelletier MD, PhD
Industry Perspective by Zoë Weiner

TREND 5

Longevity Has Longevity

This new industry pillar is the fastest-growing, newest genre in wellness, encouraging booming new businesses fusing medical and wellness applications.



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At Fountain Life, a longevity-focused health care service, longevity is prioritized via preventative diagnostics and personal recommendations. Image courtesy of Fountain Life, White Plains, NY



While high-tech options abound, the Blue Zones mindset suggests that prioritizing community, healthy eating and natural movement can help you to live longer (photo by: iStock/FatCamera).



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Experts maintain that eating a healthy, plant-based diet filled with fruits and vegetables can better your health (photo by: iStock/Dean Mitchell).



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As technology becomes more advanced, we're able to access healthcare and longevity recommendations from tele-health options: Amazon, for one, is betting hard on the widening of digital care (photo by: iStock/vorDa).



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More and more fitness centers (like Life Time with the introduction of MIORA) are getting into the longevity game with specialized clinics (photo by: iStock/nd3000).



A growing branch of personalized science utilizes AI and the highest-tech scans available to assess your health and longevity (photo by: iStock/Prostock-Studio).



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An extensive number of longevity clinics are analyzing your genetics and prioritizing what your unique system needs to stay healthy (photo by: iStock/janiecb).



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TREND 6



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A Wellness Check for Weight Loss Drugs

By Emily Laurence

TREND 6

A Wellness Check for Weight Loss Drugs

New weight-loss drugs upended traditional behavior-change wellness businesses, who recently pivoted to prescribing Big Pharma's latest magic pills (and pricks).



Ozempic, pictured here, is a semaglutide injection that induces weight loss and has kicked off a global revolution in how we think about weight management (photo by: Shutterstock/Natalia Gh).



Experts say that GLP-1 drugs need to be used in conjunction with healthy lifestyle habits, such as exercise (photo by: iStock/miljko).

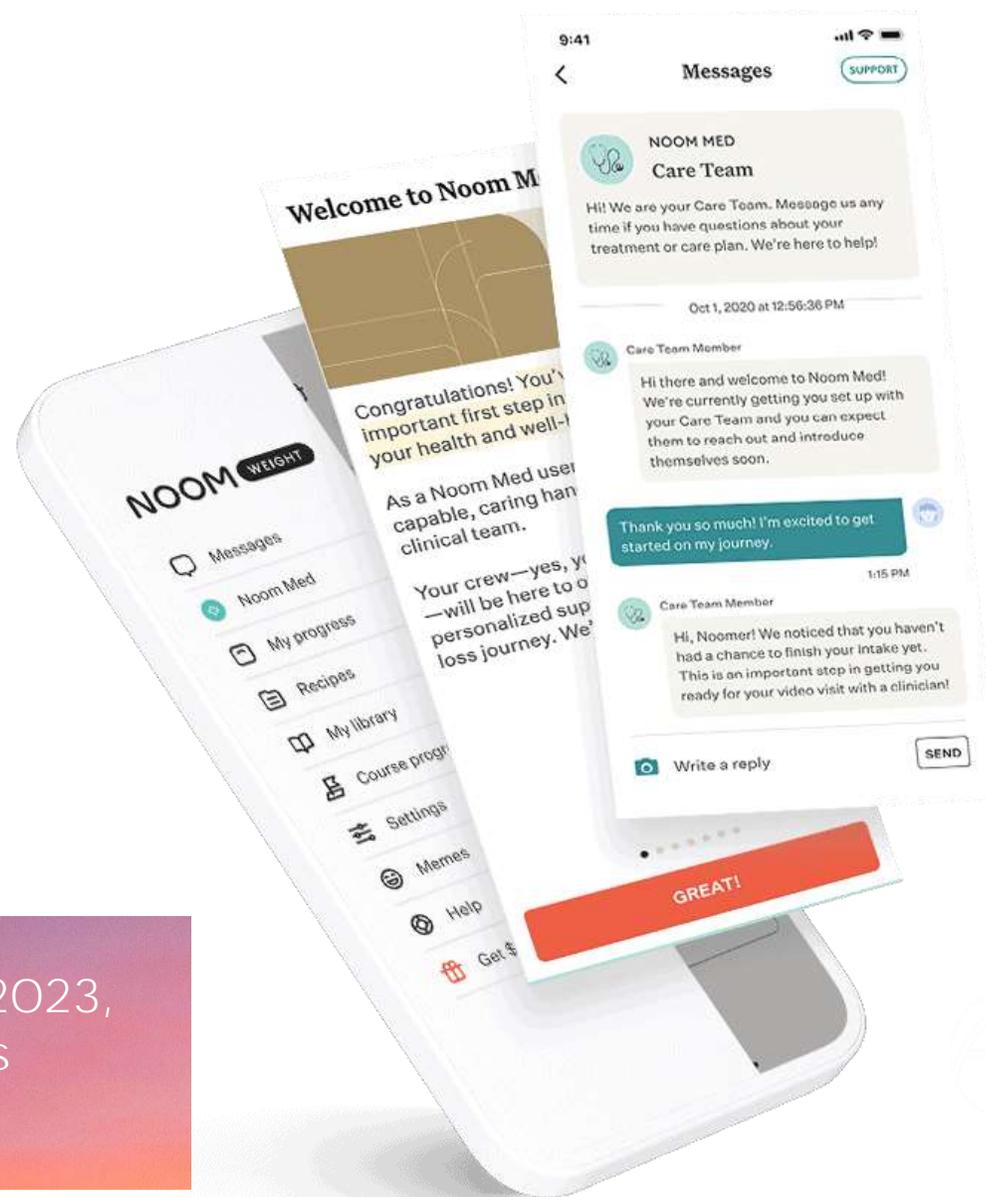


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Zepbound, the Eli Lilly weight loss drug that's now available, will likely put pressure on Ozempic's slice of the market (photo by: Shutterstock/Oleschwander).

Noom Med, launched in May 2023, is now prescribing weight loss drugs to users.



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Scientists have found early promise to a once-daily pill format of semaglutide as opposed to a weekly injection, such as Ozempic (photo by: Fizkes).



TREND 7



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Sports Finally Finds Its Footing in Hospitality

By Patricia Ladis, PT, CBBA

TREND 7

Sports Finds Its Footing in Hospitality

Opportunities abound as wellness inspires new marketing angles, programs and revenue streams with pro trainers, pro-level facilities and diagnostics galore.



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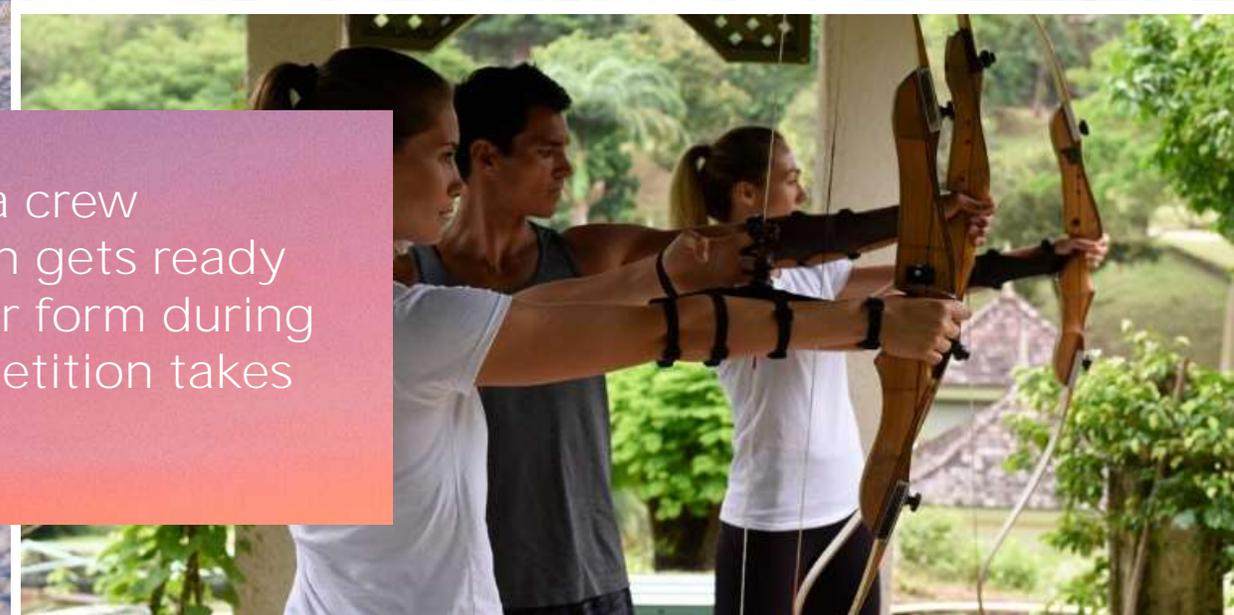
Dubai's SIRO hotel offers training facilities fit for elite athletes.



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Clockwise from left: A group on Ireland's Connemara Bike Tour; a bike tour passing through Angkor Thom North Gate; a Backroads bike expedition in France.



Clockwise from top left: Tourists getting ready for a crew excursion at Body Holiday; a swimming competition gets ready to commence at Body Holiday; tourists perfect their form during an archery class at Body Holiday; a volleyball competition takes to the beach at Body Holiday.



From left: A tennis player takes the court at the Aman; Maria Sharapova is the Maria Sharapova; Aman Global Wellness Ambassador, pictured here working out.



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At Canyon Ranch Performance Lab,
a woman tests out Normatec
compression boots.



TREND 8



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The Home as Highest-Tech-Health-Hub

By Olivia Houghton & Jessica Smith

TREND 8

The Home as Highest-Tech-Health-Hub

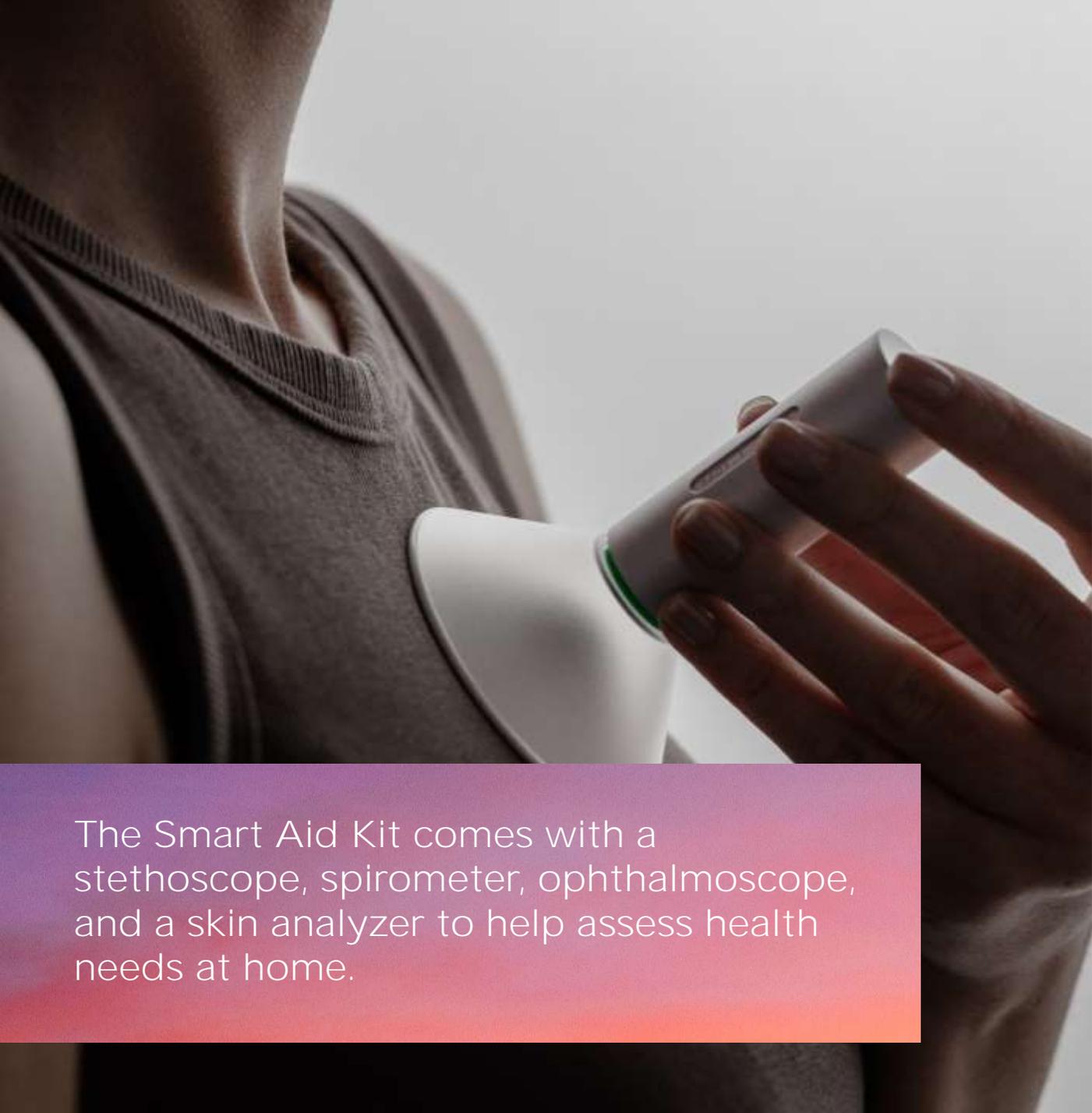
Dynamic new home environments offer intuitive, sensory-enhanced, personalized wellness support beyond cold plunges and yoga rooms.



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Velvaere, a new wellness community in Park City, Utah, offers almost every wellness offering imaginable and recently partnered with Fountain Life, a pioneer in using AI-powered advanced diagnostics to prevent disease before it happens—bringing the longevity clinic right home to residents.



The Smart Aid Kit comes with a stethoscope, spirometer, ophthalmoscope, and a skin analyzer to help assess health needs at home.



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Elements of the Ikea Dajlien collection, aimed at bringing fitness into the home.

TREND 9



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A New Multisensory, Immersive Art for Wellness

By Ari Peralta

TREND 9

A New Multisensory, Immersive Art for Wellness

From museums to hospitals to hotels, new immersive art experiences leveraging technology and AI promote mental and physical wellness in entirely new ways.



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Canadian-Korean artist and pioneer Krista Kim has created the immersive installation “Heart Space” in Dubai, allowing guests to connect through the universal language of the human heartbeat. Credit: “Heart Space” by Krista Kim.



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The Museum of the Future's Al Waha Wellness Zone in Dubai is aimed at uniting the senses.



Hi There.
Please show an expression to me.

The ultrasonic therapy room at Museum of the Future's AI Waha wellness exhibit in Dubai.





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From left: A view of the surroundings at Kaleidoscope Kavern Lazy River; visitors experiencing the multisensory views at Kaleidoscope Kavern Lazy River (all photos by: Moment Factory).



TREND 10



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A TIME OF

TRANSFORM

SEPTEMBER 6-9, 2023 MIAMI, FL



Under the Radar

By Susie Ellis

TREND 10

Under the Radar

Susie Ellis's notes from a recent Global Wellness Summit capture possible trends of the future, as themes emerged under the radar from Summit keynotes, panels and discussions with top-level international delegates.

TRANSFORM

SEPTEMBER 6-9, 2023 MIAMI, FL



Global Wellness Summit Chair and CEO Susie Ellis in conversation with Olympian Simone Biles at the 2023 GWS. Images courtesy Global Wellness Summit/Global Wellness Institute. Photo by Tom Dean.



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Amy McDonald, owner and CEO of Under a Tree Consultancy, speaks about lowering the age limits of spas to allow teens.



Anjan Chatterjee, MD, professor of neurology at the University of Pennsylvania, speaks about the benefits of "slow-looking" when it comes to art.



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Sophie Howe's role as the Future Generations Commissioner for Wales charges her with the responsibility to advocate for a better world for generations to come.

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Before attending the 2023 Summit, Teri Slavik-Tsuyuki delivered a talk at the Wellness Real Estate & Communities Symposium saying wellness is the big motivator in real estate purchase decisions.



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Irwin Tan, manager of the wellness department, Singapore's Tourism Board, speaks on how Singapore became the first additional Blue Zone.

NOVEMBER 6-9, 2023 | MIAMI, FLORIDA, USA

WELLNESS 2023



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Deborah Birx, MD, spoke on why wellness diplomacy will be a growing need in the years to come.





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