

Understanding Wellness

An Allured Research Group Report



Report Highlights

Wellness as we understand it today was an unknown concept less than 50 years ago. Now, the global wellness economy is estimated at over \$4 trillion and growing twice as fast as the global economy.

Chapter 1 | Understanding Wellness

Defining and demystifying wellness

- Wellness 101
- The Wellness Factors that Lead to Purchasing Decisions

Chapter 2 | Monetizing Wellbeing–Wellness Sectors

A briefing on the opportunities in the wellness marketplace

- How Businesses Successfully Support the 5 Major Areas of Wellness
- Building Revenue Through Wellness Services
- How to Become a Wellness Brand through Strategic Partnerships

Chapter 3 | Spas–Purveyors of Wellness

Essential Information on This Growing Market That Helps People Look Good and Feel Well

- The Spa Market's Hidden Business Opportunities
- The Services and Treatments that are Driving Growth
- The Trends, Preferences and Needs of Spa Professionals and Decision Makers

Chapter 4 | Beauty Marketplace–The Ingredients of Wellness

The ways that wellness is redefining beauty

- Why Consumers Care About Ingredients – What They Want and What They Avoid
- The Wellness Motivations in Cosmetic Purchases
- The Role of Cosmetics in Mental Wellness and Personal Empowerment

Chapter 5 | Aligning with the Wellness Brand

Consumers want brands that make them feel well...and feel good about themselves

- Brand Strategies and Mission Statements that Resonate with Consumers
- Transforming into a Wellness Brand by Leveraging 3 Key Factors
- The Practices and Messaging that Boost Consumer Spend

Additional Report Topics Include

- Emerging Wellness Sectors
- How the COVID Pandemic Changed Consumers
- Incorporating Wellness in Strategic Planning

“Understanding Wellness” has the essential market intelligence on wellness which gives you the competitive edge.