



WOMEN'S MARKETING



2017

HEALTH &
WELLNESS TRENDS

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Health and wellness has become more than a lifestyle, it's now a status symbol. Consumers aspire to own hundred-dollar leggings, dine on the “cleanest” and most nutritious foods, and work out at boutique fitness centers. From beauty-enhancing supplements to eco-tourism, wellness is the new luxury. Although those with a wellness mindset tend to be focused on transformational experiences, this segment is still very acquisition-minded...but only if products and services authentically align with their values—and therein lies the key to this consumer.

In 2016, analysts reported that the global wellness economy reached \$3.7 trillion and growth is expected to accelerate by 17% in the next five years. In 2017, we predict there will be a tremendous opportunity for marketers to meet the needs of health-focused consumers—here, we've identified strategic areas of growth within the category.



Fashion

Beyond gym and weekend wear, athleisure brands have a new target in mind for 2017—the office. Lifestyle brands like Kit and Ace, Lululemon, and Under Armour are creating an entirely new category of work-worthy clothing (workleisure) that incorporates the technical aspects of leggings and tank tops to create office-appropriate silhouettes. Although some analysts warn that the athleisure market is nearing saturation, consumers are continuing to live active lives and want apparel that goes from work to workout and blends the best in performance with fashion.

Food & Beverage

What consumers consider “healthy” is constantly evolving. In 2017, low-carb diets will be replaced by highly personalized nutritional programs based on an individual's microbiome and DNA sequence. And, as concerns about sustainability and animal welfare grow, alternative proteins, such as pea and hemp, will become part of mainstream diets. We'll continue to see the evolution of fortified foods. Instead of buying candy-colored vitamin-infused waters, health-conscious consumers will turn to food and beverages with ingredients that promise to combat the effects of an always-on lifestyle. Energy-boosting vitamins, beauty-enhancing collagen, and turmeric and other natural ingredients that fight inflammation resulting from high-endurance sports training are a few of the enhancements we can expect to see gain widespread acceptance in 2017.



Beauty

Women see beauty as a natural extension of their health and are scanning beauty labels just as thoroughly as they do the labels on their food. Perhaps that's why food-based ingredients are predicted to be among 2017's biggest trends— look for hair, personal care, cosmetics, and skin care products that include vitamin C, fruit and vegetable based ingredients, probiotics, seaweed, clay, and charcoal. Indie brands have been at the forefront of natural beauty and we anticipate this to continue, but expect big brands to expand their natural SKUs to meet consumer demand.

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Alternative Medicine

Health and wellness enthusiasts are cautious about the use of medications and attempt to first address health concerns proactively using natural options. The natural-first approach is particularly appealing to Millennials—70% say they use herbal remedies and 68% have tried homeopathic cures. Although homeopathic remedies are regularly used by a small fraction of the U.S. population, there's a growing acceptance and interest in the practice and users indicate it's among the top three

complementary and integrative strategies used in their healthcare. While there may not be widespread acceptance of its efficacy among medical professionals, consumer-driven interest will remain strong.

Fitness

High intensity training continues to be one of the fastest-growing exercise trends, but over-training and exercise fatigue are resulting in a mind shift that approaches exercise as medicine and self-care and prevention. Exercise as medicine practitioners provide patients with an exercise “prescription” that can be tailored to their specific disease conditions. Franchised fitness boutiques (Orangetheory has 500 franchised studios and opened one every day in 2016, Pure Barre opened 60 studios last year and anticipates similar growth in 2017) also offer a more individualized approach to exercise than big-box gyms, the challenge for these brands will be ensuring a quality experience at each location.



Tourism

Wellness travel is nothing new—yoga retreats and adventure escapes have been luring travelers for years. But next-generation bespoke wellness travel offers a 360° immersive experience in exotic destinations like Turkey, Cuba, Botswana, and Columbia that include nutrition, fitness, natural beauty and alternative healing treatments. Organizers pitch these trips as a transformative journey of self-exploration, not just another week spent relaxing on the beach.



Sources: ACSM'S Health & Fitness Journal Worldwide Survey of Fitness Trends for 2017, Mintel Homeopathic and Herbal Remedies 2016, Mintel Skincare and Anti-Aging 2016, WellandGood Health & Wellness Trends 2017; images: dirtylemon.com,

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