

Workplace Wellness Market by Type (Weight Management & Fitness Services, Smoking Cessation Nutrition and Dietary Plan, Stress Management Services, and Health Screening), End User (Small-Size Private Organizations, Mid-Size Private Organizations, Large-Size Private Organizations, Public Sector, and Non-Governmental Organizations): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

The global workplace wellness market was valued at \$46.08 billion 2018 and is expected to reach \$74.00 billion by 2026, registering a CAGR of 6.1% from 2019 to 2026. Workplace wellness programs are executed by the employers for managing the overall health issues of their employees and includes programs, policies, and others. These worksite health programs are now becoming an important part that combines individual and organizational level strategies and interventions to influence health. The wellness program approaches certain policies and interferences that address multiple risk factors and health conditions and plan strategies that may influence multiple organization levels including individual employee behavior change, organizational culture, and worksite environment.

Surge in prevalence of chronic diseases across the globe and adoption of sedentary lifestyle are the major factors drive that drive the market growth for workplace wellness. In addition, economic benefits offered by these programs, rise in awareness, and implementation of wellness programs by employers further propel the workplace wellness market growth. However, huge cost for companies to adopt workplace

wellness plans is anticipated to hamper the market growth. Moreover, significant focus by the public and private sector of developing economies toward improvement in health of their employees is predicted to create lucrative opportunities in the future.

The workplace wellness is segmented on the basis of type and end user. By type, it is divided into weight management and fitness services, nutrition and dietary plan, stress management services, health screening and assessment, and smoking cessation. On the basis of end user, it is categorized into small-size private organizations, mid-size private organizations, large-size private organizations, public sector, and NGO. By region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the market along with the current trends and future estimations to elucidate the imminent investment pockets.

It offers a quantitative analysis from 2018 to 2026, which is expected to enable the stakeholders to capitalize on prevailing market opportunities.

Comprehensive analysis of all regions is provided to determine the prevailing opportunities.

Key players are profiled, and their strategies are analyzed thoroughly to understand the competitive outlook of the global market.

KEY MARKET SEGMENTS

By Type

Weight Management and Fitness Services

Nutrition and Dietary Plan

Stress Management Services

Health Screening and Assessment

Smoking Cessation

By End-User

Large-size private organizations

Mid- size private organizations

Small- size private organizations

NGO

Public sector

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

LIST OF KEY PLAYERS PROFILED IN THE REPORT

Wellness Workplace Solutions

ComPsych

FitLinxx

HealthifyMe

Truworth Wellness

Central Workplace Wellness

Marino Wellness

Privia Health

Wellsource

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Benefits For Stakeholders
- 1.3. Key Market Segments
- 1.4. Research Methodology
 - 1.4.1. Secondary Research
 - 1.4.2. Primary Research
 - 1.4.3. Analyst Tools And Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Cxo Perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market Definition And Scope
 - 3.1.1. Key Market Segments
 - 3.1.2. Top Investment Pockets
- 3.2. Top Player Positioning, 2018
- 3.3. Porters Five Forces Analysis
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.1.1. Rise In Prevalence of Chronic Diseases
 - 3.4.1.2. Growth In Awareness And Implementation of Wellness Programs By Employers
 - 3.4.2. Restraints
 - 3.4.2.1. Huge Cost To The Company
 - 3.4.3. Opportunities
 - 3.4.3.1. Untapped Developing Economies

CHAPTER 4: WORKPLACE WELLNESS MARKET, BY TYPE

- 4.1. Overview
 - 4.1.1. Market Size And Forecast
- 4.2. Weight Management And Fitness Services
 - 4.2.1. Key Market Trends And Opportunities

- 4.2.2. Market Size Ad Forecast
- 4.2.3. Market Analysis, By Country
- 4.3. Smoking Cessation
 - 4.3.1. Key Market Trends And Opportunities
 - 4.3.2. Market Size And Forecast, By Region
 - 4.3.3. Market Analysis, By Country
- 4.4. Nutrition And Dietary Plan
 - 4.4.1. Key Market Trends And Opportunities
 - 4.4.2. Market Size And Forecast, By Region
 - 4.4.3. Market Analysis, By Country
- 4.5. Stress Management Services
 - 4.5.1. Key Market Trends And Opportunities
 - 4.5.2. Market Size And Forecast, By Region
 - 4.5.3. Market Analysis, By Country
- 4.6. Health Screening And Assessment
 - 4.6.1. Key Market Trends And Opportunities
 - 4.6.2. Market Size And Forecast, By Region
 - 4.6.3. Market Analysis, By Country

CHAPTER 5: WORKPLACE WELLNESS MARKET, BY END USER

- 5.1. Overview
 - 5.1.1. Market Size And Forecast
- 5.2. Small-Size Private Organizations
 - 5.2.1. Market Size And Forecast, By Region
 - 5.2.2. Market Analysis, By Country
- 5.3. Mid-Size Private Organizations
 - 5.3.1. Market Size And Forecast, By Region
 - 5.3.2. Market Analysis, By Country
- 5.4. Large-Size Private Organizations
 - 5.4.1. Market Size And Forecast, By Region
 - 5.4.2. Market Analysis, By Country
- 5.5. Public Sector
 - 5.5.1. Public Sector Market Size And Forecast
 - 5.5.2. Market Analysis, By Country
- 5.6. Non-Governmental Organizations (Ngos)
 - 5.6.1. Non-Governmental Organizations Market Size And Forecast
 - 5.6.2. Market Analysis, By Country

CHAPTER 6: WORKPLACE WELLNESS MARKET, BY REGION

6.1. Overview

6.1.1. Market Size And Forecast

6.2. North America

6.2.1. Key Market Trends, Growth Factors, And Opportunities

6.2.2. Market Size And Forecast, By Country

6.2.2.1. U.S. Workplace Wellness Market, By Type

6.2.2.2. U.S. Workplace Wellness Market, By End User

6.2.2.3. Canada Workplace Wellness Market, By Type

6.2.2.4. Canada Workplace Wellness Market, By End User

6.2.2.5. Mexico Workplace Wellness Market, By Type

6.2.2.6. Mexico Workplace Wellness Market, By End User

6.2.3. North America Workplace Wellness Market, By Type

6.2.4. North America Workplace Wellness Market, By End User

6.3. Europe

6.3.1. Key Market Trends, Growth Factors, And Opportunities

6.3.2. Market Size And Forecast, By Country

6.3.2.1. Germany Workplace Wellness Market, By Type

6.3.2.2. Germany Workplace Wellness Market, By End User

6.3.2.3. France Workplace Wellness Market, By Type

6.3.2.4. France Workplace Wellness Market, By End User

6.3.2.5. Uk Workplace Wellness Market, By Type

6.3.2.6. Uk Workplace Wellness Market, By End User

6.3.2.7. Italy Workplace Wellness Market, By Type

6.3.2.8. Italy Workplace Wellness Market, By End User

6.3.2.9. Rest of Europe Workplace Wellness Market, By Type

6.3.2.10. Rest of Europe Workplace Wellness Market, By End User

6.3.3. Europe Market Size And Forecast, By Type

6.3.4. Market Size And Forecast, By End User

6.4. Asia-Pacific

6.4.1. Key Market Trends And Opportunities

6.4.2. Market Size And Forecast, By Country

6.4.2.1. Japan Workplace Wellness Market, By Type

6.4.2.2. Japan Workplace Wellness Market, By End User

6.4.2.3. China Workplace Wellness Market, By Type

6.4.2.4. China Workplace Wellness Market, By End User

6.4.2.5. Australia Workplace Wellness Market, By Type

6.4.2.6. Australia Workplace Wellness Market, By End User

- 6.4.2.7. Rest of Asia-Pacific Workplace Wellness Market, By Type
- 6.4.2.8. Rest of Asia-Pacific Workplace Wellness Market, By End User
- 6.4.3. Asia-Pacific Market Size And Forecast, By Type
- 6.4.4. Market Size And Forecast, By End User
- 6.5. Lamea
 - 6.5.1. Key Market Trends, Growth Factors, And Opportunities
 - 6.5.2. Market Size And Forecast, By Country
 - 6.5.2.1. Brazil Workplace Wellness Market, By Type
 - 6.5.2.2. Brazil Workplace Wellness Market, By End User
 - 6.5.2.3. Saudi Arabia Workplace Wellness Market, By Type
 - 6.5.2.4. Saudi Arabia Workplace Wellness Market, By End User
 - 6.5.2.5. South Africa Workplace Wellness Market, By Type
 - 6.5.2.6. South Africa Workplace Wellness Market, By End User
 - 6.5.2.7. Rest of Lamea Workplace Wellness Market, By Type
 - 6.5.2.8. Rest of Lamea Workplace Wellness Market, By End User
 - 6.5.3. Lamea Market Size And Forecast, By Type
 - 6.5.4. Lamea Market Size And Forecast, By End User

CHAPTER 7: COMPANY PROFILES

- 7.1. Exos
 - 7.1.1. Company Overview
 - 7.1.2. Company Snapshot
 - 7.1.3. Operating Business Segments
 - 7.1.4. Product Portfolio
 - 7.1.5. Business Performance
 - 7.1.6. Key Strategic Moves And Developments
- 7.2. Compsych Corporation
 - 7.2.1. Company Overview
 - 7.2.2. Company Snapshot
 - 7.2.3. Operating Business Segments
 - 7.2.4. Product Portfolio
 - 7.2.5. Business Performance
- 7.3. Discovery Holdings (Vitality Health Limited)
 - 7.3.1. Company Overview
 - 7.3.2. Company Snapshot
 - 7.3.3. Operating Business Segments
 - 7.3.4. Product Portfolio
 - 7.3.5. Business Performance

- 7.4. Fitbit, Inc.
 - 7.4.1. Company Overview
 - 7.4.2. Company Snapshot
 - 7.4.3. Operating Business Segments
 - 7.4.4. Product Portfolio
 - 7.4.5. Business Performance
 - 7.4.6. Key Strategic Moves And Developments
- 7.5. Healthifyme Wellness Private Limited
 - 7.5.1. Company Overview
 - 7.5.2. Company Snapshot
 - 7.5.3. Operating Business Segments
 - 7.5.4. Business Performance
- 7.6. Marino Wellness, Llc
 - 7.6.1. Company Overview
 - 7.6.2. Company Snapshot
 - 7.6.3. Operating Business Segments
 - 7.6.4. Product Portfolio
 - 7.6.5. Business Performance
- 7.7. Leonard Green & Partners, L.P. (Mdvip)
 - 7.7.1. Company Overview
 - 7.7.2. Company Snapshot
 - 7.7.3. Operating Business Segments
 - 7.7.4. Business Performance
- 7.8. Marlin Equity Partners, Llc (Virgin Pulse, Inc.)
 - 7.8.1. Company Overview
 - 7.8.2. Company Snapshot
 - 7.8.3. Operating Business Segments
 - 7.8.4. Business Performance
- 7.9. Novant Health
 - 7.9.1. Company Overview
 - 7.9.2. Company Snapshot
 - 7.9.3. Operating Business Segments
 - 7.9.4. Product Portfolio
 - 7.9.5. Business Performance
- 7.10. The Riverside Company (Workstride)
 - 7.10.1. Company Overview
 - 7.10.2. Company Snapshot
 - 7.10.3. Operating Business Segments
 - 7.10.4. Business Performance

List Of Tables

LIST OF TABLES

- Table 01. Global Workplace Wellness Market, By Type, 2018–2026 (\$Billion)
- Table 02. Global Weight Management And Fitness Services Market, By Region, 2018–2026 (\$Billion)
- Table 03. Global Workplace Wellness Market For Smoking Cessation Market, By Region, 2018–2026 (\$Billion)
- Table 04. Global Workplace Wellness Market For Nutrition And Dietary Plan Market, By Region, 2018–2026 (\$Billion)
- Table 05. Global Workplace Wellness Market For Stress Management Services, By Region, 2018–2026 (\$Billion)
- Table 06. Global Workplace Wellness Market For Health Screening And Assessment, By Region, 2018–2026 (\$Billion)
- Table 07. Global Workplace Wellness Market, By End User, 2018–2026 (\$Billion)
- Table 08. Small-Size Private Organizations, By Region, 2018–2026 (\$Billion)
- Table 09. Workplace Wellness Market For Mid-Size Private Organizations, By Region, 2018–2026 (\$Billion)
- Table 10. Global Workwellness Wellness Market, For Large-Size Private Organizations, By Region, 2018–2026 (\$Billion)
- Table 11. Global Workplace Wellness Market, For Public Sector By Region, 2018–2026 (\$Billion)
- Table 12. Global Workplace Wellness Market, For Ngos, By Region, 2018–2026 (\$Billion)
- Table 13. Workplace Wellness Market Revenue, By Region, 2018–2026 (\$Billion)
- Table 14. North America Workplace Wellness Market, By Country, 2018–2026 (\$Billion)
- Table 15. U.S. Workplace Wellness Market, By Type, 2018–2026
- Table 16. U.S. Workplace Wellness Market, By Application, 2018–2026
- Table 17. Canada. Workplace Wellness Market, By Type, 2018–2026
- Table 18. Canada Workplace Wellness Market, By End User, 2018–2026
- Table 19. Mexico. Workplace Wellness Market, By Type, 2018–2026
- Table 20. Mexico. Workplace Wellness Market, By End User, 2018–2026
- Table 21. North America. Workplace Wellness Market, By Type, 2018–2026
- Table 22. North America. Workplace Wellness Market, By End User, 2018–2026
- Table 23. Europe Workplace Wellness Market, By Country, 2018–2026 (\$Billion)
- Table 24. Germany Workplace Wellness Market, By Type, 2018–2026
- Table 25. Germany Workplace Wellness Market, By End User, 2018–2026
- Table 26. France Workplace Wellness Market, By Type, 2018–2026

- Table 27. France Workplace Wellness Market, By End User, 2018–2026
- Table 28. Uk Workplace Wellness Market, By Type, 2018–2026
- Table 29. Uk Workplace Wellness Market, By End User, 2018–2026
- Table 30. Italy Workplace Wellness Market, By Type, 2018–2026
- Table 31. Italy Workplace Wellness Market, By End User, 2018–2026
- Table 32. Rest of Europe Workplace Wellness Market, By Type, 2018–2026
- Table 33. Rest of Europe Workplace Wellness Market, By End User, 2018–2026
- Table 34. Europe Workplace Wellness Market, By Type, 2018–2026 (\$Billion)
- Table 35. Europe Workplace Wellness Market, By End User, 2018–2026 (\$Billion)
- Table 36. Asia-Pacific Workplace Wellness Market, By Country, 2018–2026 (\$Billion)
- Table 37. Japan Workplace Wellness Market, By Type, 2018–2026
- Table 38. Japan Workplace Wellness Market, By End User, 2018–2026
- Table 39. China Workplace Wellness Market, By Type, 2018–2026
- Table 40. China Workplace Wellness Market, By End User, 2018–2026
- Table 41. Australia Workplace Wellness Market, By Type, 2018–2026
- Table 42. Australia Workplace Wellness Market, By End User, 2018–2026
- Table 43. Rest of Asia-Pacific Workplace Wellness Market, By Type, 2018–2026
- Table 44. Rest of Asia-Pacific Workplace Wellness Market, By End User, 2018–2026
- Table 45. Asia-Pacific Workplace Wellness Market, By Type, 2018–2026 (\$Billion)
- Table 46. Asia-Pacific Workplace Wellness Market, By End User, 2018–2026 (\$Billion)
- Table 47. Lamea Workplace Wellness Market, By Country, 2018–2026 (\$Billion)
- Table 48. Brazil Workplace Wellness Market, By Type, 2018–2026
- Table 49. Brazil Workplace Wellness Market, By End User, 2018–2026
- Table 50. Saudi Arabia Workplace Wellness Market, By Type, 2018–2026
- Table 51. Saudi Arabia Workplace Wellness Market, By End User, 2018–2026
- Table 52. South Africa Workplace Wellness Market, By Type, 2018–2026
- Table 53. South Africa Workplace Wellness Market, By End User, 2018–2026
- Table 54. Rest of Lamea Workplace Wellness Market, By Type, 2018–2026
- Table 55. Rest of Lamea Workplace Wellness Market, By End User, 2018–2026
- Table 56. Lamea Workplace Wellness Market, By Type, 2018–2026 (\$Billion)
- Table 57. Lamea Workplace Wellness Market, By End User, 2018–2026 (\$Billion)
- Table 58. Exos: Company Snapshot
- Table 59. Exos: Product Portfolio
- Table 60. Compsych: Company Snapshot
- Table 61. Compsych: Product Portfolio
- Table 62. Discovery: Snapshot
- Table 63. Discovery: Operating Segments
- Table 64. Discovery: Product Portfolio
- Table 65. Fitbit: Company Snapshot

- Table 66. Fitbit: Product Portfolio
- Table 67. Healthifyme: Company Snapshot
- Table 68. Marino Wellness: Company Snapshot
- Table 69. Marino Wellness: Product Portfolio
- Table 70. Lgp: Company Snapshot
- Table 71. Marlin: Company Snapshot
- Table 72. Novant Health: Company Snapshot
- Table 73. Novant Health: Operating Segments
- Table 74. Novant Health: Product Portfolio
- Table 75. Riverside: Company Snapshot

List Of Figures

LIST OF FIGURES

- Figure 01. Top Investment Pockets
- Figure 02. Top Player Positioning, 2018
- Figure 03. Bargaining Power of Buyers
- Figure 04. Bargaining Power of Suppliers
- Figure 05. Threat of Substitution
- Figure 06. Threat of New Entrants
- Figure 07. Competitive Rivalry
- Figure 08. Comparative Analysis of Weight Management And Fitness Services Market, By Country, 2018 & 2026
- Figure 09. Comparative Analysis of Workplace Wellness Market For Smoking Cessation Market, By Country, 2018 & 2026
- Figure 10. Comparative Analysis of Workplace Wellness Market For Nutrition And Dietary Plan Market, By Country, 2018 & 2026
- Figure 11. Comparative Analysis of Workplace Wellness Market For Stress Management Services, By Country, 2018 & 2026
- Figure 12. Comparative Analysis of Workplace Wellness Market For Health Screening And Assessment, By Country, 2018 & 2026
- Figure 13. Comparative Analysis of Small-Size Private Organizations, By Country, 2018 & 2026 (%)
- Figure 14. Comparative Analysis of Workplace Wellness Market For Mid-Size Private Organizations, By Country, 2018 & 2026 (%)
- Figure 15. Comparative Analysis of Large-Size Private Organizations Market, By Country, 2018 & 2026 (%)
- Figure 16. Comparative Analysis of Global Workplace Wellness Market, For Public Sector, By Country, 2018 & 2026 (%)
- Figure 17. Comparative Analysis of Global Workplace Wellness Market, For Ngo, By Country, 2018 & 2026 (%)
- Figure 18. Discovery: Net Sales, 2016–2018 (\$Million)
- Figure 19. Discovery: Revenue Share By Segment, 2018 (%)
- Figure 20. Fitbit: Net Sales, 2016–2018 (\$Million)
- Figure 21. Fitbit: Net Sales By Region, 2018 (%)
- Figure 22. Novant Health, 2016–2018 (\$Million)
- Figure 23. Novant Health: Net Sales By Division, 2018 (%)

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