

Germany Health and Wellness Industry Outlook to 2017 - Health Clubs and Spas to Witness Strong Growth

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Abstracts

The report titled “Germany Health and Wellness Industry Outlook to 2017- Health Clubs and Spas to Witness Strong Growth “ provides a comprehensive analysis of the market size of Germany health and wellness industry, market segmentation by cosmetics and toiletries, health clubs, spas, nutraceuticals and complementary and alternate medicines products by different categories on the basis of revenue. The report also entails the market share and company profiles of major international and domestic players in health clubs, cosmetics and toiletries market in Germany. The report also provides the major trends and developments of the health and wellness industry in Germany over the years. Future analysis of this market in the country is provided on the basis of revenue over the next five years along with the analysis of all the segments of the market.

Germany health and wellness market dipped in 2009 because of the credit crunch, unemployment and low personal disposable income which resulted in low discretionary spending by the customers, thus affecting the market negatively. Presently, the growth in this market is led by increasing awareness about the health, fitness and preventive healthcare largely influenced by the increasing ageing and obese population. Innovations in the health club and spa market have been witnessed in Germany over the last few years on account of the increasing competition and demand from the customers.

The health and wellness market in Germany was valued at USD ~ million in 2012 thus exhibiting a CAGR of 2.7% during the period 2007-2012. This market witnessed growth on account of increasing vulnerability towards obesity in the Germany population due to sedentary and stressful lifestyle which has encouraged more people to join health clubs in order to promote physical activity and going for various spa treatments for

rejuvenation, thus augmenting growth in these markets.

In 2012, cosmetics and toiletries contributed ~% to the overall health and wellness market in Germany while health clubs held a market share of ~% in 2012 as compared to ~% in 2007. Hair care is the largest contributor to the cosmetics and toiletries market with a share of nearly ~% in 2012 and amounted to USD ~ million. The increasing demand for men's lines or grooming products and natural or organic products have been one of the major developments in Germany cosmetics and toiletries market. The largest contributor to the nutraceuticals accounting for nearly ~% share in health and wellness market, is the herbal supplements, generating revenue worth USD ~ million in 2012 followed by sports nutrition which accounted for nearly ~% to the overall nutraceuticals market in Germany.

L'Oreal holds the largest market share among all the leading brands in cosmetics and toiletries market in Germany with a share of ~%, followed by Beiersdorf with a contribution of ~%. Procter and Gamble is the third largest player with a share of ~% to the cosmetics market in Germany. Unilever and Henkel are the other leading players in Germany health and wellness market with market shares of ~% and ~% respectively.

The health club market in Germany is captured by players such as Mrs. Sporty, Injoy Fitness with a share of ~% and ~% respectively in the market. McFit Fitness and Fitness first emerged as the leading players in the market and contributed nearly ~% and ~% to the overall health club members in Germany. Keiser Training is the fifth largest player in the health club market in Germany with a share of ~% in 2012.

KEY TOPICS COVERED IN THE REPORT

The market size of Germany health and wellness market, 2007-2012.

Market segmentation of cosmetics and toiletries in Germany by categories such as hair care, skin care, fragrances, bath and shower products and others.

Market segmentation of spa market in Germany by tourist arrivals and nights spent, 2007-2012

Market segmentation of health clubs market by number of clubs and number of members, 2012

Market segmentation of nutraceuticals market by herbal supplements, sports

nutrition and vitamins and minerals on the basis of revenue.

Market Segmentation of Germany complementary and alternate medicines products by homeopathic and anthroposophic medicines.

Market Share of leading players in cosmetics and toiletries market in Germany, 2012

Market share of leading players in the health clubs market in Germany, 2012

Company profiles of major players in Germany cosmetics and toiletries and health clubs market.

Trends and developments in Germany health and wellness market.

Future outlook and projections of the cosmetics and toiletries, health clubs, spas, nutraceuticals and complementary and alternate medicines products on the basis of revenue and the overall Germany health and wellness market, 2013-2017

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