

# **Global Corporate Wellness Market Size Study, by Services (Health Risk Assessment, Smoking Cessation, Fitness, Weight/Nutrition Management, Stress Management, Others), by Delivery Model (Onsite, Virtual), by End User (Small-sized Organizations, Medium-sized Organizations, Large Organizations) and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Corporate Wellness Market is valued at approximately USD 62.38 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 5.6% over the forecast period 2024-2032. Corporate wellness programs, also known as workplace wellness initiatives, are systematically designed efforts adopted by employers to enhance the health and well-being of their employees. These programs aim to educate employees about their health risks and encourage the adoption of healthier behaviors. Increasingly, organizations are embracing these programs to foster personal development, boost morale, mitigate stress, reduce absenteeism, and enhance productivity.

The market is driven by the rising prevalence of chronic diseases due to unhealthy diets, sedentary lifestyles, high stress levels, and prolonged exposure to digital screens from long working hours. The World Health Organization's 2023 statistics indicate that lower back pain affected 619 million people globally in 2020, projected to rise to 843 million by 2050. This increase in health issues is a significant driver of corporate wellness program adoption. Furthermore, growing awareness of mental health issues and the shifting focus of employers on employee engagement and retention are fueling market growth. Moreover, the technological advancements in wellness programs and growing emphasis on holistic wellness present various lucrative opportunities over the

forecast years. However, the high cost of wellness programs and limited awareness in developing countries are challenging the market growth throughout the forecast period of 2024-2032.

The key regions considered for the Global Corporate Wellness Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the Global Corporate Wellness Market in terms of revenue. The market growth in the region is being attributed to factors including the growing preference for wellness programs, increased employer adoption to improve engagement and reduce absenteeism, and the launch of new wellness programs. Whereas, the market in the Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by the increasing number of companies, rising employee awareness, and growing employer adoption of wellness services.

Major market players included in this report are:

ComPsych Corporation (U.S.)

Privia Health (U.S.)

Personify Health (U.S.)

EXOS (U.S.)

Marino Wellness (U.S.)

Vitality (U.S.)

Wellspring, Inc. (U.S.)

Central Corporate Wellness (Singapore)

Truworth Wellness (India)

Virgin Pulse, Inc.

Sonic Boom Wellness, Inc.

Fitbit, Inc.

Premise Health Holding Corp.

Quest Diagnostics Incorporated

Limeade, Inc.

The detailed segments and sub-segment of the market are explained below:

By Services

Health Risk Assessment

Smoking Cessation

Fitness

Weight/Nutrition Management

Stress Management

Others

By Delivery Model

Onsite

Virtual

By End User

Small-sized Organizations

Medium-sized Organizations

Large Organizations

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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