

The US Corporate Wellness Services Market (2019-2023 Edition)

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Abstracts

SCOPE OF THE REPORT

The report entitled “The US Corporate Wellness Services Market (2019-2023 Edition)”, provides an in-depth analysis of the US corporate wellness service market with comprehensive analysis of market sizing and growth. The analysis includes global market share by revenue model and by delivery model and the US market by value added along with market value by services.

Growth of the US corporate wellness services market has also been forecasted for the period 2019-2023, taking into consideration previous growth patterns, growth drivers and the existing and forthcoming trends.

A brief company profiling of Castlight Health, Healthsparq, ClearCost Health, Vitals, Healthcare Bluebook and ComPsych has been provided in the report. This section briefs about business overview, financial summary and business policies of these major companies.

Company Coverage

Castlight Health

Healthsparq

ClearCost Health

Vitals

Healthcare Bluebook

ComPsych

EXECUTIVE SUMMARY

Corporate wellness programs/services are any workplace health promotion activity and organizational policy designed to support healthy behavior in the workplace and to improve health outcomes. The industry includes companies whose primary work is to provide services/programs that comprise a combination of educational, organizational and environmental activities. These programs are designed to nurture wellness in workers, regardless of the work environment.

Such types of programs could be found in factories, corporate offices, large corporations, and small corporations alike. They provide the company with strategic advantages by investing money in a program that will hopefully bring them lowered expenses in return, often in the form of better performing workers, and lower absenteeism and health care costs.

The US corporate wellness services market is growing at a fast pace with significant growth rates over the last few years and projections are made that the market will grow in the forecasted period i.e. 2019 to 2023 also. Rising healthcare cost, sedentary lifestyle of corporate employees, growing interest of employers etc. are some key factors that are propelling the demand for wellness programs in organizations.

Driving factors like implementation of increasing white collar jobs, discount provisions by corporate wellness programs, weight loss and smoking cessation as primary agenda of wellness programs etc. will help to boost the market in the forecasted period. Yet the market is still facing some challenges which are obstructing the growth of the market. Issues like ineffective execution of plan, Constant struggle for employee engagement and participation, perceived expensiveness of wellness programs, etc. pose challenges before the industry.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Corporate Wellness Services

2.1.1 Types of Corporate Wellness Programs

2.1.2 Advantages of Corporate Wellness Services

3. GLOBAL MARKET ANALYSIS

3.1 Global Corporate Wellness Services Market Analysis

3.1.1 Global Corporate Wellness Services Market by Value

3.1.2 Global Corporate Wellness Market by Delivery Model (Onsite Delivery Model And Offsite Delivery Model)

3.1.3 Global Corporate Wellness Market by Revenue Model (Recurring Model And Seasonal Model)

4. THE US MARKET ANALYSIS

4.1 The US Corporate Wellness Services Market Analysis

4.1.1 The US Corporate Wellness Services Market by Value

4.1.2 The US Corporate Wellness Services Market by Value Added

4.2 The US Corporate Wellness Services Market: Segment Analysis

4.2.1 The US Corporate Wellness Services Market by Services (Health Risk Assessments, Fitness Services, Smoking Cessation, Health Screening, Nutrition And Weight Management And Stress Management)

4.2.2 The US Corporate Wellness Health Risk Assessments Services Market

4.2.3 The US Corporate Wellness Fitness Services Market

4.2.4 The US Corporate Wellness Smoking Cessation Services Market

4.2.5 The US Corporate Wellness Health Screening Services Market

4.2.6 The US Corporate Wellness Nutrition & Weight Management Services Market

4.2.7 The US Corporate Wellness Stress Management Service Market

5. MARKET DYNAMICS

5.1 Growth Driver

- 5.1.1 Increasing White Collar Jobs
- 5.1.2 Discount Provisions by Corporate Wellness Programs
- 5.1.3 Health Insurance Companies and Employers Collaboration
- 5.1.4 Weight Loss and Smoking Cessation as Primary Agenda of Wellness Programs
- 5.2 Challenges
 - 5.2.1 Constant Struggle for Employee Engagement and Participation
 - 5.2.2 Perceived Expensiveness of Wellness Programs
- 5.3 Market Trends
 - 5.3.1 Power of Incentives
 - 5.3.2 Nutrition and Weight Management Service Segments
 - 5.3.3 Rise in the US Fitness Equipment Sales
 - 5.3.4 Use of Technology to Improve Attendance

6. COMPETITIVE LANDSCAPE

- 6.1 The US Corporate Wellness Services Market Players by Product Comparison

7. COMPANY PROFILING

- 7.1 Castlight Health
 - 7.1.1 Business Overview
 - 7.1.2 Financial Overview
 - 7.1.3 Business Strategy
- 7.2 Healthsparq
 - 7.2.1 Business Overview
 - 7.2.2 Business Strategy
- 7.3 ClearCost Health
 - 7.3.1 Business Overview
 - 7.3.2 Business Strategy
- 7.4 Vitals
 - 7.4.1 Business Overview
 - 7.4.2 Business Strategy
- 7.5 Healthcare Bluebook
 - 7.5.1 Business Overview
 - 7.5.2 Business Strategy
- 7.6 ComPsych
 - 7.6.1 Business Overview
 - 7.6.2 Business Strategy

List Of Figures

LIST OF FIGURES

Figure 1: Types of Corporate Wellness Programs

Figure 2: Global Corporate Wellness Services Market by Value; 2016-2018 (US\$ Billion)

Figure 3: Global Corporate Wellness Services Market by Value; 2019-2023 (US\$ Billion)

Figure 4: Global Corporate Wellness Market by Delivery Model (Onsite Delivery Model And Offsite Delivery Model); 2018 (Percentage, %)

Figure 5: Global Corporate Wellness Market by Revenue Model (Recurring Model And Seasonal Model); 2018 (Percentage, %)

Figure 6: The US Corporate Wellness Services Market by Value; 2014-2018 (US\$ Billion)

Figure 7: The US Corporate Wellness Services Market by Value; 2019-2023 (US\$ Billion)

Figure 8: The US Corporate Wellness Services Market by Value Added; 2014-2018 (US\$ Million)

Figure 9: The US Corporate Wellness Services Market by Value Added; 2019-2023 (US\$ Million)

Figure 10: The US Corporate Wellness Services Market by Services (Health Risk Assessments, Fitness Services, Smoking Cessation, Health Screening, Nutrition And Weight Management And Stress Management) ; 2018 (Percentage, %)

Figure 11: The US Corporate Wellness Health Risk Assessments Services Market; 2014-2018 (US\$ Million)

Figure 12: The US Corporate Wellness Health Risk Assessments Services Market; 2019-2023 (US\$ Million)

Figure 13: The US Corporate Wellness Fitness Services Market; 2014-2018 (US\$ Million)

Figure 14: The US Corporate Wellness Fitness Services Market; 2019-2023 (US\$ Million)

Figure 15: The US Corporate Wellness Smoking Cessation Services Market ; 2014-2018 (US\$ Million)

Figure 16: The US Corporate Wellness Smoking Cessation Services Market ; 2019-2023 (US\$ Million)

Figure 17: The US Corporate Wellness Health Screening Services Market; 2014-2018 (US\$ Million)

Figure 18: The US Corporate Wellness Health Screening Services Market; 2019-2023 (US\$ Million)

Figure 19: The US Corporate Wellness Nutrition & Weight Management Services

Market; 2014-2018 (US\$ Million)

Figure 20: The US Corporate Wellness Nutrition & Weight Management Services

Market; 2019-2023 (US\$ Million)

Figure 21: The US Corporate Wellness Stress Management Service Market; 2014-2018 (US\$ Million)

Figure 22: The US Corporate Wellness Stress Management Service Market; 2019-2023 (US\$ Million)

Figure 23: The US Employment Share by Occupation; 2002-2018 (Percentage, %)

Figure 24: The US Corporate Wellness Programs by Discount Offer On Gym Membership &/Or Classes; 2014-2017 (Percentage, %)

Figure 25: The US Corporate Wellness Program by Weight Loss and Smoking Cessation Share; 2013-2017 (Percentage, %)

Figure 26: The US Fitness Equipment Sales; 2008-2016 (US\$ Billion)

Figure 27: Castlight Health Revenue; 2013-2018 (US\$ Million)

Figure 28: Castlight Health Revenue by Segment; 2018 (Percentage, %)

Table 1: Advantages of Corporate Wellness Services

Table 2: Gym Incentives Provided By Health Insurance Companies To Their Members In the US

Table 3: The US Corporate Wellness Services Market Players by Product Comparison

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