

The Household as a Wellbeing World: Trends and Opportunities

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Date: March 2020

Pages: 33

Price: US\$ 1,325.00 (Single User License)

ID: H90ED1C0F3ADEN

Abstracts

As a result of multiple demographic and lifestyle factors, consumers globally are bringing wellbeing in-house, turning to new technologies and trends in the health and wellness industry. This report will analyse why and how this is impacting the household, and what opportunities are arising for brands in this space as a result of wellbeing trends.

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Contents

Introduction
Why Homes are Embracing Wellness
Fitness and Healthcare at Home
Real Estate and D?cor
Conclusion



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