

Wellness Services Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/W1A89CFD4416EN.html>

Date: December 2024

Pages: 180

Price: US\$ 4,850.00 (Single User License)

ID: W1A89CFD4416EN

Abstracts

The Global Wellness Services Market was valued at USD 6.8 trillion in 2024 and is projected to experience impressive growth, expanding at a CAGR of 6.5% from 2025 to 2034. This surge is driven by an increasing consumer emphasis on health, well-being, and living a balanced lifestyle. As individuals worldwide place greater importance on their personal wellness, the market continues to evolve and attract more investments.

The wellness services market is broad and encompasses a variety of segments, including personal care & beauty, healthy eating, nutrition & weight loss, physical activity, wellness tourism, public health, prevention & personalized medicine, wellness real estate, traditional & complementary medicine, mental wellness, spas & springs, and workplace wellness. Among these, the personal care & beauty segment led the market in 2024, reaching a valuation of USD 1.3 trillion. This sector is expected to maintain a robust growth trajectory, with a projected CAGR of 5.9% during 2025 - 2034. The increase in consumer spending on self-care and holistic wellness, alongside rising disposable incomes in emerging markets, is fueling this growth. As more people focus on their health and beauty, they are more willing to invest in premium beauty and wellness services.

In terms of service delivery, the wellness services market is divided into online and offline options. In 2024, offline services accounted for 59.3% of the market share and are expected to grow at a CAGR of 6.3% during 2025 - 2034. Offline services remain the preferred choice for many consumers, as face-to-face interactions and hands-on experiences are often seen as more reliable and professional, especially in specialized treatments and high-quality wellness facilities. While online wellness services are gaining traction and are projected to grow at a faster rate of 6.9% CAGR during the

same period, offline services will continue to be a vital component of the wellness market.

The U.S. wellness services market, valued at USD 1.6 trillion in 2024, is set to experience exceptional growth with a projected CAGR of 7.5% from 2025 to 2034. This rapid expansion can be attributed to the country's advanced healthcare infrastructure, an increasingly health-conscious consumer base, and a high level of disposable income. With preventive healthcare becoming a higher priority, the demand for wellness services that support fitness, mental well-being, and personalized nutrition is expected to rise sharply. As a result, the U.S. remains a key player in the global wellness services market, offering opportunities for growth across a wide range of wellness sectors.

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