

# **Asia Pacific Well-Being Platform Market Forecast to 2030 - Regional Analysis - by Service (Health Risk Assessment, Fitness, Smoking Cessation, Health Screening, Nutrition & Weight Management, Stress Management, Comprehensive Wellbeing, and Others), Provider (Fitness & Nutrition Consultant, Psychological Therapists, and Organizations/Employers), Delivery Model (Onsite and Offsite), and End User (Small Scale Organizations, Medium Scale Organizations, Large Scale Organizations, and Home Use)**

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## **Abstracts**

The Asia Pacific well-being platform market was valued at US\$ 73,625.46 million in 2022 and is expected to reach US\$ 1,27,554.72 million by 2030; it is estimated to grow at a CAGR of 7.1% from 2022 to 2030.

Reduction in Healthcare Costs fuels the Asia Pacific Well-Being Platform Market According to a Centers for Disease Control and Prevention (CDC) report, investing in employees' health may lower the costs of healthcare and insurance claims. Employees suffering from obesity, smoking, and diabetes, pose a heavy burden on medical insurance companies to settle frequent and often high-cost healthcare-related claims. A healthy workplace program has the potential to keep both employees and employers in a low-risk category as it focuses on the overall health at workplaces and targets unhealthy employees, ultimately reducing overall health insurance costs. According to the RAND Corporation report, a lifestyle and disease management program helps employers reduce average healthcare costs by US\$ 30 per member per month

(PMPM). In addition, employees participating in the disease management program managed to save ~US\$ 136 PMPM with a 30% reduction in hospital admissions. The RAND Wellness Program Study claims that lifestyle management can reduce health-associated risks such as smoking, obesity, and lack of physical activity. Thus, an effective workplace wellness program can lower an individual's hospital admission claims and encourage them to opt for clinical preventative services. Johnson & Johnson's Health and Wellness Program revealed that medical costs decreased annually by ~US\$ 225 per participating employee through its policy, environmental, and educational components for addressing health risks, such as high blood pressure and cholesterol.

#### Asia Pacific Well-Being Platform Market Overview

The Asia Pacific well-being platform market is segmented into China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. Asia Pacific is the fastest-growing market for wellbeing platforms. Organizations across Asia Pacific are experiencing losses in workplace productivity due to long working hours and work-related stress, causing a damaging effect on employees' overall health and well-being. Thus, employers are increasingly focusing on emotional and financial well-being. According to Global Wellbeing Survey 2022–2023 conducted by Aon, a global professional services firm, 85% of organizations in Asia Pacific now have a well-being strategy in place, and 77% have integrated it into their overall business and talent strategy. The same source further stated that 49% of organizations in the region reported increasing their investments in well-being initiatives compared to 43% globally. In 2022, Diageo's employee wellness program was recognized in FMCG Asia awards for the people-focused initiatives for its 500+ employees across Southeast Asia. The increasing popularity and awareness regarding the benefits of wellness platforms have prompted companies to invest in them, thereby positively fueling the Asia Pacific wellbeing platform market growth.

#### Asia Pacific Well-Being Platform Market Revenue and Forecast to 2030 (US\$ Bn)

#### Asia Pacific Well-Being Platform Market Segmentation

The Asia Pacific well-being platform market is segmented into service, provider, delivery model, end user, and country.

Based on service, the Asia Pacific well-being platform market is divided into health risk assessment, fitness, smoking cessation, health screening, nutrition & weight management, stress management, comprehensive wellbeing, and others. The comprehensive wellbeing segment held the largest market share in 2022.

By provider, the Asia Pacific well-being platform market is segmented into fitness & nutrition consultant, psychological therapists, and organizations/employers. The organizations/employers segment held the largest market share in 2022.

Based on delivery model, the Asia Pacific well-being platform market is bifurcated into

Onsite and Offsite. The onsite segment held a larger market share in 2022.

Based on end user, the Asia Pacific well-being platform market is segmented into small scale organizations, medium scale organizations, large scale organizations, and home use. The home use segment held the largest market share in 2022.

Based on country, the Asia Pacific well-being platform market is segmented into China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific well-being platform market share in 2022.

Fitbit LLC, Limeade Inc, Optum Inc, and Virgin Pulse Inc are some of the leading companies operating in the Asia Pacific well-being platform market.

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