

Europe 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 Europe well-being platform market was valued at US\$ 1,67,869.65 million in 2022 and is expected to reach US\$ 2,63,869.48 million by 2030; it is estimated to grow at a CAGR of 5.8% from 2022 to 2030.

Launch of Innovative Products fuels the Europe Well-Being Platform Market
Several companies are launching innovative workplace wellness platforms to improve the health and lives of employees. OnSite Health Diagnostics unveiled Meet Bexa, a new breast exam for workplace screening. The breast examination through Bexa is accurate, quick, and painless; involves no radiation; and provides women with immediate results. With a low rate of false positive exams, the product has received clearance from the Food and Drug Administration (FDA). In addition, it is less expensive than the laboratory detection method.

Oligoscan is an innovative and noninvasive diagnostic tool offered by Wellness Company, which provides an intracellular synopsis of people's health. This rapid and

pain-free test evaluates the bioavailability of trace elements, vitamins, minerals, and heavy metals in people's body tissues in real time by analyzing the intoxication present in the body. The product utilizes spectrophotometry to assess the absorption and reflection of light-beam sent across the hand dermis to calculate different amounts of trace elements in human tissue. Thus, the introduction of such high-tech wellness platforms is likely to create lucrative opportunities for the Europe well-being platform market players in the coming years.

Europe Well-Being Platform Market Overview

The Europe well-being platform market is segmented into Germany, France, Italy, Spain, the UK, and the Rest of Europe. The region is expected to witness a significant share of the global wellbeing platform market. The market growth in this region can be attributed to the increasing awareness among working people about the role of the working environment in causing diseases such as obesity and chronic diseases, the rising prevalence of work-related stress, and the acceptance of newer programs to increase employee productivity and minimize health risks.

Work-related stress is common today, and it has a significant detrimental impact on individuals and organizations. As per the "Great Place to Work 2020" report, working significantly longer hours is a constant practice at the executive level. For the last two years, the average working hours in Europe were 40.4 weekly, with Denmark accounting for 37.8 hours. According to the "OSH Pulse - Occupational safety and health in post-pandemic workers' survey," commissioned by the European Union - Occupational Safety and Health Administration (EU-OSHA), ~4 out of 10 workers (~44%) stated that their work stress increased due to the COVID-19 pandemic. According to a 2021 Health and Safety Executive study, ~822,000 workers in the UK were affected by work-related stress, depression, or anxiety in 2020, representing 2,480 per 100,000 workers in the country. In addition, an estimated 17 million working days were lost as a direct repercussion of work-related stress, anxiety, and depression in 2021–2022 in the UK. Work-related accidents and illnesses cost the overall European economy nearly 3.3% of GDP every year (i.e., EUR 460 billion) in 2019.

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

Europe Well-Being Platform Market Segmentation

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

Based on service, the Europe 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 Europe 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 Europe 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 Europe 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 Europe well-being platform market is segmented into Germany, the UK, France, Italy, Spain, and the Rest of Europe. Germany dominated the Europe 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 Europe well-being platform market.

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