

Middle East & Africa 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 Well-Being, and Others), Category (Fitness and 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)

<https://marketpublishers.com/r/MC86F16E88E3EN.html>

Date: February 2024

Pages: 82

Price: US\$ 3,550.00 (Single User License)

ID: MC86F16E88E3EN

Abstracts

The Middle East & Africa well-being platform market was valued at US\$ 10,736.11 million in 2022 and is expected to reach US\$ 13,602.99 million by 2030; it is estimated to grow at a CAGR of 3.0% from 2022 to 2030.

Launch of Innovative Products Fuels the Middle East & Africa Well-Being Platform Market

Several companies are launching innovative workplace wellness platforms to improve the health and lives of employees. In February 2022, Labcorp launched its OnDemand digital health platform. The platform with easy access helps individuals manage their health independently. The OnDemand platform offers an intuitive experience where individuals can purchase tests online and choose from multiple options to take the test, which allows them to take tests from home or any remote location. 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 Middle East & Africa well-being platform market players in the coming years.

Middle East & Africa Well-Being Platform Market Overview

The UAE has developed into one of the leading nations of the Co-operation Council for the Arab States of the GCC, with a major focus on well-being and happiness. For instance, in 2016, the UAE government announced the launch of the National Program for Happiness and Wellbeing at workplace. The survey by Gallup revealed that, in 2022, approximately half of UAE employees (49%) agreed that the company cares about overall well-being, accounting 18% increase compared to 2019.

In addition, the government developed 90 initiatives that support the National Wellbeing Strategy. A few of these initiatives include the Happiness and Wellbeing Policy Bundle; the Network of Happiness and Wellbeing chief officers-working on developing programs to promote health and well-being at the workplace; and the Global Dialogue for Happiness and Wellbeing-raising overall awareness and fostering alignment among the government and organizations.

Middle East & Africa Well-Being Platform Market Revenue and Forecast to 2030 (US\$ Bn)

Middle East & Africa Well-Being Platform Market Segmentation

The Middle East & Africa well-being platform market is segmented into service, category, delivery model, end user, and country.

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

Based on category, the Middle East & Africa well-being platform market is segmented into fitness and nutrition consultant, psychological therapists, and organizations/employers. The organizations/employers segment held the largest market share in 2022.

Based on delivery model, the Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa well-being platform market is segmented to Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa well-being platform market share in 2022.

ComPsych Corporation, Fitbit LLC, Virgin Pulse Inc, and Quest Diagnostics Inc are some of the leading companies operating in the Middle East & Africa well-being platform market.

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