

# **North America 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 North America well-being platform market was valued at US\$ 1,78,830.37 million in 2022 and is expected to reach US\$ 2,77,828.56 million by 2030; it is estimated to grow at a CAGR of 5.7% from 2022 to 2030.

**Rise in Workplace-Associated Disorders fuels the North America Well-Being Platform Market**

According to a report by the World Health Organization (WHO), employed individuals account for more than 50% of the global population, and 15% of these are living with mental disorders. Without effective support, mental disorders can hamper a person's confidence and productivity, and increase absenteeism. Annually, 12 billion working days are lost due to depression and anxiety. However, work-related mental health conditions can be averted by managing psychological risks at the workplace and implementing organizational interventions that directly target working conditions and environments. Additionally, the increasing implementation of health risk assessment

(HRA) at the workplace is one of the best solutions to tackle physical and mental health conditions.

According to the KFF 2023 report, in 2019, 84% of large firms (200 or more workers) offered workplace wellness programs for their employees to encourage them to quit smoking, lose weight, adopt a healthy lifestyle, and take behavioral coaching courses. 4% of large firms have wellness programs that focus on health screening. Further, the implementation of HRAs has increased among large firms, resulting in offering health benefits rising from 47% in 2008 to 65% in 2019. Several employers also offer monetary incentives to encourage employees to disclose health information during HRAs. A small percentage of large employers also offer incentives to achieve optimal health conditions such as maintaining body mass index (BMI) or cholesterol levels within the specified range. Federal Regulation and the Affordable Care Act authorize such health-contingent wellness programs. Thus, the wellness platform market is growing with an upsurge in the cases of workplace-associated disorders.

#### North America Well-Being Platform Market Overview

North America holds the largest share of the well-being platform market, with the US, Canada, and Mexico being the major country contributors responsible for influential growth. The market growth in North America is attributed to the increasing incidences of chronic diseases, long working hours, many more. Additionally, implementation of effective corporate wellness program by the employers at the workplace is likely to offer growth opportunities to the North America well-being platform market in the region.

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

#### North America Well-Being Platform Market Segmentation

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

Based on service, the North America 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 North America 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 North America 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 North America 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 North America well-being platform market is segmented into the US, Canada, and Mexico. The US dominated the North America well-being platform

market share in 2022.

Asset Health Inc, Bravo Wellness LLC, CHC Wellbeing Inc, Fitbit LLC, Healthcheck360, Limeade Inc, Marquee Health LLC, Navigate Well-Being, Optum Inc, Sonic Boom Wellness LLC, Virgin Pulse Inc, Vitality Group International Inc, WebMD Health Services Group Inc, Wellable LLC, Wellness 360 Technologies Inc, Wellright Inc, WellSteps.com LLC, and Wellworks for You are some of the leading companies operating in the North America well-being platform market.

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