

mindbody + classpass

2024 Predictions Report

Looking ahead with some of
the biggest names in wellness



The future of wellness looks bright.

Global surveys reveal that wellness is a top priority for people worldwide and despite an uncertain economy, consumers continue to increase their spend on health and well-being.

In our 2nd annual Predictions Report, we talk with consumers and industry leaders about what specific wellness trends to expect in 2024. **Read on for a glimpse into the future.**

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PREDICTION | 01

Train Strong, Live Long

Strength training will be the key to longevity



Today, more than 60% of consumers incorporate weight or strength training into their routine, with over half who do so working out 2–4 times per week.¹

“Strength training will become the main focus for people who participate in fitness continuously,” said [Burn Boot Camp](#) Vice President of Franchise Operations Amber Burke. “When you’re active in fitness long enough, your body starts to require different things.”

Among the many known benefits of strength training—[better mobility and flexibility](#); [improved cognitive function](#); [lowered rates of cardiovascular disease, diabetes, and cancer](#); and more—living longer is most notable. [Nearly 30% of consumers say they exercise to live long and healthy lives](#) and over one third of

consumers strength train for longevity, specifically.¹

“Fitness goals change depending on what stage of life you’re in. It might be for aesthetics when you’re young, but that will likely change as you age and look to achieve longevity over aesthetics,” said Burke. “Goals like preserving high degrees of muscle tissue, increasing bone density, and maintaining a strong metabolic rate will become more important.”

In addition to strength training, consumers will look for more balance in their fitness routines. Over three-quarters of



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Amber Burke

[Burn Boot Camp](#) Vice President of Franchise Operations

consumers say low-intensity movement like walking, Pilates, or light jogging is currently part of their routines, while 43% say the same of high-intensity workouts like HIIT, Tabata, or bootcamps.¹ [Nearly half of Americans say stretching and restorative movement are very important to them.](#)

“Looking at the fitness industry, there has been a significant shift in how people are working out and what they’re focusing on during those workouts. People are thinking more about the long-term and aren’t going quite as hard or beating up their bodies as much as they used to,” said [BODYROK](#) CEO and co-founder Jakob Irion. “I think that shift has already taken place and will continue to transition that way moving forward.”

What does that mean for fitness brands like Burn Boot Camp? An opportunity to evolve. When Burn recently polled their members to see what types of workouts they were looking for, the results were clear: Members wanted less high-intensity and more strength. So, the brand pivoted.

“People are realizing the value of recovery and giving your body time to heal so that you can stimulate even greater muscle growth to support longevity,” said Burke.

As for BODYROK, they’ll continue to design their workouts to maximize results with less impact on the body.

“This has been our culture since the very beginning—offering a workout that checks all the boxes.”



“People are thinking more about the long-term and aren’t going quite as hard or beating up their bodies as much as they used to.”

Jakob Irion

[BODYROK](#) CEO and co-founder

PREDICTION | 02

Get the Party Started

*Beauty and wellness community events
will become increasingly popular*



Community within the wellness industry isn't new. In fact, 43% of consumers already look to wellness for just that: a sense of connection.

Salons, barbershops, and spas have been pillars of their communities for years. In 2024, we see these establishments doubling down on their efforts—hosting more experiences that encourage community. The demand is there. More than a third of consumers are likely to choose wellness businesses that are well known for their community-building activities and over 60% have attended or

would like to attend an event at a salon, spa, med spa, or wellness center.¹

Brands like [The Spot Barbershop](#) have experienced the benefits of organizing events. “We host networking events for local businesses, we do charity events where we provide free haircuts to those in need, and we even partner with sporting events,” said Chief Marketing Officer



Diana Hernandez. "Events help to create a sense of community and belonging, and they make our brand more than just a place to get a haircut."

Beyond community gatherings, the brand tailors its entire experience to cultivate connection. "We design our spaces to be comfortable and inviting, with soft lighting and comfortable seating. We offer a bar



in our shop, so clients can enjoy a drink while they wait. We play clean music that's inviting to all. We have TVs in the shop, but we don't play loud music," said Hernandez. "This allows clients to relax and chat with each other or with the barbers."



"Events help to create a sense of community and belonging, and they make our brand more than just a place to get a haircut."

Diana Hernandez

The Spot Barbershop Chief Marketing Officer

PREDICTION | 03

Beauty Under a Microscope

*Consumers will expect science-based,
performance-proven products and services*



Over the past few years, consumers have been bombarded with an influx of “clean” beauty, celebrity-backed skincare, and so-called TikTok “experts.” To say the market—and the average makeup drawer—is cluttered would be an understatement.

In 2024, consumers will become increasingly savvy about what they put on their bodies and who they listen to for advice, prioritizing research and expertise. Over half of consumers make sure the beauty products they purchase are backed by research and clinical studies, with Millennials and men being the most likely to do so.¹

“People are continuing to grow in their interest in science-based products and services. We’re becoming more aware, realizing that we should be selective

around what we’re willing to put on our bodies,” said [The Lash Lounge](#) Vice President of Operations Kristin Kidd.

“This increase in interest means consumers are getting smarter. This drives [the beauty industry] to be better, which leads to intentionally making products that are better for us and that work.”

Brands like The Lash Lounge will win by prioritizing research and better-for-you ingredients. “We are fast moving with products and development. Our founder



“We are always testing new products and innovating services. Things like new and better glue that dries faster and has less fumes, to retail products being made in the US, vegan, gluten free, etc.”

Kristin Kidd

[The Lash Lounge](#) Vice President of Operations

and Chief Innovation Officer Anna Phillips is always testing and innovating on products—everything from new glue that dries faster, less fumes, and more. We are also proud that our products are being made more in the US and are both gluten-free and vegan,” said Kidd.

Performance will also be an expectation, because consumers want results. More than one third of consumers say that the effectiveness of the product is the most important aspect of beauty products.¹

In comparison, 23% say clean or organic ingredients are most important and 20% say sustainability tops their priority list.¹

Beauty lovers will continue to seek expertise on platforms like Instagram and TikTok but will do so with a discerning eye. More than half of consumers look to sources like these for beauty advice, and the majority say they always confirm credentials from the source.¹ Bottom line: Industry-leading brands have the opportunity—and responsibility—to cut through the noise and provide credible guidance for consumers.



PREDICTION | 04

ZZZs Are the Best Medicine

*The importance of sleep hygiene
will continue to grow*



In our increasingly fast-paced world, consumers are sleep-deprived. So much so that one in three Americans doesn't get enough sleep. And while that stat might be great for local coffee shops, it's not ideal for long-term health.



"As a nation, we are not getting enough sleep, and we have found an increasing number of clients in our infrared sauna and float studio franchises sharing their challenges with quality sleep," said [Pure Sweat Studios](#) CEO and founder Candice Bruder. "Our non-stop work culture, combined with increased usage of technology and social media, are strong contributors to stress levels. Being sleep-deprived isn't a badge of honor; it's a threat to your health."

Americans are increasingly aware of their need for ZZZs. The majority say they currently have a sleep hygiene routine with regular exercise, a sleep-conducive environment (dark and quiet room), and consistent bed and wakeup times.¹ More than half also invest in products—smart beds, wearables, and body pillows—or services to improve their sleep.¹ Even still, there's room for improvement.

"Consumers want the quick pill or quick fix. People have lost the ability to be still with themselves," said Bruder. "In 2024, I see people returning to their natural state of being and focusing on the modalities that

have stood the test of time, like sauna, cold plunging, and float therapy. People are more invigorated than ever before to find ways to empower their health and their sleep hygiene."



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Candice Bruder

Pure Sweat Studios CEO and founder

PREDICTION | 05

Warming Up to Hot and Cold

Consumers will combine temperature therapies



Last year, nearly 30% of Americans adopted unconventional ways to increase their physical endurance and strength, including therapies like cold plunging or cryotherapy.²

Moving into next year, we'll see the popularity of temperature therapies grow, alongside the rise of combination treatments (like Icy Hot, but better). Almost a quarter of consumers have tried cold or heat therapies and 80% of those who do say they're interested in trying them together.¹

"More and more, consumers are looking for preventive wellness strategies that not only have short-term benefits, i.e., you feel better when you leave your session than you did when you walked in, but also long-term benefits—like preventing chronic disease, managing stress and

anxiety, reducing pain without medication, recovering faster between workouts, etc.," said [SWEATHOUZ](#) Chief Health and Science Officer Rachelle Reed.

"There has been a gradual acceptance of extreme temperature therapies benefiting recovery, repair, and rejuvenation," said [US Cryotherapy](#) CEO Kevin Kramer.

"Both expose the body and skin to extreme temperature changes, forcing protection and repair-modulating hormones and proteins into the system. This is extremely beneficial for lowering inflammation in the body."



"More and more, consumers are looking for preventive wellness strategies that not only have short-term benefits but also long-term benefits."

Rachelle Reed

SWEATHOUZ Chief Health and Science Officer

"When it comes to deliberate hot and cold exposure, we want consumers to know there is scientific evidence to support their excitement and anecdotal experiences of efficacy," said Reed. "The general idea is that as you expose yourself to hormetic stressors, you not only adapt physiologically to better handle those stressors, but you adapt to better handle all stressors."

For leading wellness brands like SWEATHOUZ and US Cryotherapy, combined treatments are already on the service menu. "SWEATHOUZ members can enjoy up to an hour in their private infrared sauna suites, complete with en-suite vitamin C showers, and then enjoy



a 15-minute appointment in a private cold plunge suite. We are a one-stop shop for hot and cold therapies," said Reed. Similarly, US Cryotherapy offers full body cryotherapy, localized cold air therapy, and infrared sauna treatments for maximum results.



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Kevin Kramer
US Cryotherapy CEO

PREDICTION | 06

Boomers Go Boutique

*Older adults will head to fitness studios
in greater numbers*



The need for fitness—and resistance training, specifically—is critical for older adults. Yet there seems to be a gap in boutique programming for this demographic. Adults aged 59-77 are less likely to attend group classes than their younger counterparts and only 5% go to boutique studios.¹

In the coming years, we predict a growing number of boutique fitness offerings designed specifically for this vibrant age group. More than half of baby boomers say they prioritize wellness now more than ever and over a third see strength training as more important than other wellness activities.¹

“There was a time when someone 55+ might’ve been considered in the sunset stage of their life. But now they’re active, and want to continue to be active. They want quality of life, and they know



“They want quality of life, and they know exercise is part of that.”

Leah Seacrest

REGYMN Fitness Operations Consultant and location owner

exercise is part of that," said **REGYMEN Fitness** Operations Consultant and location owner Leah Seacrest.

As a result, brands like REGYMEN Fitness are looking to make group fitness more accessible for young-at-heart adults. "We've recently established a relationship with Optimum, a large insurance carrier

that provides wellness services to older populations," said Seacrest. "It gives participants access to our classes as a benefit within their insurance."

Other ways the fitness industry can better serve older adults? More classes for their age group, education around equipment, and less intimidating environments.¹



Here's to looking forward

Exciting opportunities lie ahead for wellness, which presents new ways for brands to innovate and grow.

Our promise: We'll continue to keep tabs on the trends, so you can stay ahead of what's next.

¹Mindbody June 2023 Consumer Survey, June 2023.

²Mindbody 2023 Wellness Index, January 2023.

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At Mindbody + ClassPass, we're powering
the world's fitness and wellness businesses
and connecting them with more consumers,
more effectively, than anyone else.
