

# It's Time for Wellness

As we emerge from the pandemic, navigating personal wellness can feel tricky. Whether you're easing back into your typical routine or diving into a new one, the data shows us that **now is the time to prioritize wellness.**

## Wellness matters

Most have shifted their perspective on wellness due to the pandemic.

63%

find that the pandemic has caused them to re-evaluate their life priorities

64%

realize the importance of health and wellness as a result of the pandemic

58%

feel a renewed focus on their mental health due to the pandemic

## Fitness findings

In-person or virtual workouts—either way, **we're ready to get moving.**

27%

exercise for longer periods of time compared to their pre-pandemic routines

If beginner classes were available,

17%

would be more likely to get back to—or start going to—a studio or gym



Morning remains the most popular time to work out

### The most popular group fitness modalities:

- cardio machines
- aerobics
- yoga
- dance fitness
- weight/strength training

## More salon and spa services

In uncertain times, we're certain that we need to pamper ourselves more—**unlock self-care mode.**

40%

get more salon/spa treatments now than they did before the pandemic

Over the next 6 months,

49%

plan to treat themselves to more indulgent salon/spa services and treatments

53%

are more open to trying new types of beauty services or treatments compared to pre-pandemic

### The most popular beauty and wellness services:

- haircuts
- body hair removal
- hair coloring
- eyebrow waxing/threading
- barber services
- facials