

Wellness Trends Every Business Needs to Know

At MINDBODY, our aim is to be your go-to source for all things wellness related. With that, we thought you'd want to know about some of the hottest trends in wellness:



Wellness in America



54.3 million adults (27%)

participate in a group fitness class at least once a week.



127 million adults (64%)

go to a professional beauty service provider regularly.**



78.5 million adults (39%)

go to an integrative health provider regularly.**

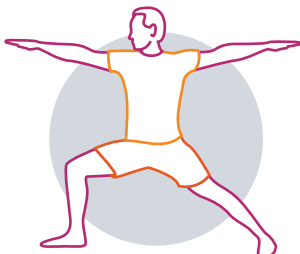


Fitness Trends



Yoga is still growing in popularity

28% of group exercisers attend a yoga class at least once a week.



"Brogis" represent

Male practitioners increased **68%** in number since 2012 and now make up **30%** of all U.S. yogis. **40%** of brogis practice 4-5 times per week or more!



Generational Trends



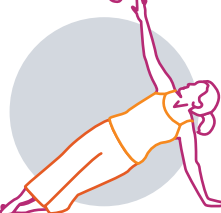
Gen Z

has an acrobatic streak: they're fond of aerial yoga, gymnastics and pole dancing.



Millennials

prefer intense workouts like HIIT, martial arts and kickboxing.



All Generations

Yoga is a big hit no matter what generation you look at.

**At least 3x a year.

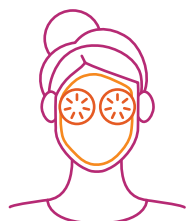


Beauty Trends (Salon and Spa)



Self-care

Significantly more 18 to 25-year-olds (**47%**) prioritize self-care than 46 to 65-year-olds (**35%**).



Facials

38% of regular spa-goers want to try facials next.



Detox Wraps

28% of 18 to 25-year-olds want to try mud/detox body wraps next.



Lash Extensions

6% of men are interested in lash extensions.



Integrative Health Trends



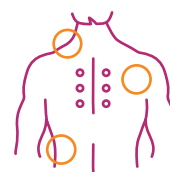
Massage

Massage is the most common wellness service.



Popular with Men

Men use integrative health services more frequently than women. They also spend more: **\$32/month** for men vs. **\$24/month** for women.



Pain Management

Men are more interested in pain management, choosing services like acupuncture, acupressure and chiropractic treatments.



Relaxation

Women are more interested in relaxation, choosing massage and hydrotherapy.