

Riding the Next Wave of Wellness

COVID-19 has disrupted the wellness industry. What's next—and what got us here?

FIRST WAVE

1980 - 1995

Ridden by: Baby Boomers

Think: Running, cycling, racquet sports, workout videos, large health clubs

Key tech: Videotapes, PCs, floppy disks, early computer networks



SECOND WAVE

1996 - 2011

Ridden by: Gen X

Think: Mind + body connection, boutique studios, day spas

Key tech: DVDs, the internet, software as a service



THIRD WAVE

2012 - 2025

Ridden by: Millennials

Think: Specialization, large-scale boutique chains

Key tech: iOS/Android, cloud technology, connected devices



FOURTH WAVE

2021 - 2030

Our Future

Catalyst: Pandemic disruption and a new global wellness imperative

Think: Fewer brick & mortar locations, smaller classes, hybrid online/offline experience, home-based delivery, corporate wellness, democratization

Key tech: Artificial intelligence, machine learning, streaming video, connected devices, 5G

Ride the next wellness wave.

Check out in-person and virtual wellness offerings at [Mindbody.io](https://mindbody.io).

