

The Influence of Wellness

The \$3.72 trillion wellness industry is impacting almost everyone and overturning old stereotypes along the way.¹ But don't confuse it with health – it's an intentional pursuit of spiritual and emotional well-being, not just physical, according to Ketchum's Influence of Wellness study.²



66%
PREFER
PRODUCTS/SERVICES
THAT INCLUDE HEALTH
BENEFITS

75%
BELIEVE
WELLNESS
IS AS VALUABLE
AS FINANCIAL
STABILITY

TOP
3
GOALS

93%
OF AMERICANS
HAVE AT LEAST ONE
WELLNESS GOAL

77%
BELIEVE WELLNESS
BRANDS EXAGGERATE
BENEFITS

39% HEALTHY EATING
37% GOOD NIGHT'S SLEEP
35% REGULAR EXERCISE

PHYSICAL
72%
EQUALLY
IMPORTANT
TO DEFINING
WELLNESS

EMOTIONAL
71%

MEET THE WELLNESS INFLUENCER

People who are highly engaged with wellness content online, including sharing opinions, recommending brands and following industry stakeholders.

More likely to be young (under 35), male and mindful

1. REGULAR EXERCISE
2. FOSTERING POSITIVE RELATIONSHIPS
3. GOOD NIGHT'S SLEEP
4. PRACTICING MINDFULNESS

TOP
4
GOALS

FAR MORE LIKELY TO BE INFLUENCED BY FAMILY, FRIENDS, SPOUSE/PARTNER AND MEDICAL PROFESSIONALS

MORE LIKELY TO BE INFLUENCED BY TRADITIONAL CELEBRITIES

MORE LIKELY TO BE INFLUENCED BY SOCIAL MEDIA CELEBRITIES

PLACES ABOVE-AVERAGE IMPORTANCE ON:

NEW EXPERIENCES

DOING GOOD FOR OTHERS

SOCIAL FACTORS
(E.G., CONTRIBUTING TO THE ENVIRONMENT, COMMUNITY)

TO LEARN MORE, VISIT
WWW.KETCHUM.COM/KETCHUM-WELLNESS

¹ Global Wellness Institute, Global Wellness Economy Monitor, January 2017.
² A nationally representative online survey among 1,046 adults (aged 18+) was commissioned by Ketchum between March 12-14, 2018. The margin of error for this survey was +/- 3.07 at a 95% confidence level.



break through