

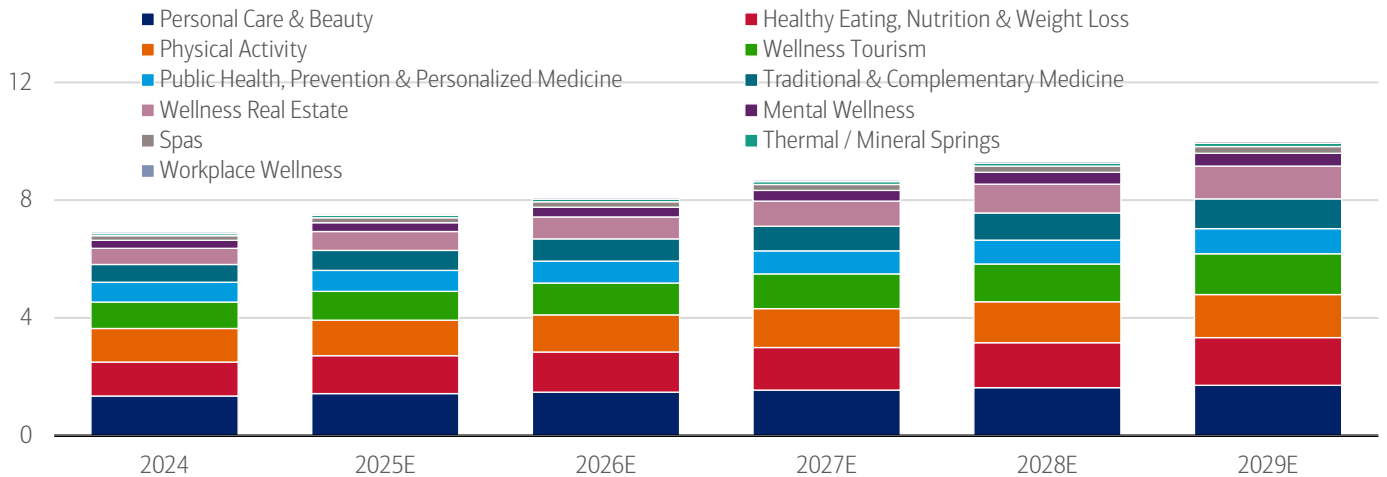
Daily Insights

A \$7 trillion global wellness economy

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The global wellness economy could be worth \$10 trillion by 2029E, from \$7 trillion in 2024 – growing at a 7.6% compound annual growth rate

Wellness economy market size by sector (\$, trillions)



Source: GWI, BofA Global Research

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Wellness – a multidimensional ecosystem aimed to improve health and quality of life – is not a new concept. But just as the digital revolution and constant connectivity have transformed how we live, they are also reshaping the world of wellness.

According to Global Wellness Institute (GWI), the US wellness economy is around \$2 trillion – the largest in the world – accounting for about 30% of the \$7 trillion global market. With a population of around 340 million, that translates to approximately \$6,000 per person annually. Per GWI, the US wellness industry is more than \$1.1 trillion larger than China’s – the second-largest market – and is more than six times the size of Germany’s, which ranks third.

Check out our publication: [Wellness, part 1: The rise of the wellness economy.](#)

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