



GLOBAL WELLNESS
SUMMIT 2019

Move to Be Well: The Global Economy of Physical Activity

Katherine Johnston, Senior Research Fellow, Global Wellness Institute, US

Ophelia Yeung, Senior Research Fellow, Global Wellness Institute, US

Move to be Well: The Global Economy of Physical Activity



Mindful
Movement



Technology



Sports & Active
Recreation



Apparel &
Footwear



Fitness



Equipment
& Supplies



**GLOBAL WELLNESS
INSTITUTE™**

EMPOWERING WELLNESS WORLDWIDE

GLOBAL WELLNESS ECONOMY: \$4.2 trillion in 2017





BLUE ZONES

The healthiest people in the world don't go to the gym

By Andrew Martin - November 2, 2018



Go ahead and cancel your membership, you already have the tools you need.

The Quartzly newsletter is our weekly dispatch about living well in the global economy, delivered to your

If you want to be as healthy as possible, there are no treadmills or weight machines required. Don't just take my word for it—look to the longest-lived people in the world for proof.



GLOBAL WELLNESS ECONOMY



Physical Activity

Any bodily movement produced by skeletal muscles that requires energy expenditure – including activities undertaken while working, playing, carrying out household chores, travelling, and engaging in recreational pursuit.

~World Health Organization



Prehistory

Early-1900s



From hunting.... to growing potatoes...



Early-1900s



Today

...to couch potatoes!

\$230b



Active Recreation & Sports



\$230b

Sports & Active Recreation

\$109b



Fitness



\$230b

Sports & Active Recreation

\$29b

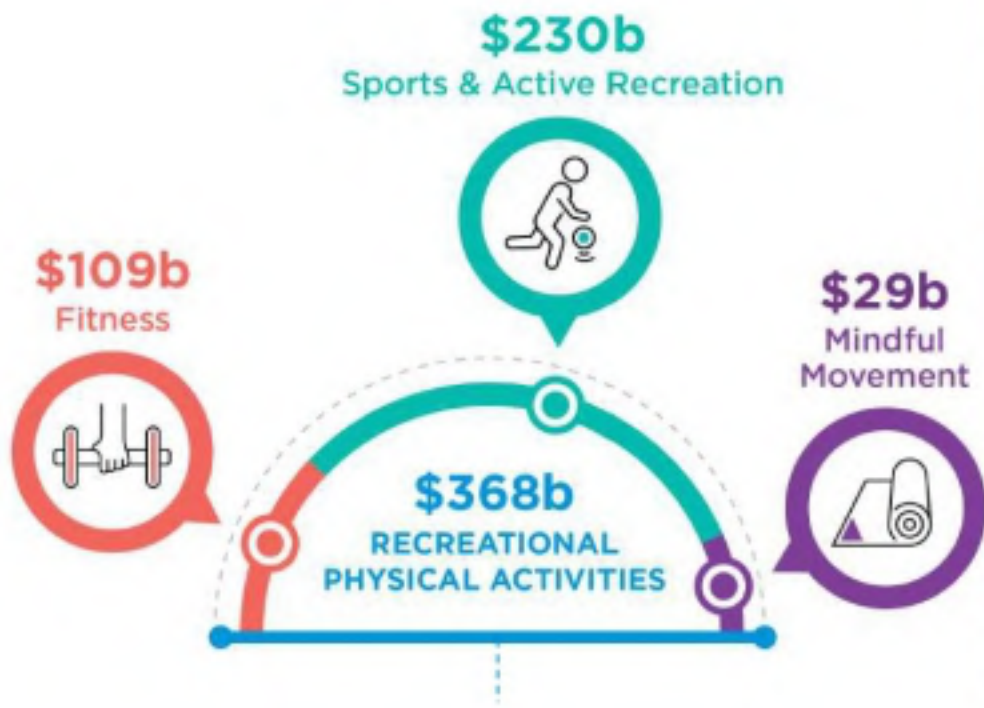
\$109b

Fitness



Mindful Movement





Technology



Equipment & Supplies



Apparel & Footwear





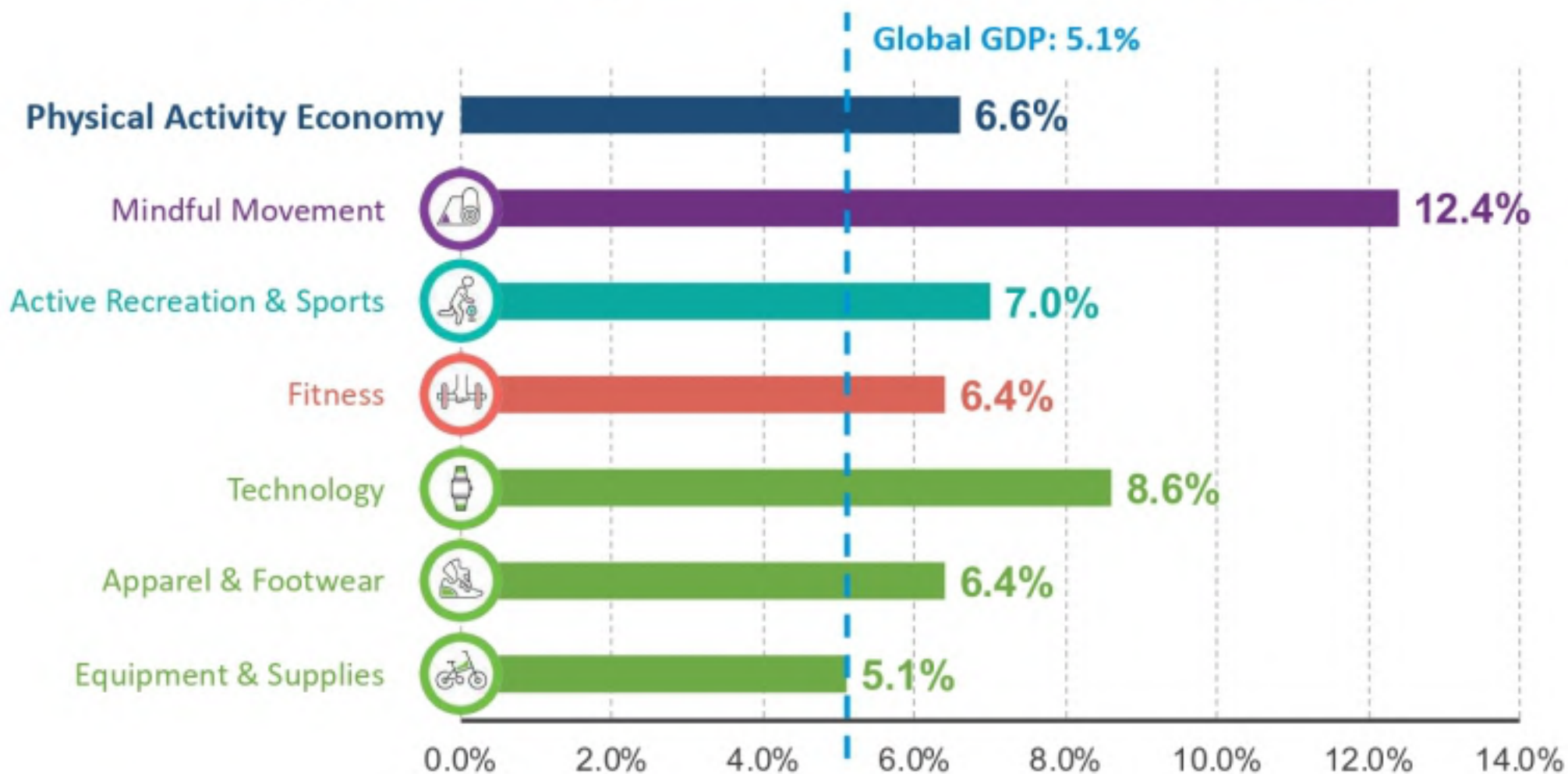
Global Physical Activity Economy

\$828 billion in 2018

GLOBAL WELLNESS ECONOMY: \$4.5 Trillion Market

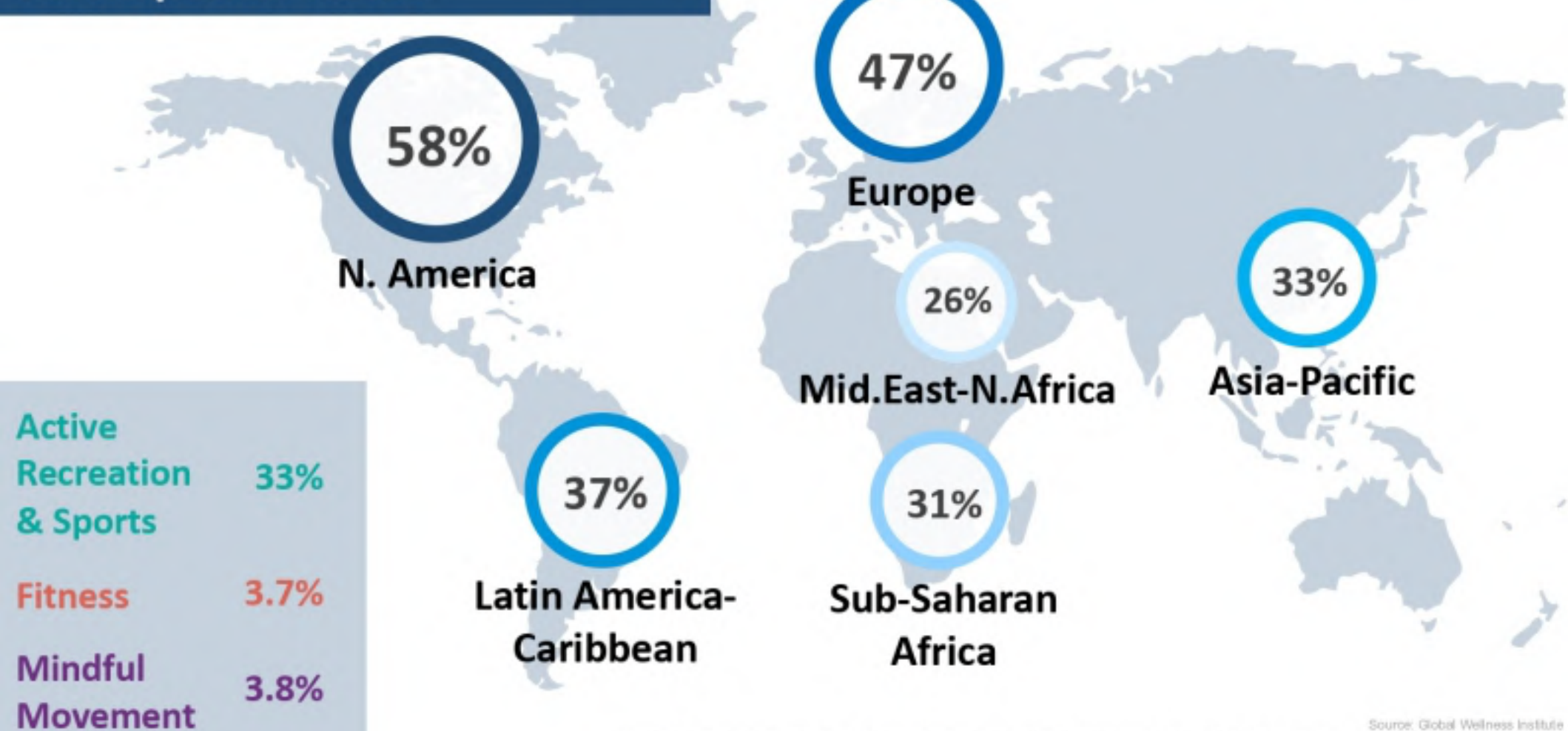


Projected Average Annual Growth Rate, 2018-2023



Recreational Physical Activities Participation Rates

35% globally in 2018



Source: Global Wellness Institute
Participation rate measures the share of the total population who participate in one or more of the physical activity categories on a regular basis (at least monthly).

65%
DO NOT do
recreational
physical
activity



vs.



28-31%
physically
inactive



Transportation



Domestic



Occupational



Adults

1. Lack of time
2. Lack of interest
3. Physical or health conditions
4. Lack of motivation or habit

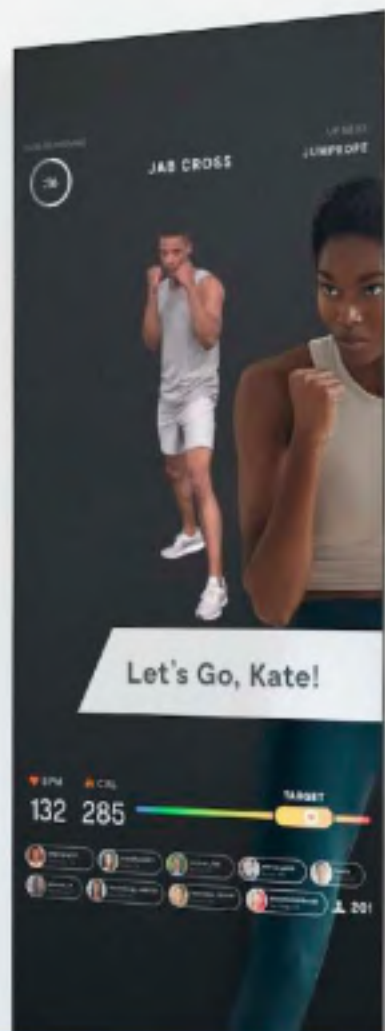


Top Barriers to Physical Activity

Youth

1. Lack of time
2. Lack of convenient facility or activity near home
3. Not having fun
4. Prefer to do something else






Motivation

Convenience

Fun

Affordable

New Technologies



All Ages

All
Genders

All Physical
Conditions

Reaching the Underserved



Affordable

Accessible
To All

Natural
Movement

Public Investments

Fun

Daily
Habit



Building Lifelong Habits



A Privilege? Or a Right?



Move to be Well: The Global Economy of Physical Activity



Mindful Movement



Technology



Sports & Active Recreation



Apparel & Footwear



Fitness



Equipment & Supplies



**GLOBAL WELLNESS
INSTITUTE™**

EMPOWERING WELLNESS WORLDWIDE