




***Leveraging
Generational
Wellness For
Your Fitness
Business***



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Wellness preferences align across generations, and all members are pursuing **digital solutions** in their journey. You need a partner you can trust to help you deliver what your **members expect.**

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In this comprehensive wellness trend presentation, you will gain valuable insights including: understanding the **generational shift**, market dynamics, consumer preferences, and **strategic considerations**.

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Defining Generations

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What Are The Generations?



BOOMERS

BORN: 1946-1964

**Optimistic
Competitive
Team-oriented**



GEN X

BORN: 1965-1980

**Flexible
Informal
Independent**



MILLENNIALS

BORN: 1981-2000

**Open-minded
Competitive
Goal-Oriented**

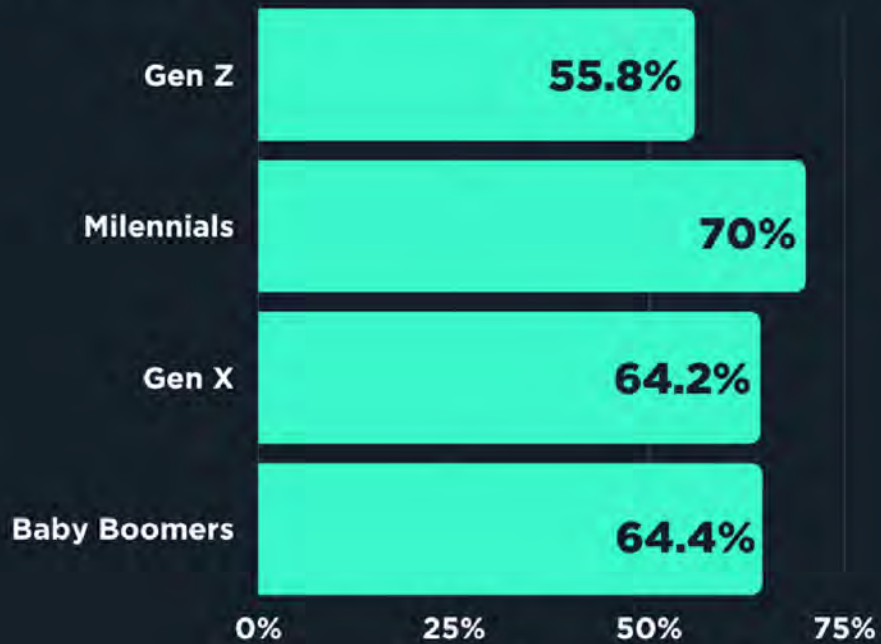


GEN Z

BORN: 2001-2020

**Global
Progressive
Entrepreneurial**

Fitness Participation By Generation In The US



Source: Statista Research Department



What Is Wellness?

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Wellness is the pursuit of overall health and well-being through active engagement in practices that promote **physical, mental, emotional, and social well-being**, resulting in a better quality of life.

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What Is Wellness Content?



**Yoga &
meditation
classes**



**Mindfulness
& breathing
sessions**



**Virtual
group
classes**



**Sleep
trackers**



**Nutrition
consultation
& recipes**



**Biometric
data
monitors**

The Pillars of Wellness in Fitness

Key Considerations for Fitness Businesses



Physical Health:

Emphasize tailored workouts & nutrition plans.

Mental Wellbeing:

Offer stress-reduction programs like yoga & meditation.

Nutrition:

Provide access to balanced, personalized meal plans.





Social Connection:

Create community-building opportunities, both in-person & online.

Digital Accessibility:

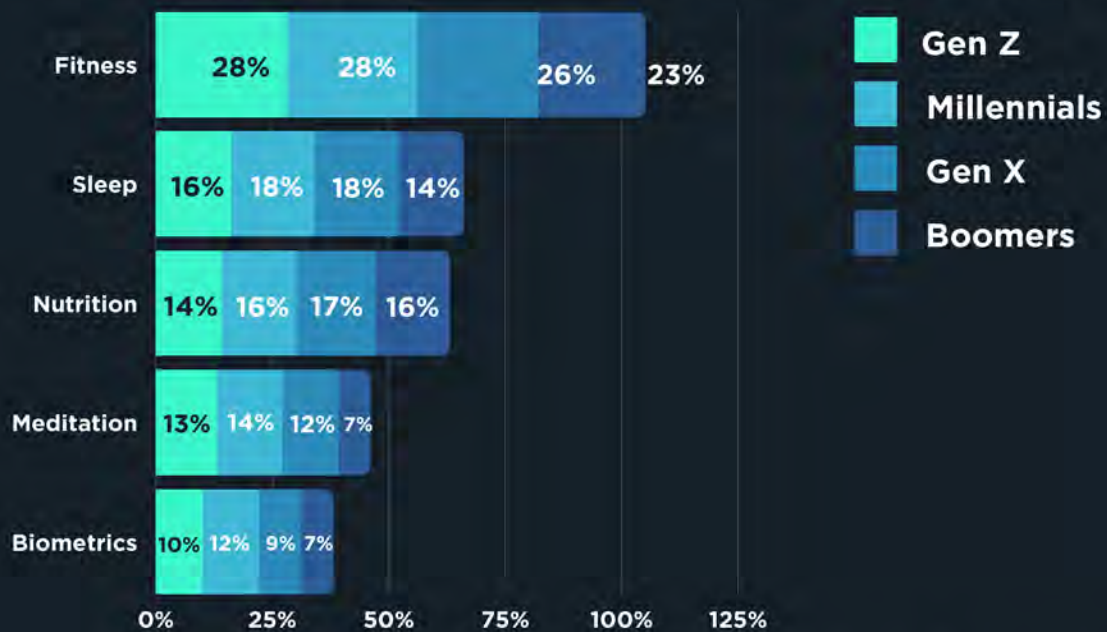
Invest in user-friendly fitness apps & platforms.

Perception Of "Wellness" by Generation

GENERATION RATING	 BOOMERS	 GEN X	 MILLENNIALS	 GEN Z
#1	Mental well-being	Mental well-being	Mental well-being	Mental well-being
#2	Healthy immune system	Healthy immune system	Healthy immune system	Healthy immune system
#3	Absence of disease	Getting enough sleep	Getting enough sleep	Getting enough sleep
#4	Getting enough sleep	Emotional well-being	Feeling "good"	Feeling "good"
#5	Feeling "good"	Feeling "good"	Emotional well-being	Emotional well-being

Source: Euromonitor International's Voice of the Consumer: Health and Nutrition Survey 2022

Use of Apps to Improve Health & Wellness By Generation



SOURCE: DIGITAL INFORMATION WORLD



As the **wellness market continues to boom, consumers intend to keep spending more on products that improve their **health, fitness, nutrition, appearance, sleep, and mindfulness.****

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Source: McKinsey & Co.



Update your **value proposition**

Make your digital experience **exciting**

Consider the **"whole person"**

Source: McKinsey & Co.

'Must dos' For Fitness Businesses

Amp up your **digital strategy**

Pursue **data partnerships**

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Research shows that the market for **health & wellness** services is growing by

5-10%
per year



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Source: McKinsey & Co.

Digital platforms & wearables have expanded **virtual fitness options, offering consumers convenient and accessible solutions to align with **busy lifestyles**.**

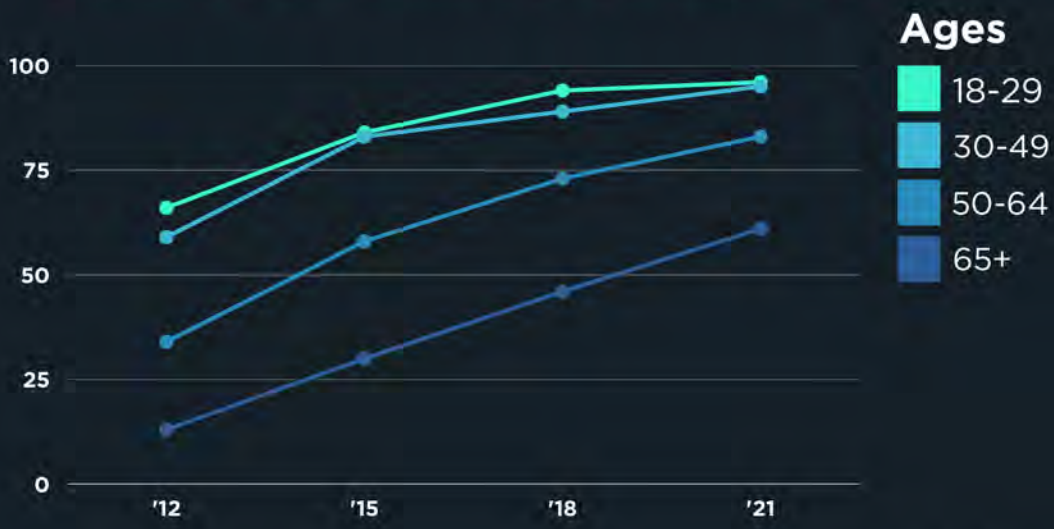


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Source: Market.US

Generational Tech Gap Is Narrowing

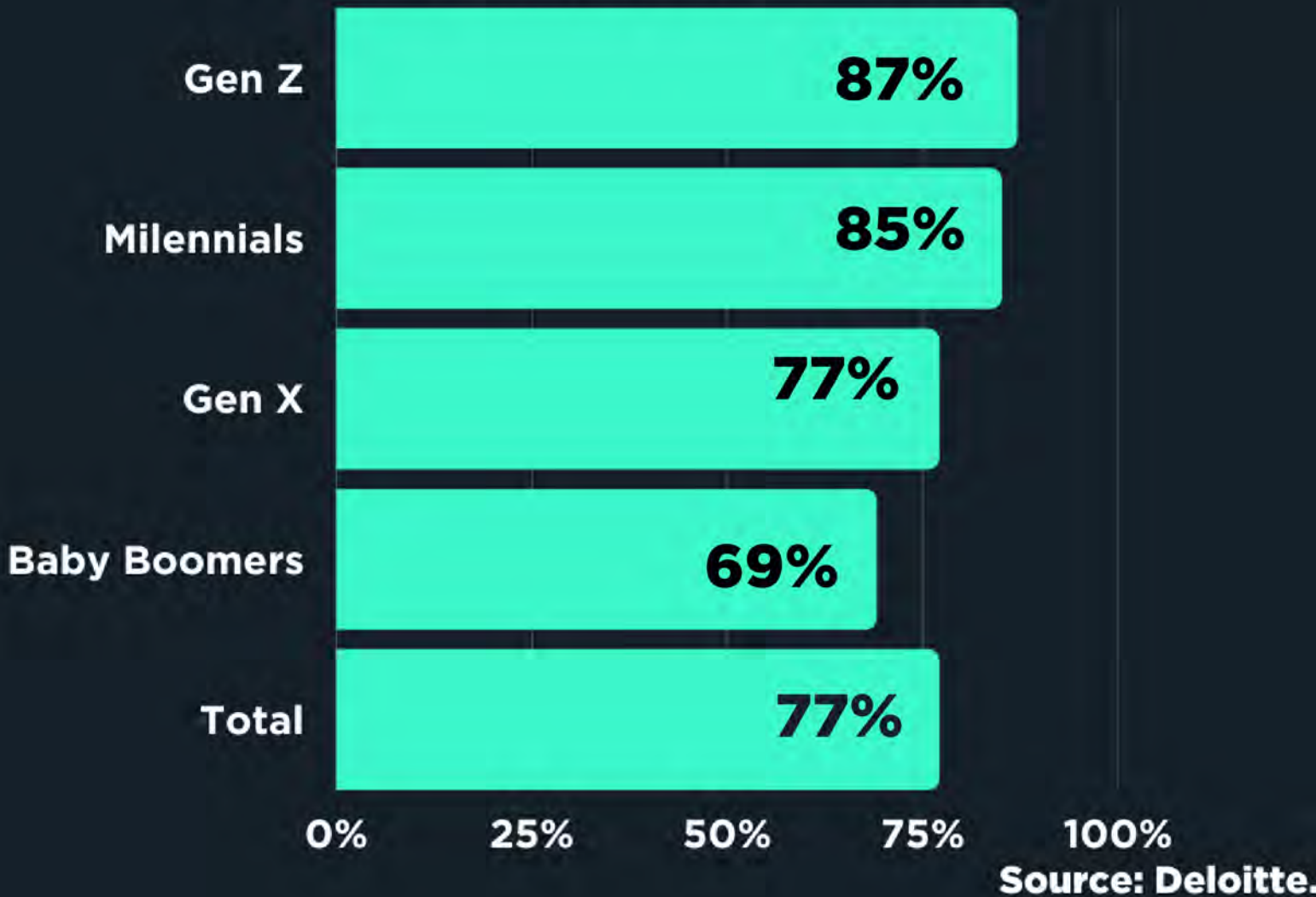
Percentage of US adults who use a smart phone



Source: PCMag

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Percentage Of People Who Believe Health Trackers Change Their Behavior



A woman with long dark hair, wearing a red t-shirt, is performing a backbend in a gym. She is positioned in front of a large window with a grid pattern. The background is bright and slightly blurred. The text 'Keys To Execution' is overlaid in a bold, teal font. There are also teal L-shaped corner brackets in the top-left and bottom-right corners of the dark grey text box.

Keys To Execution

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Understand **Digital Fitness**



Choose **Content Partner**



Develop **Digital Strategy**



Establish **Goals**



Create **Content Plan**

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Digital Wellness Highlights

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Global **wellness trends** are making the biggest impact on fitness



Health & wellness services continue to grow **5-10%** each year



The generational **"tech gap"** is narrowing

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Wellness preferences are similar within each generation



Consumers intend to spend more money on wellness content



Keep your business relevant with a digital content strategy

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To find out how we can help you with
your digital strategy, email me at:

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