

Top global spa and wellness trends



Spafinder Wellness 365 has released its 12th report on the top 10 spa and wellness trends set to unfold in 2015 and beyond. In the sea of trends lists appearing each new year, the company's definitive spa and wellness industry forecast is unique for taking a global view of what's trending across the wellness landscape including spa experiences, fitness, beauty, travel, nutrition and corporate wellness and for providing in-depth information about each trend.

"In our 12 years of trend-tracking, we have never seen spa/wellness concepts go so deep and global, be so meaningful and move in so many surprising, provocative directions," said Spafinder Wellness, Inc. Chief Brand Officer Mia Kyracos. "Our goal is to provide an in-depth resource and help the industry make informed decisions by analyzing the social, cultural and economic shifts that fuel each trend."

One trend that stood out as largely unthinkable even a few years back is the increasing adoption of cannabis as a source for healing ingredients and treatments. As a wave of medical/recreational marijuana legalisation sweeps across the U.S. (soon in Uruguay and likely other global regions), cannabis is getting a "wellness makeover," with new spa, beauty, travel and yoga applications.

The report is developed by Spafinder Wellness, Inc. Research Director Beth McGroarty and Spafinder Wellness 365's team of researchers, editors and industry experts. It is based on surveys with the company's large network of consumers, travel agents and spa/wellness businesses conducted over the last year.

The top global spa and wellness trends for 2015 are:

Forest bathing:

Mindfulness Meets Nature

The Japanese concept of forest bathing ("shinrin-yoku") has nothing to do with water. It revolves around a deceptively simple practice: quietly walking, with a mind intent on the sounds, scents, colors and "feel" of the forest. Poetic? Yes. But it's the medical evidence that's taking it global: Chemicals that trees emit (phytoncides) show a long-lasting impact on people's immune system markers. Look for more "forest therapy" trails, more doctors prescribing time in forests, more forest bathing

programming at spa retreats and more chic "wild forest/nature" resorts, with seemingly as many wilderness guides as in national parks.

Cannabis:

New Spa & Wellness Connections

A wave of medical/recreational marijuana legalization is sweeping the U.S. (globally, Uruguay will be the first nation to legalize recreational usage in 2015). The upshot: an explosive "cannabusiness" market, giving this ancient, medicinal plant an upscale makeover. It's moving from "dorm room to boardroom," and new spa/wellness cannabis connections are proliferating. Look for more marijuana dispensaries adopting the look/services of spas; more cannabis "wellness tourism" with luxury spa experiences; new cannabis-branded day spas; more spas using non-high-inducing pain-relieving topicals and beauty products – and hemp seed and milk as hot superfoods.

Wellness traditions from the Islamic world:

Beyond Hammams and Argan Oil

Middle Eastern and African spices, grains and fruits will be the buzzed-about "superfoods," ingredients used for both food and beauty (from camel's milk to baobab fruit) will trend and spas will offer more experiences like rasul/mud treatments and sand bathing.

Industrial revolution:

Blue Collar Wellness

As employers battle the chronic disease, obesity, pain and musculoskeletal, and mental disabilities that can hit "blue collar" workers the hardest, expect to see more wellness programs designed for them in the future – and a greater openness to participation by these workers.

Wellness homes, communities & cities

In 2007 Spafinder named "spa real estate" a top trend...then the recession hit, and most "live-at-the-spa" developments crashed too. Now the wellness living market is roaring back but new developments take the concept of a healthy home much further. Delos Signature Homes (U.S.) "bakes in" dozens of wellness features: from air/water purification systems to circadian rhythm lighting. Entire towns/cities are master-planned around a 365-degree concept of wellness, and a new, global "Well Building Standard" aims to do for human health in the built environment what LEED did for sustainable building – and not just for homes, but offices, schools and hospitals. After centuries of real estate development myopically focused on "curb appeal," now health is the new wealth.

My fitness. My tribe. My life:

Super-Social Fitness

This trend takes a timeout from the manic “rowing is the new spinning” breed of trend-spotting to ponder a new socio-cultural reality: More people’s boutique fitness brand/studio has become their “life.” Social fitness defines who you know, what you wear, where you travel—even how you raise your kids. But it’s a global loneliness epidemic, fueled by a surge in urbanization, single-person households, longer work hours, and lives spent in front of screens that will continue to spur the new directions for the “my fitness is my family” uber-trend.

Spa on arrival (& en route):

The New Travel Ritual

It used to be that with vacation and business travel, spa treatments were perceived as a luxurious add-on. Now the new travel ritual is treatments (and other fitness/wellness experiences) done right at arrival, or en route at airports, to fight jetlag or to kick-start productivity. We’ll see the spa/wellness explosion at airports continue to take off; more hotels/spa resorts serving up free massages at check-in; more online apps and concierges that make booking on-arrival massages/classes easy; and more spas open later, earlier, and even 24/7.

Hyper-personalized beauty:

Made-for-Me Will Matter More

In 2015 look for a shift from “This color looks good on me.” to “This color was made for me,” from “Is this moisturizer the best for my skin?” to “This moisturizer is perfectly formulated for me.” In every corner of beauty care new opportunities to customize our primping and self-care experience will arise. More beauty brands using in-store computer technology to create personalized solutions, more online skin coaching and more spas will let clients create bespoke everything.

Gut reaction:

“Listen to your gut...” usually means follow your best instincts, but it is one of the hottest trends for 2015. Look for an ongoing focus on the science of the gut and efforts to prove that by altering its make-up (aka “microbiome”) we can take our health and beauty to new levels, improve our immunity and resilience, reduce our chances for obesity and even create a happy and healthy mind. There will be more testing to prove the link between our gut and how we look and feel; there will be no stopping the proliferation of probiotics in what we drink, eat and put on our skin; and more spas (some of who have been on to this for decades) will offer ways to heal our leaking guts.

Beyond the stars:

Luxury Redefined

Extraordinary affluence, an appetite for the different and new, a zeal for documenting #epic experiences and the search for solitude and silence are fueling a new trend: the quest for “Beyond the Stars” experiences— where air light and breathing room are the new luxury, and authentic and novel destinations are the Holy Grail of travel. With this shift, the luxury travel industry will be challenged to top itself with even more spectacular offerings and dazzle us with spectacular offerings and experiences.

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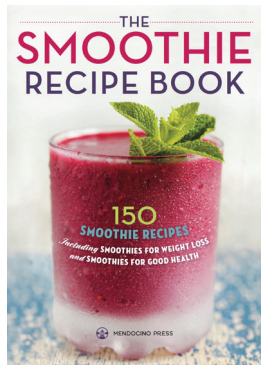


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The Mediterranean Diet for Beginners

The Complete Guide – 40 Delicious Recipes, 7-Day Diet Meal Plan, and 10 Tips for Success

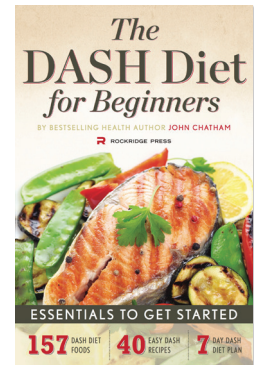
The Mediterranean diet has been scientifically proven to reduce your risk of heartaches, strokes, cancer and even your chances of developing dementia. So if you are after a healthy lifestyle, this is the book for you.

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