

# Corporate Wellness Market to Touch USD 118.6 Billion by 2032, at a CAGR of 6.5%

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IMARC Group's report titled "Corporate Wellness Market Report by Service (Health Risk Assessment, Fitness, Smoking Cessation, Health Screening, Nutrition and Weight Management, Stress Management, and Others), Category (Fitness and Nutrition Consultants, Psychological Therapists, Organizations/Employers), Delivery (Onsite, Offsite), Organization Size (Small Scale Organizations, Medium Scale Organizations, Large Scale Organizations), and Region 2024-2032".

The global corporate wellness market size reached US\$ 66.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 118.6 Billion by 2032, exhibiting a growth rate (CAGR) of 6.5% during 2024-2032.



For an in-depth analysis, you can refer sample copy of the report:

<https://www.imarcgroup.com/corporate-wellness-market/requestsample>

Factors Affecting the Growth of the Corporate Wellness Industry:

□ Healthcare Costs:

Healthcare expenses can be a huge financial burden for both employers and employees. By implementing wellness programs focused on preventive care, chronic disease management, and lifestyle interventions, employers can reduce healthcare costs associated with medical treatments, hospitalizations, and prescription drugs. Healthier employees are less likely to require expensive medical interventions, leading to lower healthcare expenses for employers. Rising healthcare costs often cause employers to pay higher insurance premiums to provide health coverage to their employees. Additionally, wellness programs can lead to a decrease in insurance claims, further reducing premium costs for employers.

## □ Productivity and Performance:

Wellness programs contribute to higher levels of employee engagement and job satisfaction. When employees feel supported by their employers in maintaining their health and well-being, they are more likely to be motivated, focused, and satisfied in their roles. This, in turn, leads to increased productivity and performance as employees are more committed to their work and organizational goals. Employees who participate in wellness programs are less likely to miss work due to illness or health-related issues.

## □ Employee Retention and Recruitment:

Job seekers are increasingly preferring employers who demonstrate a commitment to employee wellness and work-life balance. Companies with strong wellness initiatives are considered more desirable places to work, boosting their recruiting efforts. A strong employee value proposition (EVP) that includes attractive wellness benefits can help organizations attract and retain employees. Wellness programs signal to existing and prospective employees that their employer cares about their health, happiness, and overall quality of life. This contributes to a positive employer brand, making it easier to attract qualified candidates and retain existing talent.

## Leading Companies Operating in the Corporate Wellness Industry:

- Central Corporate Wellness
- ComPsych
- EXOS
- Marino Wellness
- Privia Health
- Provant Health Solutions
- SOL Wellness
- Truworth Health Technologies Pvt. Ltd.
- Virgin Pulse
- Vitality
- Wellness Corporate Solutions LLC
- Wellsource Inc.

## Ask Analyst for Sample Report:

<https://www.imarcgroup.com/request?type=report&id=3858&flag=C>

## Corporate Wellness Market Report Segmentation:

### By Service:

- Health Risk Assessment
- Fitness

- Smoking Cessation
- Health Screening
- Nutrition and Weight Management
- Stress Management
- Others

Health risk assessment represents the largest segment driven by its foundational understanding of the health status of employees, allowing organizations to tailor wellness programs effectively.

By Category:

- Fitness and Nutrition Consultants
- Psychological Therapists
- Organizations/Employers

Organizations/employers account for the majority of the market share as they are the primary stakeholders investing in and implementing corporate wellness initiatives for their employees.

By Delivery:

- Onsite
- Offsite

Onsite exhibits a clear dominance in the market due to its convenience and direct accessibility for employees, fostering higher participation rates and engagement in wellness activities.

By Organization Size:

- Small Scale Organizations
- Medium Scale Organizations
- Large Scale Organizations

Large scale organizations hold the biggest market share owing to their resources and infrastructure to implement comprehensive wellness programs across a larger workforce, yielding economies of scale and greater impact.

Regional Insights:

- North America: (United States, Canada)
- Asia Pacific: (China, Japan, India, South Korea, Australia, Indonesia, Others)
- Europe: (Germany, France, United Kingdom, Italy, Spain, Russia, Others)
- Latin America: (Brazil, Mexico, Others)

## □ Middle East and Africa

North America enjoys the leading position in the corporate wellness market on account of its strong economy, advanced healthcare infrastructure, and widespread adoption of wellness initiatives by organizations to improve employee health and productivity.

### Global Corporate Wellness Market Trends:

Employers are prioritizing mental health initiatives within their wellness programs, providing resources such as counseling services, stress management tools, and mindfulness training to support employees' emotional well-being. With the rise of remote and hybrid work arrangements, corporate wellness programs are evolving to accommodate the diverse needs of both office-based and remote employees, leveraging virtual wellness challenges, online fitness classes, and telehealth consultations.

Companies are leveraging artificial intelligence (AI) and data analytics to analyze employee health data, identify trends, and personalize wellness interventions, leading to more targeted and effective wellness programs.

Note: If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARCs information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

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