

Corporate Wellness Market Growth Analysis With Investment Opportunities For 2024-2033

*The Business Research Company's
Corporate Wellness Global Market Report
2024 – Market Size, Trends, And Global
Forecast 2024-2033*

LANDON, GREATER LONDON, UK,
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The corporate wellness market has experienced robust growth in recent years, expanding from \$65.14 billion in 2023 to \$69.92 billion in 2024 at a compound annual growth rate (CAGR) of 7.3%. The growth in the historic period can be attributed to employee health and productivity, stress management, employee engagement, preventive healthcare, occupational health and safety, talent attraction and retention.



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Strong Future Growth Anticipated

The corporate wellness market is projected to continue its strong growth, reaching \$95.78 billion in 2028 at a compound annual growth rate (CAGR) of 8.2%. The growth in the forecast period can be attributed to personalized wellness programs, remote work challenges, global expansion of corporate wellness, holistic well-being approach, return on investment (ROI) focus.

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Growth Driver Of The Corporate Wellness Market

The rising health care costs is expected to propel the growth of the corporate wellness market in the coming future. Healthcare costs refer to the total expenses incurred for medical services, treatments, and products to maintain or improve an individual's health. The rising costs of healthcare services encourage companies to invest in wellness programs as a proactive measure to reduce medical expenses.

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Major Players And Market Trends

Key players in the corporate wellness market include ComPsych Corporation, Wellness Corporate Solutions LLC, Virgin Pulse Inc., Provant Health Solutions LLC, Exos, Marino Wellness.

Technological advancements are a key trend gaining popularity in the corporate wellness market. Major companies operating in the corporate wellness market are focused on developing technological solutions to strengthen their position in the market.

Segments:

- 1) By Service: Health Risk Assessment, Fitness, Smoking Cessation, Health Screening, Nutrition And Weight Management, Stress Management, Other Services
- 2) By Delivery Model: Onsite, Offsite
- 3) By Category: Fitness And Nutrition Consultants, Psychological Therapists, Organizations Or Employers
- 4) By End User: Private Sector, Public Sector, Other End Users

Geographical Insights: North America Leading The Market

North America was the largest region in the corporate wellness market in 2023. Asia-Pacific is expected to be the fastest-growing region in the global corporate wellness market during the forecast period. The regions covered in the corporate wellness market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa

Corporate Wellness Market Definition

Corporate wellness, often called workplace wellness, refers to a general term for initiatives, plans, and organizational guidelines intended to encourage positive behavior at work. It is a planned employer-funded program created to assist employees in adopting and maintaining practices that lower health risks, enhance quality of life, increase productivity, and boost an organization's bottom line.

[Corporate Wellness Global Market Report 2024](#) from The Business Research Company covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

[The Corporate Wellness Global Market Report 2024](#) by The Business Research Company is the most comprehensive report that provides insights on corporate wellness market size, corporate wellness market drivers and trends, corporate wellness market major players, corporate wellness competitors' revenues, corporate wellness market positioning, and corporate wellness market growth across geographies. The corporate wellness market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 15000+ reports in 27 industries, spanning 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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