



Lifestyle & Leisure Trends

Horizoning™

Spotlight on Europe



Introduction»

Analysing the Present, to Anticipate the Future

The wants, needs, and behaviours of the global population are in constant flux-evolving in nuanced, sometimes seemingly unpredictable ways. At NICA, we harness our proprietary Horizoning™ methodology to navigate these unknown unknowns, offering a framework that makes sense of the noise and connects the invisible dots. This approach transforms complexity into clarity, empowering organizations to understand emerging shifts and their implications.

The future may feel uncertain, but through rigorous analysis and imaginative thinking, we explore and interpret the dynamic forces shaping the longevity landscape of tomorrow. By doing so, we enable our partners to stay ahead of the curve, anticipating challenges and uncovering opportunities that lie just beyond the horizon.

Why Horizoning™?

Horizoning™ is designed to help you look beyond the obvious and challenge assumptions. It's about imagining possibilities that feel just out of reach and preparing for futures that could look very different from today. By combining analysis with creative thinking, Horizoning® doesn't just ask what is but encourages us to consider what if?

By identifying trends early and understanding how they might evolve, Horizoning™ provides a framework for decision-making that's both grounded and forward-looking. It's not just about seeing what's next, it's about creating a path to get there.

What does this Document include?

This document is your guide to understanding and acting on the signals shaping the future. It is structured to help you uncover opportunities, challenge your thinking, and align your strategies with emerging trends. Inside, you'll find:

- A clear outline of NICA's Mega Signals Landscape.
- Sub trends specifically selected for your industry interest area and geographical focus.
- Trend insights distilled into digestible content, helping you interpret and understand the landscapes that matter most to your business and brands.
- Quotes from focus groups in Italy, Germany, and Austria were used to validate the trends, uncover points of tension, and ground insights in lived experience. See appendix for an excerpt from the accompanying summary report.
- Forecasts and practical recommendations designed to support your business goals and long-term vision.

How do I use this Document?

This document is more than just a report - it's a toolkit for thinking differently. Use it to guide strategy sessions, spark ideas in workshops, or challenge assumptions during team discussions. It's a resource that encourages deeper thinking and helps connect the dots between insights and action.

It's also intended to be flexible. Think of it as a living document, one that evolves alongside your business. Add your own data, adjust the insights to fit your unique context, and use the worksheets to explore possibilities in a hands-on way. Whether you're responding to immediate challenges or mapping out long-term plans, this document provides a foundation for building strategies that are grounded, creative, and ready for the future.



Contents »

Longevity	Pages 10 - 19	Innovation Spotlight	Pages 76 - 79
Mega Signals	Pages 20 - 29	References	Pages 80 - 84
Sub Trends	Pages 30 - 75	Appendix 1	Pages 86 - 87
• Self Surrender	Pages 32 - 41		
• Petgevity	Pages 42 - 53		
• Detox Devotees	Pages 54 - 65		
• Female Fandom	Pages 66 - 75		



Longevity >>

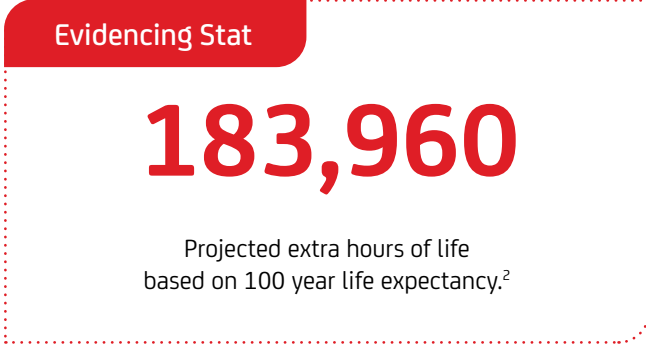
The world is already feeling the profound impacts of demographic shifts that are reshaping economies, cultures, and individual lives. With global population growth slowing but life expectancy rising, societies worldwide are being challenged to rethink what it means to live fully across a longer life course.

By 2050, the number of people over 65 is expected to double.¹

Life today no longer follows a predictable, linear path. Traditional milestones like education, career, and retirement are being replaced by dynamic, personalised journeys where growth and reinvention can happen at any age. People are increasingly seeking experiences and connections that enrich their lives, embracing transitions as opportunities rather than endpoints.

This evolving landscape demands innovative approaches that go beyond outdated frameworks of what life should look like at any age. From individuals pursuing new skills and passions in mid-life to communities nurturing intergenerational collaboration, the focus must shift to creating systems that empower diverse aspirations and ambitions. Lifelong learning, financial security, and environments that promote connection and well-being are becoming essential.

As demographic, technological, and environmental forces reshape our world, the goal is clear: to build a future that prioritizes purpose, vibrancy, and resilience. This is not just about living longer but about thriving, creating a world where each phase of life offers opportunities for fulfilment.



Moving Milestones

This mindset is being increasingly adopted. Younger generations, especially Millennials and Gen Z, are delaying or reimagining traditional milestones like marriage, home ownership, and having children. Rising housing costs, shifting values, and a stronger emphasis on personal growth are leading more young adults to cohabit with family, prioritise financial stability over marriage, or explore non-traditional career paths. The concept of settling down has become more diverse, with people of all ages choosing paths that align with their individual values and circumstances.

In Croatia the average age of people leaving their parental home has increased to 33.4 years in 2022 up from 31.6 years a decade ago.³

Eurostat, 2023

Second Careers

The concept of a single career for life is being replaced by the idea of multiple second acts or mid-life reinventions. Many people in their 40s, 50s, and beyond are leaving established fields to pursue new careers, return to education, or turn side interests into full-time vocations. This shift reflects a desire for personal fulfilment, adaptability, and ongoing growth. Economic pressures and increasing lifespans also encourage mid-life career changes, as people seek ways to stay relevant and engaged in a rapidly evolving job market. From tech professionals turned chefs to a carpenter embracing a social services role, these second acts present a society that values lifelong learning and reinvention.

Around a third (35%) of businesses started by over 50s entrepreneurs are side-hustles.⁴

Enterprise Nation, 2023, UK



Relationships

Relationships today are diverse and multifaceted, with many opting for alternative structures over traditional monogamy. Younger generations are exploring open relationships, polyamory, and co-parenting arrangements, reflecting a shift towards individual autonomy and flexible commitments. Financial factors also play a crucial role, as many people view financial independence as a prerequisite for long-term relationships. Even within traditional relationships, there’s a growing emphasis on equality, shared responsibilities, and maintaining individual identities. This evolution in relationship norms underscores a society more accepting of diverse choices, where relationships are built on mutual respect and personalised definitions of commitment.

In Germany **49%** of men and **48%** of women between the ages of 18 and 29 believe that “open relationships will be more common in the future”.⁸

I Am Expat, 2023

Home Ownership

With housing affordability becoming a serious issue in major urban centres, people are finding innovative ways to achieve home ownership. One such approach is multi-person (more than 3) home ownership, where friends, siblings, or partners pool resources to buy property together. This model allows individuals to enter the housing market without the full burden of mortgage costs, while also adopting a communal lifestyle. This shared ownership model is particularly appealing for those seeking a supportive living arrangement that balances independence with shared responsibilities, offering both financial relief and companionship.

With mortgage rates in the Eurozone having almost tripled over the past two years, **58%** of non-homeowners feel that they can’t secure a mortgage due to high interest rates.⁹

Adevinta, 2024

Later Life Births & Childfree by Choice

Parenthood is no longer a universal milestone. Today, many people are choosing to have children later in life, prioritising financial and career stability before starting a family. Others are embracing a childfree life, driven by environmental concerns, financial pressures, or personal fulfilment. This reflects a broader societal shift where parenting is seen as an option, not an expectation, empowering individuals to define their own life paths. Simultaneously, rising infertility rates globally are creating challenges for those who wish to have children, reshaping the discourse around family planning. This evolving approach to parenting underscores a new era of autonomy and choice, where life paths are increasingly diverse and personalised, reflecting changing priorities and societal values.

Sperm concentration fell from an estimated 101.2m per ml to 49m per ml between 1973 and 2018 – a drop of **51.6%**. Total sperm counts fell by **62.3%** during the same period.¹³

Human Reproduction Update Journal, 2023

Evidencing Stats

27%

of Boomers prefer friends with benefits, versus just 12% who prefer monogamy.¹⁰

Feeld, 2024, USA

51%

of young first-time buyers are willing to consider “non-traditional routes” to get onto the property ladder – like purchasing with a friend (24%) or sibling (22%).¹¹

LLoyds, 2024

In Sweden, from 1999 to 2019, the share of divorcees aged 65 to 69 increased from 16 to **22%** for women and from 14 to **19%** for men.¹²

Statistics Sweden, 2020

Evidencing Stats

15%

rise of births recorded among women over 50 in England in the last year.¹⁴

The Guardian, 2024



Cyclical Schooling

Cyclical schooling - where education is revisited throughout life rather than concentrated in youth - is becoming more common. This approach reflects the need to adapt to changing job markets, technological advancements, and personal growth. Many people are now returning to school in mid-life, learning new skills, or engaging in professional development to stay competitive. Cyclical schooling not only supports career adaptability but also fosters personal fulfilment, as individuals can pursue interests and passions at any stage of life. This shift presents a world where education is a lifelong journey (lifelong learning centres for older adults are already well established in China and Singapore), rather than a one-time phase.

Evolving Finances

As these traditional life paths shift to fluid and personalised journeys, financial strategies must evolve to meet new realities.

More people are prioritising personal growth over conventional milestones, channelling spending toward experiences, wellness, and education, whilst frequent career changes and mid-life reinventions require flexible savings plans to fund retraining and transitions and new home ownership models.

Longer lifespans are rendering traditional retirement models obsolete. Flexible pensions, phased retirement plans, and modular insurance policies are essential to address diverse and non-linear risks. Financial institutions must innovate to support these shifts to align with a generation redefining fulfilment, security, and financial independence.

Evidencing Stats

46.6%

the proportion of persons aged 25 to 64 in the EU who participated in education or training during the previous 12 month in 2022.¹⁵

EuroStat, 2023

In Ireland, the lifelong learning participation rate among adults aged 25-64 was **14%** in quarter 4 of 2023, up from **11.8%** in quarter 4 of 2022.¹⁶

Solas, 2023



Longer but not Healthier?

As life expectancy continues to rise, there’s a growing risk that people may live longer but spend more years in poor health. While the forecasted increase in healthy life expectancy from 64.8 years in 2022 to 67.4 years in 2050 represents a gain of just 2.6 years, it falls short of the projected 4.5-year increase in overall lifespan.¹⁷ This discrepancy suggests that a greater portion of these additional years could be spent managing chronic conditions, impacting quality of life and adding strain to already overburdened healthcare and social care systems.

People are becoming acutely aware of this impending reality and are increasingly motivated to take ownership of their health. As they see the potential challenges of extended life, there’s a noticeable shift in mindsets and behaviours. Individuals are embracing proactive health strategies, prioritising wellness, and adopting preventative measures to mitigate the risk of prolonged ill health. This rise in health ownership reflects a readiness to take action for a future that balances quantity of years with quality.

Yet, the financial implications of a 100-year life remain a serious concern. With gaps in public funding and the potential for rising out-of-pocket health costs, many fear the economic toll of managing health in later years. This funding challenge underscores the need for innovative healthcare solutions, prevention-focused policies, and sustainable care models that can support a healthy, extended lifespan. Bridging the gap between life expectancy and healthy years will be essential for a future where longevity is accompanied by vitality, independence, and fulfilment.

So what does that mean for leisure time?

As human life expectancy stretches ever further, so does our opportunity to reshape the possibilities for how we spend our time. Between 1770 and 2019, global life expectancy rose from just 28.7 years to 72.6 years - a staggering

153% increase^{18,19} that added an impressive 43.9 years, or approximately 183,960 extra hours²⁰, to individual lives. With this expansion, people are increasingly able to redefine their paths, embrace diverse experiences, and shift fluidly between life stages that align with evolving societal expectations.

Looking ahead, projections suggest that life expectancy could soon approach the century mark, adding another 27.4 years - or a striking 240,188 hours.²¹ This abundance of time invites us to engage with life’s phases in ways previously unimaginable, creating multiple legacies, prioritising health, and reshaping human development patterns.

Data from the American Time Use Study (ATUS) 2023 reveals that Americans (aged 15–65) currently spend about 5.15 hours per day on leisure and sports activities - amounting to roughly 1,880 hours each year. For those over 65, this figure rises to an average of 7.07 hours per day, or about 2,581 hours annually.

Extrapolating these trends into a future where people might live to 100, this would translate to a lifetime total of around 274,626 hours devoted to leisure alone.²²

On a global scale, this potential for expanded leisure time is transformative. Across both developed and developing regions, we’re approaching an era of unimaginable leisure potential - millions, if not trillions, of additional hours globally to be reinvested in personal growth, creativity, and social bonds. This trend points to a future where extended life and increased free time drive a profound societal evolution, making leisure a central aspect of life’s design rather than an afterthought.



The New Non-negotiables

This abundance of time is changing the nature of leisure itself. It’s no longer just about how people spend their free time, but rather how they invest it. Leisure is increasingly seen as time-designated or non-negotiable - focused on activities that contribute to personal health and reinforce wellbeing. For many, this is less about enjoyment in the traditional sense and more about essential routines that support lifelong wellness.

However, not everyone is on this path. Despite the rise in health-positive leisure, a significant portion of the population continues to engage in behaviours that may ultimately detract from health. The reasons are varied, with barriers such as affordability, accessibility, and time flexibility creating disparities in leisure quality and accessibility.

This imbalance presents a critical opportunity for governments, businesses, and brands to step in and innovate. By developing inclusive, flexible, and affordable options, stakeholders can support a future where leisure time not only enriches lives but actively promotes a healthier society.

1. Affordability

Wealth inequality shapes access to health-positive leisure in significant ways. Those in higher income brackets often have the financial freedom to engage in enriching activities, from fitness classes to cultural experiences, that support their well-being. In contrast, individuals from lower-income households are frequently priced out of these options, which means they may rely on more passive and less healthful ways to spend their leisure time. The gap in disposable income means that while some can regularly invest in hobbies, wellness, and recreation, others face constraints that limit these opportunities. This disparity not only affects physical health but also limits opportunities for personal growth, community engagement, and overall life satisfaction.

Compared with **12.4%** in 2022, **13.0%** of people in the EU were unable to afford to participate regularly in a leisure activity in 2023.²³

EuroStat, 2024

2. Access

Access to spaces and facilities that support leisure, and wellness varies greatly depending on geographical location, urban design, and socioeconomic status. Many communities, particularly in urban and lower-income areas, lack accessible green spaces, recreational facilities, and safe outdoor areas.

This uneven distribution restricts opportunities for individuals to engage in beneficial leisure activities, such as outdoor exercise, community sports, or simply spending time in nature. When people are cut off from these resources, it not only limits their ability to lead active and healthful lives but also impacts their sense of community and mental well-being, creating a disparity in the quality of leisure experiences.

By 2022, it was reported that only about **40%** of adults across the EU exercised regularly, with lower rates among women, older adults, and those from lower socioeconomic backgrounds.²⁶

OECD, 2023

3. Flexibility

Flexibility in daily life remains a luxury that lower-income households often struggle to achieve. Alongside economic limitations, these individuals often face unique scheduling constraints, with shift work that frequently changes or provides limited notice, making it difficult to plan for leisure or self-care. Lower-income individuals are more likely to be informal carers, looking after children, family members, or loved ones with health needs, often because paid care is unaffordable. Additionally, household tasks such as cleaning, cooking, and maintenance can be more time-consuming without access to time-saving solutions like cleaning services, robotic vacuums, or meal delivery options. Everyday errands are often lengthened by reliance on poor public transport, further limiting the time available for leisure activities.

This lack of flexibility reinforces inequality, as higher-income households can offload some of these responsibilities, freeing up time to engage in leisure pursuits. In contrast, those with fewer resources are left juggling essential duties with limited opportunities to invest in their own well-being.

32%

of all UK workers in full or part-time employment are given less than a week’s notice of their shifts.²⁷

Living Wage Foundation, 2022



Evidencing Stats

28%

of people living in the most deprived neighbourhoods live in the 10% of neighbourhoods with the least access to green space.²⁴

The Health Foundation, 2020, England

8.4%

of EU household expenditure was spent on recreation and culture in 2022.²⁵

Trading Economics, 2024

Mega Signals >>

This readiness to take action and adopt proactive health strategies can be seen in the Mega Signals Framework that we have developed at NICA. Each signal has been curated to steer our Global Horizons activity where we continuously track weak signals, identify trends and translate opportunities for longevity across-sector.

Highlighted are the four signals set to have the greatest impact on the Leisure Industry:

Agency for All

Reclaiming autonomy to empower

Economy of Self

An ecosystem of mutual

EcoVitality

People and planetary health

E-Valuation

Values-driven society

Genesis of Vitality

Unveiling new dimensions

Joy Renaissance

Emotional & psychological renewal

Life Architected

Reimagining our environments

Neo-Prohibitionism

Living intentionally

WellBeyond

A life rich with possibility

WeTogether

Enriching connections

Joy Renaissance

In an era overshadowed by global challenges and a pervasive misery pandemic, a powerful cultural shift is taking root - a collective movement to put joy and emotional wellbeing at the centre of life.

As people grow weary of anxiety-driven cultures, there is a renewed recognition that joy is not merely a fleeting feeling but a critical component of long-term resilience and health.

Enter the Joy Renaissance: a transformative trend where people are actively embracing experiences, routines, and products designed to nurture happiness, creating a ripple effect across personal and collective spaces.

This Joy Renaissance reflects a deeper societal shift toward reclaiming control over our emotional landscapes. Unlike traditional wellness movements, which have often prioritised physical health or productivity, this trend leans into the essential, restorative power of happiness.

Key Words

- # Restorative power
- # Antidote to stress
- # Sensory pleasure

Consumers are increasingly valuing authentic connections, immersive experiences, and sensory pleasures, integrating them into daily rituals that promote not just momentary delight but ongoing emotional and psychological renewal.

From wellness retreats to laughter-driven fitness classes, joy-based therapies to home environments filled with uplifting design, individuals are seeking out joy as both a personal remedy and a communal experience. Products and services that prioritise sensory indulgence, creativity, and playfulness are seeing an increase as they offer an antidote to stress-laden routines and disconnection.

The Joy Renaissance is about re-centering happiness as a foundational element of a fulfilled, balanced life. By reclaiming joy as a proactive approach to health, people are setting the stage for a world where resilience is built through positivity, laughter, and a genuine zest for life. This trend not only signals a cultural shift but a holistic blueprint for a future where joy leads the way.





Neo-Prohibitionism

In an era where “hidden vices” extend beyond alcohol and tobacco, a new wave of Neo-Prohibitionism is redefining how people approach everyday habits and consumption. Today’s wellness-minded individuals are identifying processed foods, digital dependency, sedentary lifestyles, and the attention economy as subtle yet pervasive “soft addictions” that erode wellbeing. This modern prohibitionist movement reflects a collective desire to reclaim autonomy over mind and body, focusing on the conscious rejection of these less obvious but equally damaging habits.

This awareness has led to a rise in “digital detoxes,” where individuals deliberately limit screen time to reconnect with the physical world and reduce mental fatigue.

Unlike traditional prohibition, which targeted specific substances, Neo-Prohibitionism is broad, encompassing lifestyle choices that subtly drain energy, productivity, and health. Processed foods, laden with artificial ingredients and sugar, are now viewed by some as addictive agents that contribute to physical and mental health issues. Digital dependency, fueled by social media and the relentless attention economy, is increasingly seen as a significant contributor to anxiety, sleep

disruption, and social disconnection.

Sober-curiosity has become another facet of Neo-Prohibitionism. Beyond abstaining from alcohol, sober-curious individuals experiment with mindful drinking, seeking to understand their relationship with substances and regain control over their choices. This movement emphasises intentionality, helping people cultivate a lifestyle that aligns with their values and wellness goals. For some, it’s part of a broader shift toward wellness-oriented identities, where moderation and mindfulness replace impulsive consumption.

Governments and organisations are also supporting this shift. Policies and corporate wellness programs now focus on reducing digital overstimulation, promoting nutritious eating, and encouraging physical activity in workplaces and public spaces. Educational campaigns raise awareness of the impact of sedentary lifestyles and processed foods, highlighting how these “soft addictions” contribute to chronic health issues.

Neo-Prohibitionism represents a comprehensive approach to wellbeing, one that considers the cumulative effects of everyday choices on mental and physical health. As individuals and communities grow more conscious of these hidden vices, a movement toward mindful living is reshaping how we view consumption and wellness. This shift reflects a desire to reclaim personal agency, strengthening resilience in a world that increasingly demands attention, time, and energy.

Key Words

- # Reclaiming autonomy
- # Rejecting soft addictions
- # Living with intentionality

WellBeyond

This trend is a transformative approach to living a life that is not only well-lived but future-focused, encompassing every dimension of human fulfilment. It recognises that true wellness reaches beyond just physical health; it spans social connectivity, financial security, emotional resilience, and spiritual growth.

Today's consumers are increasingly interested in living with purpose, vitality, and preparedness for the years ahead, a trend driven by the desire to flourish in a longer, more opportunity-filled life.

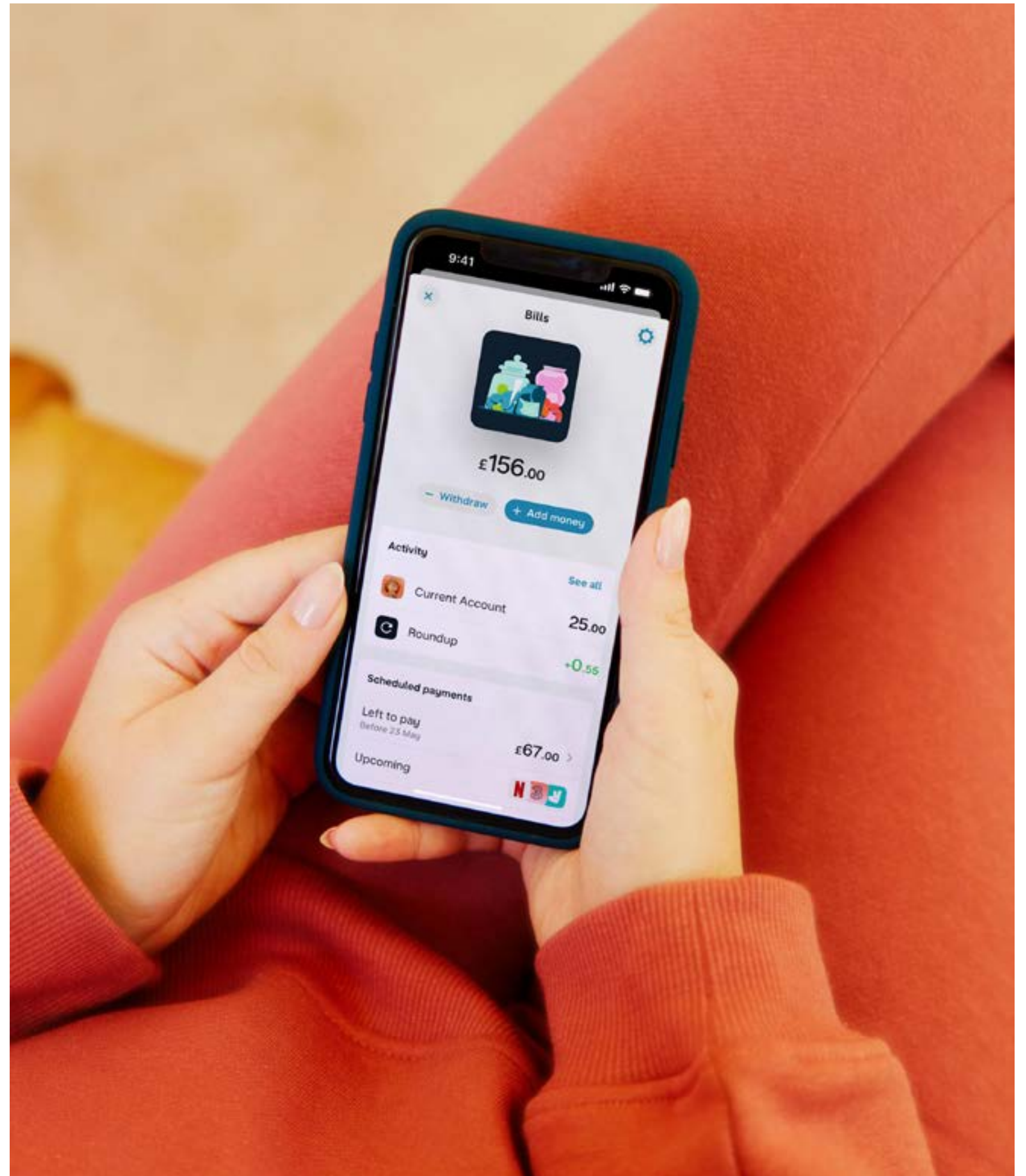
This trend reflects a shift in focus from traditional health and wellness solutions to a more comprehensive approach that addresses the full spectrum of life. People are turning to products,

services, and solutions that not only enhance day-to-day living but also help them plan for a deeply fulfilling future. Whether it's financial planning tools that allow for long-term security, digital platforms that nurture meaningful social connections, or wellness programs that build emotional and spiritual resilience, WellBeyond captures an emerging mindset. People want a life rich with possibility and joy, built on a foundation of balance and thoughtful intention.

As lifespans extend and societal values evolve, individuals are moving toward holistic approaches that encourage self-growth and adaptability across all stages of life. This trend is shaping the development of innovative solutions that support not just the body, but the mind and soul. Brands that align with the WellBeyond ethos are creating environments and tools that empower individuals to thrive, today and tomorrow. From advanced wellness tech that adapts to personal health needs to financial solutions that encourage saving with purpose, WellBeyond speaks to the universal goal of living with meaning, security, and connection.

Key Words

- # Thoughtful intention
- # Financial preparedness
- # Rich possibility





WeTogether

In a world once driven by fast, abundant digital communication, a shift is emerging; one that prioritises depth over volume. While technology promised seamless connection, the constant flow of notifications has left many feeling more disconnected than ever. Now, the focus is on quality interactions, both online and offline.

The WeTogether trend reflects this transformation. People are moving away from fleeting digital exchanges towards intentional, lasting connections. This shift doesn't reject technology but reimagines it to build meaningful relationships. From smart homes that enhance shared experiences to cities designed for community wellbeing, spaces are evolving to support deeper bonds.

This trend doesn't dismiss technology but challenges it to support intentional, quality interactions that feel substantial and lasting.

Key Words

- # Quality interactions
- # Deeper bonds
- # Presence and intimacy

On a personal level, individuals are creating micro-environments that encourage presence and intimacy; whether through mindful home spaces or local gathering places. On a larger scale, urban planning is embracing cities of belonging, built around trust, safety, and shared purpose. Even digital tools are being redesigned to facilitate fewer but richer interactions, shifting from passive scrolling to collaboration and support.

Ultimately, WeTogether is more than a response to loneliness, it is a blueprint for the future of connection. As people increasingly recognise that meaningful relationships are essential to wellbeing, industries must adapt, shifting from quantity to quality. In this new era, success is measured not by how often we interact, but by how deeply those interactions enhance our lives.

Sub Trends»

Our Mega Signals Framework is made up of many sub trends. We have highlighted these four trends because of their timeliness, relevance to the leisure industry and their potential for opportunities within the financial services sector.



Self Surrender

Finding release in a chaotic world

#WellBeyond
#JoyRenaissance



Petgevity

Wellness goals in tandem

#WeTogether
#WellBeyond



Detox Devotees

Conscious rejection of harmful behaviours

#Neoprohibitionism
#WellBeyond



Female Fandom

Igniting a new generation

#WeTogether
#JoyRenaissance



Self-Surrender

The Self-Surrender trend reflects a growing desire for sensory, immersive experiences that offer a complete release from daily pressures and encourage holistic healing across body, mind, soul, and spirit. As people seek to connect more deeply with themselves and achieve a state of inner peace, they are turning toward experiences that are felt in every sense, promoting introspection and mindful awareness.


Self-Surrender is about embracing experiences that facilitate a journey inward, whether through sound therapy, guided meditation, sensory deprivation, or nature immersion. These practices create an environment where individuals can let

go, attune to their inner selves, and find balance and healing. This trend is driving demand for wellness retreats, sensory experiences, and spiritual practices designed to cultivate self-awareness, emotional release, and mental clarity.

As solo travel gains momentum, more individuals are embarking on journeys alone to focus on personal growth, and self-reflection. Wellness destinations worldwide are responding by offering retreats specifically curated for solo travellers, where guests can fully immerse themselves in introspective practices, free from the distractions of everyday social dynamics.

With this trend, people prioritise experiences that offer a genuine escape from the digital world, allowing them to surrender control, quiet the mind, and immerse themselves fully in the present. Many seek solo retreats in natural settings, from forest bathing in secluded woodlands to immersive wellness experiences by the sea, aligning with the Self-Surrender ethos of letting go and reconnecting with inner peace. This shift is redefining wellness by blending elements of traditional healing with modern sensory approaches, making the journey of Self-Surrender an essential practice for those seeking greater fulfilment and peace in a chaotic world. In a culture increasingly focused on well-being, Self-Surrender

represents a path toward deep, restorative connection, both with oneself and with the natural and sensory world, forging a space for profound personal renewal.



Evidencing Stats

\$96.88 billion

estimated value of the global immersive entertainment market size in 2023, expected to expand at a CAGR of 24.6% from 2024 to 2030²⁸.

Grand View Reserach, 2023

70%

of World Nomads travel insurance policy sales in early 2024 were attributed to solo travellers, marking a steady rise compared to 68% in 2022 and 69% in 2023.

World Nomads, 2024

The Self-Surrender trend, centered on **immersive, sensory experiences for holistic healing** is evolving the meaning of leisure.

As consumers seek opportunities to disconnect from daily pressures and reconnect with themselves, leisure providers can meet this demand by offering experiences that encourage introspection, relaxation, and sensory engagement. Here’s how this trend might impact the industry:

Rise of Sensory and Immersive Wellness Retreats

Wellness retreats focusing on sensory immersion - such as sound baths, aroma therapy, and tactile experiences - are likely to gain popularity. Resorts and wellness centres could design programmes that engage multiple senses to facilitate deep relaxation and self-reflection.

Expansion of Nature-Based and Eco-Spiritual Experiences

Nature-based activities, such as forest bathing (Shinrin-yoku) and guided nature walks, offer guests a space to disconnect and surrender to the natural world. Leisure providers could create immersive nature experiences that tap into the calming effects of the environment, appealing to those seeking holistic healing.

Growth of Experiential Wellness and Spa Services

Float tanks, or sensory deprivation tanks, have gained popularity for promoting a profound sense of calm and introspection. By creating sensory-reduced environments, leisure providers can help guests fully disconnect and engage in an immersive, inward-focused experience.

Interactive and Immersive Mindfulness Experiences

Incorporating VR into meditation or mindfulness exercises could provide a unique way for individuals to immerse themselves in serene environments or soothing visual landscapes. Hotels, wellness centres, and even airports could adopt VR wellness stations, allowing travellers to experience a quick mindful escape.

Cultural and Spiritual Experiences for Personal Growth

There may be an increase in interest in travel to sacred or heritage sites that offer cultural and spiritual insight. Leisure companies could design packages that allow guests to experience historic sites while participating in rituals or ceremonies, enhancing their sense of immersion and self-surrender.

Community-Oriented Wellness and Self-Surrender Events

Mindfulness festivals or weekend events that integrate immersive art installations, guided meditation sessions, and sensory experiences could appeal to those seeking a concentrated, shared environment for self-surrender. These festivals would blend relaxation, spirituality, and social connection, creating memorable experiences for attendees.



Evidencing Stats

\$144.68 billion

the value of the global complementary and alternative medicine market in 2023. This is expected to grow at a CAGR of 25.3% from 2024 to 2030²⁹.

Grand View Research, 2023

Self-Surrender Case Studies



Image Credit: Mercer Labs

» Mercer Labs

In February 2024, Mercer Labs: Museum of Art and Technology opened its doors in New York City, inviting visitors into a multisensory experience that pushes the boundaries of traditional art. Conceived by artist Roy Nachum, the museum features fifteen immersive installations, each crafted to activate all five senses and expand the viewer’s perception of art.³⁰

Visitors are free to interact with the installations, dissolving the boundaries between viewer and artwork. This vision is epitomised in the I See Sound room, where art is not viewed but felt. Here, guests receive sleeping masks and are invited to recline on a soft carpet. Immersed in darkness, they become listeners, experiencing the rumbling sounds of nature or the hum of technology as vibrations travel through the floor and walls, creating a profound sensory connection.

Each room within Mercer Labs represents a distinct sensory journey. From scent-activated installations that evoke memories to tactile experiences where textures and temperatures shift with each step, the museum aims to make art accessible on a visceral level.

mercerlabs.com

#WellBeyond #JoyRenaissance
#LifeArchitected

#Self-Surrender
#Culture
#Wellness



Image Credit: Dreamachine

» Dreamachine

Dreamachine offers a one-of-a-kind immersive art experience that invites participants to journey within their own minds. Created by Collective Act in collaboration with leading technologists, artists, scientists, and philosophers, Dreamachine combines rhythmic strobe lights and a bespoke musical score to evoke vibrant colors and dynamic visuals in the mind’s eye.³¹ Billed as an “artwork designed to be experienced with your eyes closed,” Dreamachine helps participants detach from the noise of daily life and reconnect with their inner world.

What sets Dreamachine apart is its communal nature. Participants recline side-by-side, sharing an intimate yet individually unique experience. Each person perceives visuals that are entirely their own, a kaleidoscope of colors and shapes brought to life by their brain’s natural responses. This shared adventure allows individuals to explore their mind’s cinema in a healthy, harmless way, unlocking the secret intoxicants of the brain without external substances. The experience creates a subtle but profound connection among participants, uniting them in a journey that is both deeply personal and collectively transformative.³²

Dreamachine has been a sell-out success across the UK and is set to tour internationally from 2025, tapping into a growing trend for sensory experiences that blend art with wellness.

dreamachine.world

#WellBeyond #JoyRenaissance
#LifeArchitected

#Self-Surrender
#Culture
#Wellness



» Thai Tourist Board

In a creative bid to attract travellers, the Tourism Authority of Thailand (TAT) is merging ancient astrology with AI technology to enhance faith-based tourism.³³ Announced in October 2024, TAT’s upcoming app will personalise travel recommendations based on users’ birthdays and astrological signs, guiding them to destinations that resonate with their unique cosmic profiles.

The app will feature curated travel suggestions spanning Thailand’s natural landmarks, sacred temples, local cuisine hotspots, and traditional handicraft markets. By blending astrology with a user-friendly digital platform, TAT aims to offer a fresh, personalised approach to exploring Thailand’s rich cultural and spiritual heritage.

This initiative is part of TAT’s larger strategy to nurture Thailand’s spiritual economy, positioning the country’s deep-rooted beliefs and cultural sites as a unique draw for both domestic and international tourists. The app trial phase will launch by the end of 2024, inviting travellers to connect with Thailand’s heritage through a tailored, meaningful journey.

theinvestor.vn

#WellBeyond #JoyRenaissance
#Genesis of Vitality

#Self-Surrender
#Travel&Tourism
#Culture #Wellness



Image Credit: Kimpton Hotel & Restaurant Group, LLC

» Lucid Dreaming

Kimpton Fitzroy’s Room to Dream experience offers a world-first initiative designed to guide guests into the fascinating realm of lucid dreaming.^{34,35} In a lucid dream, individuals are conscious of being asleep and can actively control their actions within the dream; a skill increasingly recognised by scientists for its potential mental health benefits. Lucid dreaming has been shown to reduce symptoms of anxiety and PTSD, enhance creativity, improve learning, help people overcome phobias, and even boost athletic performance.

This groundbreaking experience taps into the growing trend of sleep tourism, where hotels are enhancing their wellness offerings to cater to guests seeking rest and rejuvenation. As our understanding of sleep’s role in overall wellbeing deepens, hotels worldwide are creating specialised sleep-focused programs.

The Room to Dream experience is tailored to prepare guests for an optimal night’s rest, integrating techniques like guided meditation, ambient lighting, and soundscapes that promote relaxation and dream recall. As interest in sleep wellness continues to rise, this trend reflects a broader shift where top hotels prioritise immersive sleep experiences, blending rest with mental exploration.

kimptonfitzroylondon.com

#WellBeyond #JoyRenaissance
#Genesis of Vitality

#Self-Surrender
#Wellness
#Sleep

Forecast

The Self-Surrender trend reflects a shift in travel preferences toward immersive, sensory-rich experiences that support introspection and holistic well-being. Travelers are increasingly drawn to destinations offering meditation retreats, nature immersion, and sensory therapies that ground a deep connection with both self and surroundings, promoting inner peace and balance. This trend illustrates the growth of wellness tourism and the rising use of immersive technologies to create environments conducive to personal transformation and mindful exploration.

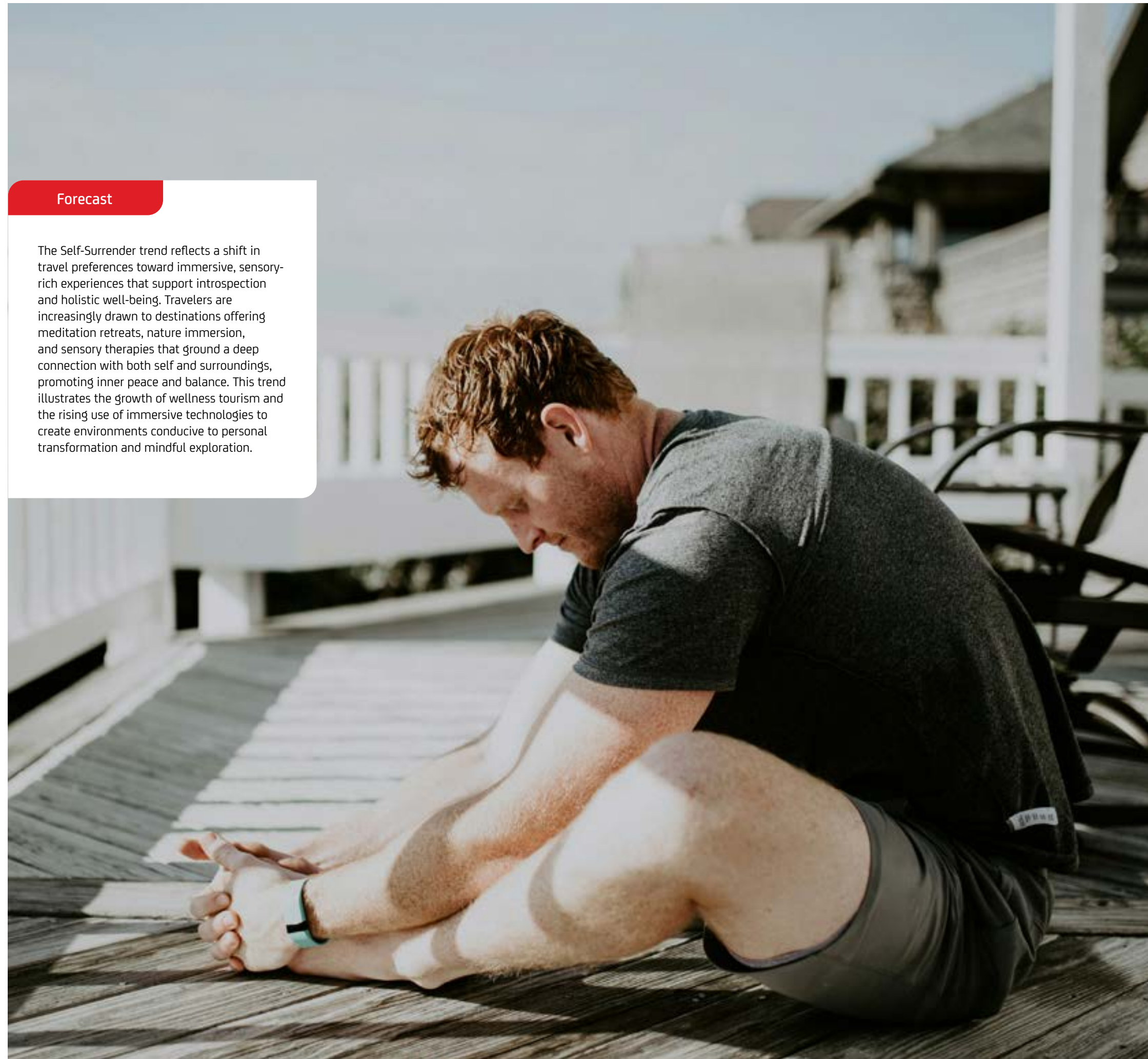
Self-Surrender Track It

The travel industry is witnessing a significant shift as travellers increasingly seek immersive, experiential journeys that foster deeper connections with local cultures and environments. This experiential travel trend reflects a growing preference for authenticity, where travellers move beyond typical tourist spots to explore less-visited areas that offer a genuine sense of place. As people prioritise meaningful encounters and sustainable practices, they are more inclined to support local communities, learn from cultural traditions, and leave a positive impact on the destinations they visit.

This shift is partly driven by rising awareness of the adverse effects of mass tourism. In many popular destinations, overtourism has led to environmental strain, cultural commodification, and disruptions to local communities' way of life. In response, countries such as Spain, Italy, and Greece have seen increased citizen protests as locals voice concerns over crowded public spaces, rising living costs, and natural resource depletion. For instance, cities like Barcelona, Venice, and Santorini have been particularly vocal, with residents calling for limits on visitor numbers to preserve their cultural heritage and quality of life.

These protests have catalysed governmental actions aimed at regulating tourism. Cities and countries worldwide are implementing restrictions to better manage tourist flows, balance economic benefits with social and environmental well-being, and protect local cultures. In light of these developments, experiential travel now represents a reimagined approach to exploration. This form of travel emphasises slow tourism, which encourages longer stays, smaller group sizes, and off-the-beaten-path experiences that allow travellers to engage more intimately with their surroundings.

For the travel industry, this trend signals a clear demand for sustainable travel options that prioritize environmental stewardship and community well-being.



Self-Surrender Financial Services Opportunities

The Self-Surrender trend opens new avenues for the banking, investment, and insurance sectors, as people increasingly seek immersive and holistic wellness experiences. Here’s how each industry could leverage this trend:

Insurance: Coverage and Benefits for Wellness and Mental Health

Wellness and Preventative Health Coverage: Insurance companies could expand their offerings to cover wellness-related expenses, such as mental health retreats, holistic therapies, and wellness activities. These policies could include reimbursements for mindfulness practices, yoga, sound therapy, and similar services that promote self-care and mental health.

Thought Starter: What if you introduce wellness insurance policies that cover digital detox programmes, meditation retreats, and other self-care focused therapies?

Cross-Industry Partnerships and Loyalty Programs

Loyalty Programs with Wellness Brands: Banks and insurers could partner with wellness brands, immersive experience centres, and eco-friendly accommodations to create loyalty programs that reward spending on self-surrender activities. Points could be earned for wellness-related purchases, redeemable for discounts on future experiences or wellness-related products.

Thought Starter: What if you collaborate with wellness retreat providers to create bundled packages that combine financial products, like savings or insurance, with discounted access to their services?

Co-Branded Wellness Retreats and Events: Financial institutions could collaborate with wellness and retreat brands to offer exclusive retreats or events for clients, emphasising immersive self-care practices. Such events would allow clients to experience self-surrender first hand, strengthening brand loyalty while supporting mental and emotional well-being.

Thought Starter: What if you partner with tech-free resorts to promote device-free experiences as part of a wellness-focused loyalty programme?

Sponsored Wellness Events

Support for Local Wellness Initiatives: Banks, insurers, and investment firms could fund or support local wellness initiatives, such as mental health awareness campaigns, mindfulness events in parks, or community yoga classes. By supporting community-based wellness programs, financial institutions can align with customers who prioritize holistic wellbeing and social impact.

Thought Starter: Access can be a significant barrier to improving individual wellness. What if you partner with local authorities and cities to fund wellness activities and facilities that are free or low cost?

Creative Activation: Seek out events and exhibitions with international reach and visitation to co-brand and/or sponsor an exhibition. Salone Del Mobile and the London Design Biennale invite exhibitors to design immersive sensory spaces to engage audiences, receiving widespread PR coverage.

Thought Starter: What if you sponsored a space in Salone Del Mobile; designing an immersive sensory exhibition to engage audiences on an international stage?

Digital Solutions for Financial and Emotional Wellness

Wellness and Financial Goal Apps: Banks and investment firms could create digital tools or apps that help customers set and achieve both wellness and financial goals, like saving for a retreat, budgeting for self-care, or planning for personal development activities. These tools could integrate mindfulness tips, budgeting calculators, and spending recommendations aligned with users’ wellness goals.

Thought Starter: What if you design financial apps that integrate wellness advice, offering personalised tips for aligning financial planning with mental and physical well-being.

Watch Out

>>

Cultural Misappropriation
As with any product or service inspired by cultural practices, it’s crucial to ensure you are not misrepresenting or devaluing a group or peoples. Critically evaluate any company or product offering you invest in. Consulting with individuals with lived experience or practice can help mitigate the risk of misappropriation.

Exclusion of Marginalized Groups
Wellness products tied to financial services may unintentionally exclude certain groups (e.g. lower-income individuals, non-tech-savvy users), reinforcing perceptions of elitism. Investing in community initiatives or low-cost solutions can enhance brand reputation and support longevity-focused inclusivity.

Petgevity

As cherished family members and loyal companions, pets hold an irreplaceable role in households worldwide. They bring connection and comfort, especially to single households and empty-nesters who often find companionship in these beloved animals. This bond is evolving as owners increasingly seek to ensure their pets live longer, healthier lives that align with their own wellness goals, elevating the importance of pet healthspan. Pet owners are now more willing than ever to invest in high-quality care, wellness, and longevity solutions, contributing to a rapidly expanding market that caters to the physical, emotional, and even cognitive needs of pets.

The time spent with pets and the range of activities enjoyed together are diversifying, creating cross-sectoral opportunities that extend beyond traditional pet care. From specialised nutrition and preventative healthcare to fitness, mental enrichment, and even personalised ageing programs, the Petgevity trend taps into innovative approaches to pet wellness that mirror the trends seen in human longevity. As the line between human and pet wellness continues to blur, we see new possibilities opening across various sectors, including tech, health, lifestyle, and even real estate, creating environments where pets and their owners can thrive together for longer.

The global pet food market is growing, with a particular rise in premium, functional, and fresh pet foods, reaching an estimated **\$139 billion** by 2028, as owners prioritise ingredients that promote long-term health.³⁶

Allied Market Research, 2023

“I would also say that for me, even during my grieving phase, it [my dog] is a wonderful antidepressant. For me, at that point, it’s definitely better than any medication.”



Female, 60 - 69

Evidencing Stat

\$8.465 billion

Estimated global Wearable Pet Tech market value by 2032, with a compound annual growth rate (CAGR) of 13.50% from 2024 to 2032.³⁷

Credence Research, 2024

The Petgevity trend presents significant opportunities for leisure, shaping how experiences are designed to accommodate the **bond between pets and their owners**.

Pets are no longer just companions; they are becoming integrated into every aspect of their owners' lives, particularly leisure and downtime. Here's how the trend may impact the sector:

Pet-Friendly Travel and Hospitality

The demand for pet-friendly accommodations, transportation, and destinations will rise as owners prioritise travel experiences that include their pets. Expect to see hotels, resorts, and airlines enhancing pet-specific amenities, such as wellness spas, fitness programmes, and nutritious dining options designed for pets.

Wellness Retreats and Longevity Programs

Mirroring human wellness retreats, leisure destinations could offer pet-centric wellness retreats that integrate veterinary care, cognitive enrichment, and fitness programmes. These retreats would cater to the growing demand for preventive health and longevity solutions for pets.

Pet-Centric Events and Socialization

Pet owners increasingly value socialisation for their pets. Leisure spaces could host events such as pet expos, themed festivals, or breed-specific meetups, building community engagement and shared experiences for pets and their humans.

Pet-Inclusive Fitness and Recreation

The leisure industry will incorporate more pet-inclusive activities, such as yoga with pets, pet-and-owner fitness classes, and outdoor adventure trails designed for both species. These offerings align with the rising focus on shared physical wellness.

Enrichment-Based Entertainment

Leisure venues could introduce interactive experiences for pets, such as enrichment parks, puzzle courses, and sensory zones. These would appeal to owners seeking to provide cognitive stimulation and emotional wellness for their pets.

Tech-Enabled Leisure

Tech innovations catering to pet wellness could integrate into leisure activities. Apps and wearables could track fitness levels for both pets and owners, while play experiences might engage pets in cognitive enrichment during downtime.



Evidencing Stats

27%

of dog owners are demanding more dog-friendly services, as globally dogs are known as the most popular traveling pets.³⁸

Grand View Research, 2023

Petgevity Case Studies



Image Credit: Dogpacking.com

» Global Dogpacking

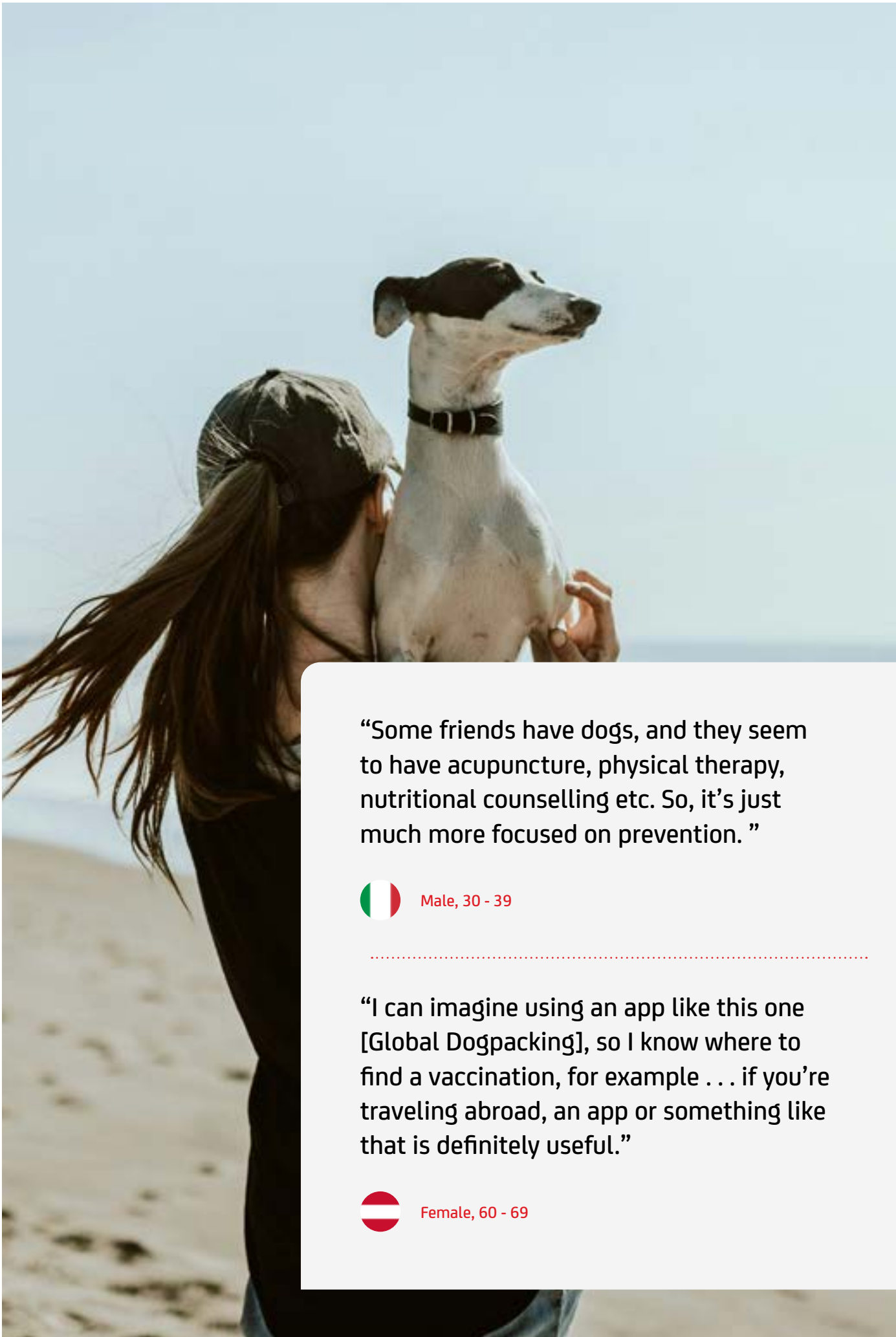
Adventure enthusiast John Freeman and his loyal dog Mira have been exploring the world together on two wheels, and now they're embarking on their most ambitious journey yet: a bikepacking trip across all seven continents. Bikepacking - a blend of bike touring and backpacking - has been Freeman's passion for the past eight years, giving him a unique way to experience the outdoors and deepen his bond with Mira.

In pursuit of sharing this passion, Freeman co-founded Dogpacking.com³⁹, a one-of-a-kind resource for outdoor-loving dog owners who want to safely adventure with their pets. With a commitment to providing the latest, evidence-based guidance, Dogpacking.com equips dog owners and veterinarians with valuable insights on traveling with pets. The platform covers everything from vet visits and vaccinations to transportation, essential gear, and the best dog-friendly destinations.

Collaborating with outdoor experts and pet care professionals, Freeman's goal is to inspire a community of dog-loving adventurers to explore responsibly and create unforgettable memories with their pets. With a dedicated following of over 27.5k on Instagram, Freeman and Mira are building a movement, showing dog owners that the joys of the great outdoors are best experienced side by side with a furry friend.

[dogpacking.com](#)
#WeTogether #WellBeyond

#Petgevity
#Travel & Tourism



“Some friends have dogs, and they seem to have acupuncture, physical therapy, nutritional counselling etc. So, it’s just much more focused on prevention.”

 Male, 30 - 39

“I can imagine using an app like this one [Global Dogpacking], so I know where to find a vaccination, for example . . . if you’re traveling abroad, an app or something like that is definitely useful.”


 Female, 60 - 69



Image Credit: BARK Air

» BARK Air

Billing itself as the world’s first air travel experience designed specifically for dogs first, and their human companions second, BARK Air⁴⁰ is setting new standards in the pet travel industry. In partnership with a private jet charter company, this dog-centric airline prioritises comfort, safety, and enrichment for pets at every stage of the journey.

At BARK Air terminals, dogs and their owners can arrive just 45-60 minutes before departure with the chance to socialise in a pet-friendly lounge while their owners enjoy meals prepared by onsite chefs. Before boarding, dogs experience a unique relaxation protocol, including calming pheromones, soothing music, and soft coloured lighting, easing any travel anxiety and making for a peaceful transition onto the plane.

Onboard, the experience continues with dog-specific comforts. Dogs are served a choice of hydrating beverages to prevent ear discomfort from cabin pressure changes, along with a range of treats and snacks tailored to their preferences. With an initial

focus on major travel hubs, BARK Air currently operates in New York City (TEB), Los Angeles (VNY), London (STN), and Paris (LBG).

BARK Air isn’t just a luxury; it’s the beginning of a broader trend in which the travel industry recognises pets as valued passengers. As pet ownership rises and the demand for high-quality pet experiences grows, services like this are leading the way, meeting the needs of an expanding pet-centric travel market.

air.bark.co
#WeTogether #WellBeyond

#Petgevity
#Travel & Tourism



Image Credit: Peloton Interactive, Inc

» Canada Pooch x Peloton

A Peloton study found, that more than 70% of Americans consider walking a pet a legitimate workout.⁴¹ Recognising the need for safe and enjoyable pet exercise, Peloton has partnered with Canada Pooch, the premium dog apparel brand, to launch a limited-edition collection designed to keep pets cool and refreshed during summer workouts.⁴²

This new pet fitness line, launched in June 2024, features items like a cooling bandana (\$22) and a waterproof leash (\$45), ensuring that pets can join their owners for active, outdoor lifestyles.

Peloton has also expanded its app to include a Pet-Friendly Fitness Collection, which provides guided sessions tailored for pet-inclusive workouts. The collection includes meditation, outdoor runs, and body strength programs, all designed to integrate pets into a fitness routine.

This partnership between Peloton and Canada Pooch reflects a broader trend in wellness: recognising pets as active participants in the health journey. As fitness brands continue to integrate pet-focused offerings, they’re not only catering to pet owners but enabling a lifestyle where the wellbeing of both humans and pets is intertwined.

onepeloton.com #Petgevity
#WeTogether #WellBeyond #Recreation #Fitness



Image Credit: Enabot

» Enabot Robot Companions

Enabot, a Shenzhen-based leader in family robotics since 2018, is making waves in pet technology with the launch of its ROLA series, a high-tech line dedicated to enhancing pet companionship and security at home. Introduced in March 2024, the flagship product, ROLA PetPal⁴³, combines pet entertainment and home surveillance in a sleek, robot vacuum-like design that brings advanced interaction and monitoring capabilities to pet owners.

Notably, PetPal’s real-time two-way voice communication allows owners to engage with their pets anytime, anywhere. Training pets to press the built-in call button lets owners receive a greeting directly on their phones, creating a unique way to stay connected.

The ROLA app, already a hit with over 500,000 users globally, enables pet owners to share experiences and connect within an interactive community.

With ROLA PetPal, Enabot is shifting the pet tech paradigm, offering a sophisticated solution for pet monitoring and interaction that meets the growing needs of modern pet owners. As Enabot continues to lead with ingenuity, it redefines the possibilities for pet companionship in a digitally connected world.

enabot.com #Petgevity
#WeTogether #Joy Renaissance #Recreation

Petgevity Track It

Forecast

These indicators reveal a strong and sustained investment in pet wellness, longevity, and lifestyle experiences across multiple sectors, signalling a shift in how people perceive pet care; not just as a responsibility but as a vital component of their lifestyle and leisure activities. This evidence suggests that the Petgevity trend will continue to transform industries, particularly within leisure, as more pet-friendly services and environments emerge to meet growing demands for pet health and happiness.

The rise in sedentary lifestyles among pet owners is significantly impacting their pets' activity levels and overall health. In the UK, approximately 50% of dogs and 43% of cats are classified as overweight or obese, with 77% of veterinarians observing an increase in pet obesity.⁴⁴ This trend is expected to continue as sedentary behaviours and mobility issues become more prevalent among owners.

Akin to human parenting, where individuals strive to avoid passing unhealthy habits to their children, pet owners are becoming more aware of the need to address their own lifestyle choices to prevent negative health outcomes in their pets. By adopting more active routines and healthier habits, owners can positively influence their pets' wellbeing. We can anticipate innovations in human health expanding to address the wellbeing of both pets and their owners.



Image Credit: Equip Club S.A

» Equip Self Service Stations

Swiss startup Equip⁴⁵ is disrupting how people engage with sports through an innovative rental system designed to make athletic activities more accessible, spontaneous, and inclusive. Equip's self-service rental stations, located across parks, sports fields, and courts, allow individuals to engage in impromptu play without needing to bring their own equipment. Each compact unit is equipped with basketballs, soccer balls, and padel rackets, all stored in glass-door lockers easily accessible via Equip's mobile app. With over 320 stations installed across Europe, Equip is fostering a culture of active participation by removing barriers to sports access.

This concept could seamlessly expand into the pet sector, creating a unique opportunity to encourage physical activity for both pets and their owners. Imagine pet-focused rental stations in urban parks and trails, stocked with items like fetch toys, frisbees, and agility equipment. These self-service units could motivate pet owners to incorporate more movement and play into their routines, promoting both physical and mental well-being for pets and people alike.

[equip.sport](#)
#WeTogether #WellBeyond
#Life Architected

[#Petgevity](#)
#Recreation #Fitness



Image Credit: Skip Innovations

» Fitter, Further, Together

Blending outdoor gear and robotics, tech innovator Skip⁴⁶ have introduced MO/GO - the world's first AI-powered hiking pants designed to enhance mobility for adventurers facing the physical demands of ageing, fatigue and injury. Set to launch in late 2025, these advanced hiking pants are engineered to make challenging trails more accessible by providing targeted support that reduces exertion and boosts endurance.

The MO/GO system uses a pair of cuffs worn under the pants - one on the lower leg and another on the upper leg - linked by a motorised, external joint that attaches to the Arc'teryx Gamma pants.⁴⁷ Through sensors and a computer module, the exoskeleton adapts to each wearer's movements, predicting and assisting with every step. This high-tech setup can reduce muscle fatigue, alleviate joint discomfort, and lessen strain on the knees, allowing users to take on greater elevation with ease.

The potential of this technology could extend beyond humans, opening up possibilities in the pet sector. Imagine a similar exoskeleton concept designed to support dogs with mobility challenges, whether due to age, injury, or breed susceptibility. Equipped with lightweight, motorised aids, pets would be able to tackle diverse terrains maintaining the bond of adventure alongside their owners in even the most rugged landscapes.

[skipwithjoy.com](#)
#WeTogether #WellBeyond
#AgencyforAll

[#Petgevity](#)
#Recreation
#Fitness



Petgeivity

Financial Services Opportunities

The Petgeivity trend offers substantial opportunities for the banking, investment, and insurance industries as pet wellness and longevity become increasingly prioritized by pet owners. Here’s how each sector could leverage this trend:

Banking: Specialised Financial Services for Pet Owners

Pet-Centric Savings Accounts: Banks could introduce savings accounts specifically designed for pet expenses, such as healthcare and wellness needs. These accounts could offer perks like higher interest rates, loyalty rewards for pet-related purchases, or contributions to pet wellness funds.

Thought Starter: What if you develop savings accounts specifically for pet care, offering interest boosts or rewards for pet-related spending?

Investment: Capitalising on the Growing Pet Industry

Pet-Centric Investment Funds: Investment firms could develop mutual funds or exchange-traded funds (ETFs) focused on the pet industry, pooling investments in pet health, technology, food, and leisure companies poised to benefit from the Petgeivity trend.

Thought Starter: What if you structure investment funds focused on the pet industry, capturing growth in pet wellness, technology, and nutrition?

Support for Startups in Pet Health and Wellness: Venture capital firms can leverage this trend by investing in startups innovating in areas like pet biotechnology, health monitoring wearables, pet supplements, and wellness-focused pet services. By focusing on early-stage companies, investors can capitalise on the rapid growth of this sector.

Thought Starter: What if you target investments in early-stage pet tech and wellness startups, focusing on wearables, supplements, or preventive health?

Insurance: Expanding Pet Health and Longevity Coverage

Comprehensive Pet Health Insurance: Pet insurance policies that offer extensive wellness and longevity care, including coverage for preventative care, advanced treatments (e.g., genetic testing, personalised health plans), mental wellness, and alternative therapies, could meet rising demand among pet owners. Policies with tiered coverage levels would allow owners to choose plans aligned with their pets’ unique needs.

Thought Starter: What if you expand pet insurance policies to cover wellness services, such as preventive health exams, advanced treatments, or alternative therapies?

Pet Travel and Leisure Insurance: With more people travelling with their pets, travel insurance products that include pet-specific coverage (such as pet health during travel, trip cancellation due to pet emergencies, or pet-friendly accommodation costs) could provide pet owners with peace of mind. Additionally, leisure insurance for pet activities, like hiking, park outings, or events, would appeal to owners who frequently engage in such experiences.

Thought Starter: What if you design pet health insurance that rewards healthy behaviours, such as regular health checks or pet fitness?

Cross-Industry Collaborations and Loyalty Programs

Financial Wellness Platforms for Pet Owners: Collaboration across these sectors could result in platforms where banks, insurers, and investment firms partner with pet-focused brands to offer bundled financial services for pet owners. For instance, a bank could partner with a pet insurance company to offer bundled services with discounts, streamlined claims processing, and health-based rewards.

Thought Starter: What if you create a loyalty programme with wellness brands that rewards spending on pet wellness activities and products?

Watch Out

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Pet-tech Vapourware
Whilst human based wearables are largely mass market, pet wearables are still in their infancy. Advanced pet tech (e.g. wearables or health monitoring) must deliver tangible benefits for owners to make investment purchases. Be wary of investing in unproven pet care technologies, features that fall short could damage credibility and create consumer mistrust.

Data Privacy and Security Risks in Partnerships
Partnering with smaller pet tech companies lacking robust data security practices of larger firms could expose financial institutions to regulatory scrutiny and reputational damage. Rigorous evaluation of partners’ data protection protocols is essential to safeguard customer trust and institutional credibility.

Detox Devotees

The Detox Devotees trend reflects a growing movement among individuals recognising the toll of unsustainable, high-stress lifestyles on personal wellbeing. With an awareness of how habits, environments, and social influences impact health, people are re-evaluating their behaviours and actively seeking to break free from cycles of burnout, digital overload, and excessive consumption. This shift isn't about restriction or deprivation; it's a conscious decision to detox from behaviours and influences that compromise wellbeing, while introducing positive, sustainable rituals into daily life.

Detox Devotees prioritise mental clarity, emotional balance, and physical vitality through habits like digital detoxes, mindful eating, and nature immersion. This approach highlights self-care routines that reinforce a balanced lifestyle; embracing activities such as meditation, journaling, and intentional movement. Individuals are increasingly attuned to the quality of their environments and the impact of consumerism on mental and physical health, recognising that even daily consumption choices can either support or detract from their wellness goals.

In this landscape, profiting from social bad habits - such as excessive screen time, junk food consumption, or addictive digital content - will face growing scrutiny and be viewed similarly to exploiting crises. As consumers move toward holistic health, brands aligned with wellness, sustainable practices, and mindful living will gain favour. This trend signifies a cultural pivot toward values-driven lifestyles, where individuals embrace detoxification as a foundational practice for thriving in a balanced, conscious way.

In 2005, in Italy there were almost **4.8 million** obese adults, by 2023 this figure reached over **5.8 million**.⁴⁸

Statista, 2024

Evidencing Stats

12 billion

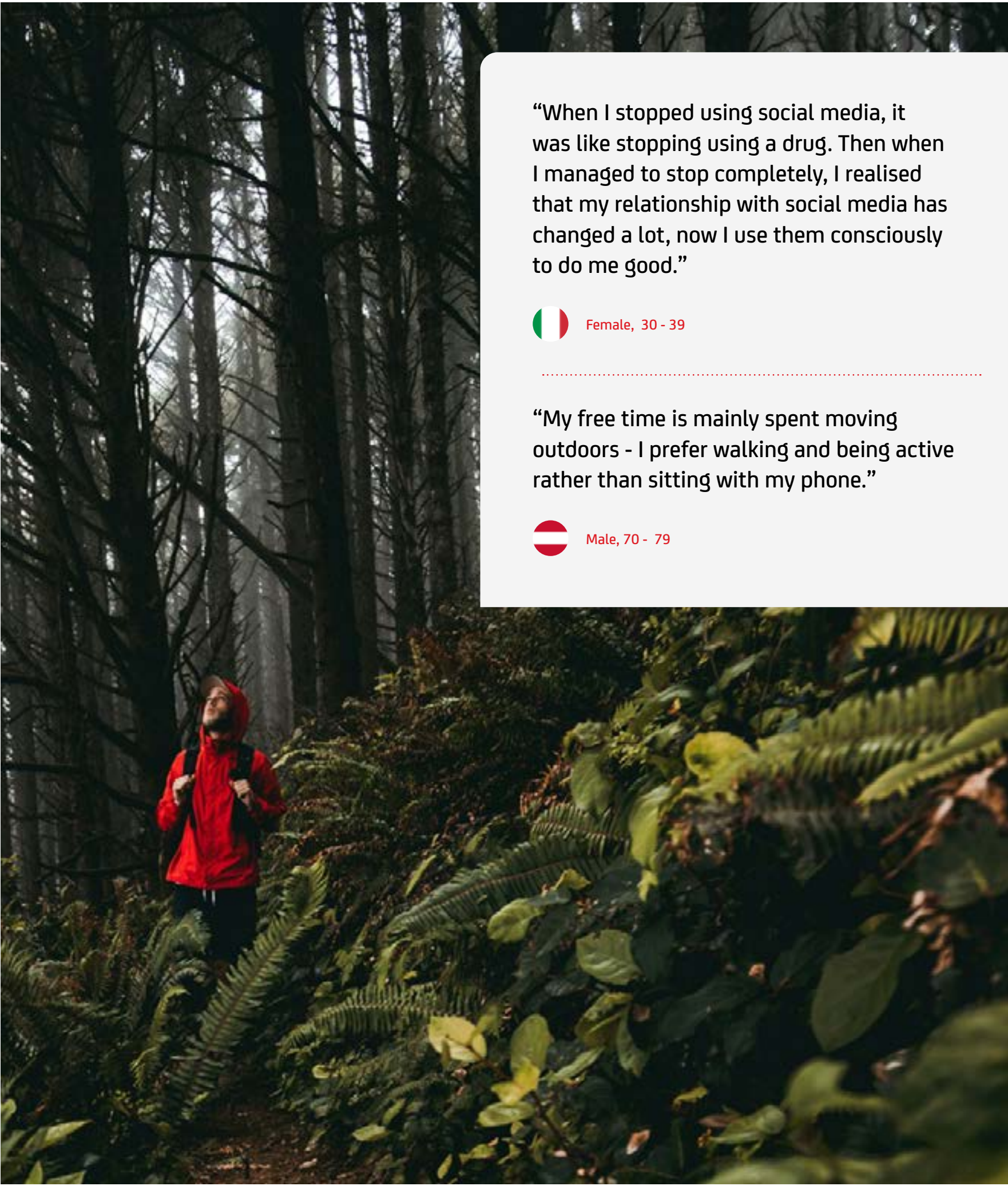
hours are spent around the world on social platforms every day.⁴⁹

DataReportal, 2025


34

countries - including Mexico, Brazil and Norway - had banned the sale of vaping devices by July 2023.⁵⁰


WHO, 2023



“When I stopped using social media, it was like stopping using a drug. Then when I managed to stop completely, I realised that my relationship with social media has changed a lot, now I use them consciously to do me good.”

 Female, 30 - 39

“My free time is mainly spent moving outdoors - I prefer walking and being active rather than sitting with my phone.”

 Male, 70 - 79

The Detox Devotees trend is reshaping leisure as consumers increasingly seek experiences that **promote wellbeing, mindfulness, and positive lifestyle changes.**

This shift toward healthier, more intentional leisure activities offers unique opportunities and challenges for industry players. Here’s how the trend may impact the sector:

Increased Demand for Wellness and Detox Retreats

Many travellers are interested in structured detox programs, which may include guided breaks from digital devices, clean eating, and stress management. Leisure destinations can respond by developing specialised packages tailored to individuals looking to reset and form healthier habits.

Shift Away from Alcohol-Centric Experiences

With the rise in sobriety, there’s a demand for alternatives to alcohol-focused events, such as sober socials, non-alcoholic mixology workshops, and wellness-focused nightlife. Hotels, resorts, and bars are increasingly introducing alcohol-free drink menus, mocktail bars, and sober-friendly events to cater to the growing sober curious audience.

Digital Detox and Screen-Free Environments

In response to the digital overload and doomscrolling habits that many consumers want to escape, leisure destinations may implement device-free zones or encourage digital detox options. These spaces promote mindfulness and social interaction, helping guests unwind and immerse themselves in the present moment.

Expansion of Outdoor Wellness-Oriented Activities

As people increasingly seek to replace screen time with nature-based experiences, there’s growing interest in outdoor activities like hiking, forest bathing, and water-based therapy. These experiences allow guests to reconnect with nature, reduce stress, and support overall wellbeing.

Focus on Healthy Eating and Nutritional Experiences

Clean and plant-based menus: with the shift toward mindful eating and reduced consumption of processed foods, many guests look for clean, plant-based, and health-focused menus. Restaurants, hotels, and resorts can capitalise on this trend by featuring organic, locally sourced, and nutritious options that support detox goals.

Evidencing Stat

23%

decrease in the overall alcohol consumption per person aged 15 years and over in the EU. Alcohol consumption dropped by 2.9 litres in the last four decades, falling from 12.7 litres in 1980 to 9.8 litres in 2020.⁵¹

Euro News, 2024



Detox Devotees


Case Studies

Evidencing Stat

Many countries including the UK, Portugal, and Germany have introduced **restrictions on advertising unhealthy foods** across on-demand and live television services.

Royal Society for Public Health

“I go hiking every weekend. I notice how much it helps me clear my head.”

 Male, 60 - 69

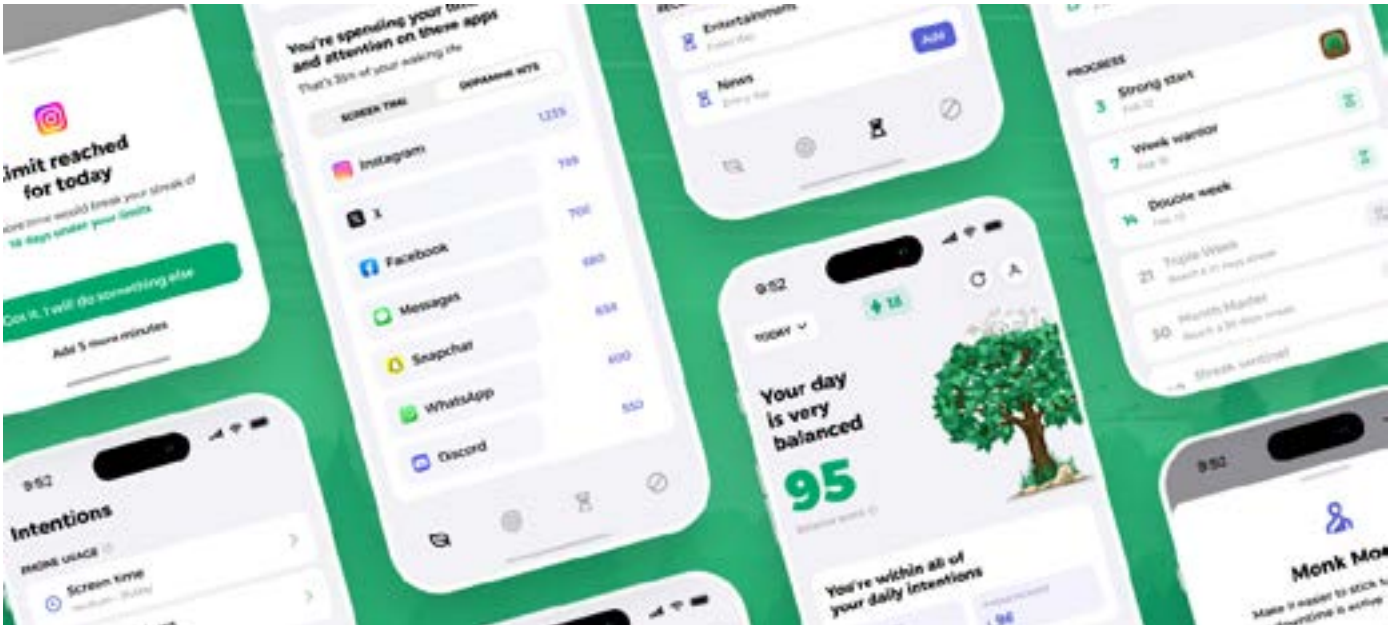


Image Credit: Roots

Roots App

Roots is reshaping how we engage with our devices, offering a more mindful approach to screen time by focusing not just on quantity but on quality. Unlike traditional apps that merely log hours, Roots introduces a, digital dopamine tracker, a unique tool that helps users assess the true impact of their digital activities.⁵² This feature distinguishes between enriching, productive app usage and potentially draining or addictive interactions, allowing users to make more intentional choices about their screen time.

To empower healthier digital habits, Roots offers a suite of tools to create customised boundaries. Users can set tailored daily limits for different apps, schedule downtime to block distractions during key times, and receive detailed reports on their screen usage. The app's Balance Score - similar to a sleep score for digital wellbeing - provides insights into overall screen health, helping users identify where their time truly serves them.

Roots also provides scroll replacements for addictive apps, suggesting alternative offline activities like reading, exercise, or meditation when a blocked app is accessed. These tools support users in creating a healthier, more intentional relationship with their devices.

By addressing digital fatigue and promoting quality over quantity, Roots aligns with the growing demand for tools that help people engage mindfully with technology.⁵³ It's more than just a screen-time tracker; Roots is a digital wellness guide for the modern age, empowering users to focus on what truly adds value to their lives.

[getroots.app](#)
#Neoprohibitionism
#WellBeyond

#DetoxDevotees
#Media & Entertainment



Image Credit: Calm

» Calm Taptivities

Calm is transforming how people engage with mindfulness by introducing quick, accessible tools that fit seamlessly into daily routines. Recognising that many users spend countless hours swiping through Instagram Stories or TikTok videos, Calm is rolling out Taptivities a new suite of interactive, text-based experiences that offer bite-sized mindfulness moments in a familiar, tap-through format^{54, 55}. These quick, guided sessions are designed to elevate mood and encourage self-reflection, making it easy to decompress without mindless scrolling.

Each Taptivity takes just a minute or two to complete, touching on themes like gratitude, self-reflection, grounding, and deep breathing. Whether encouraging users to reflect on their emotions, focus on someone they love, or take a mental pause with simple counting exercises, Taptivities offer a gentle nudge towards intentional wellbeing.

By incorporating mindfulness into formats that feel as accessible as social media, Calm is tapping into a broader trend toward micro-moments of wellness, empowering users to experience the benefits of mindfulness in just a few taps, no meditation experience required.

calm.com
 #Neoprohibitionism
 #WellBeyond
#DetoxDevotees
 #Media & Entertainment
 #Wellness



» Flashpack Sober

Flash Pack's premium group travel packages are redefining adventure by offering unforgettable, alcohol-free experiences designed for like-minded travellers seeking meaningful connections and vibrant exploration.⁵⁶ These carefully crafted trips cater to non-drinkers and the sober-curious, providing an opportunity to travel with clarity, free from hangovers and regrets, and full of truly happy hours.

Building on Flash Pack's signature blend of cultural immersion, adventure, and community, these journeys invite travellers to enjoy the world without the presence of alcohol. The trips are set in a supportive, wellness-focused environment that encourage social interactions, mindfulness, and lasting memories. From savouring local cuisine to embarking on thrilling excursions, each activity is tailored to offer enrichment without the influence of alcohol—making room for deeper connections and new experiences that align with travellers' wellness goals.

This alcohol-free travel model reflects a growing trend towards sober curiosity and wellness-focused socializing, seen in the rise of 'dry bars' and 'sober clubbing' that are reshaping the nightlife scene.⁵⁷ For those curious about the benefits of alcohol-free living, Flash Pack's adventures provide a fresh perspective on travel, allowing participants to fully immerse themselves in new places, tastes, and connections; ensuring each moment is memory-rich and judgment-free.

flashpack.com
 #Neoprohibitionism
 #WellBeyond
#DetoxDevotees
 #Travel & Tourism
 #Socialisation
 #E-Valuations



Image Credit: SMUG Dairy

» SMUG Dairy

In the sphere of eco-conscious diets, transitional foods, which combine the bad with the good (a fifty-fifty approach) have grown in popularity. Kerry Dairy Consumer Foods has introduced SMUG Dairy, a groundbreaking UK category-first brand that blends oats and dairy for a healthier, more sustainable take on classic dairy products.⁵⁸ Launching in major retailers including Tesco, Sainsbury's, Morrisons, and The Co-op, SMUG Dairy combines the creaminess of traditional dairy with the benefits of oats, offering consumers a nutritious alternative without sacrificing taste.

The SMUG Dairy lineup includes six products; three cheddar-style alternatives, two butter-style spreads, and a milk. Designed with health and sustainability in mind, the SMUG Dairy range boasts 40% less saturated fat and generates up to 54% fewer CO² emissions per kilogram than traditional

dairy, providing a simple way for consumers to make more mindful choices. By blending dairy with oats, Kerry Dairy has created an easy switch for customers looking to reduce their environmental footprint while still enjoying the rich, creamy flavours they love.

This hybrid approach reflects a broader trend in food innovation, where consumers increasingly seek products that balance taste, health, and sustainability. Solutions which help them to make easier transitions into health positive lifestyles will continue to see growth.

smugdairy.com
 #Neoprohibitionism
 #WellBeyond
#DetoxDevotees
 #Food & Drink
 #EcoVitality

Detox Devotees Track It

Forecast

The leisure industry stands to benefit by adapting to the Detox Devotees trend with offerings that emphasise wellbeing, mindfulness, and sustainability. As people look to break free from detrimental habits and adopt healthier, more intentional ways of living, leisure providers can play a pivotal role in supporting these lifestyle transformations.

Wellness tourism is evolving, integrating longevity programmes and advanced treatments into travel, with a long-term goal of accessibility beyond luxury. High-end resorts, like Four Seasons Maui, offer premium wellness packages with treatments like ozone and stem cell therapy, catering to travellers focused on holistic health. Longevity resorts, such as the SHA Wellness Clinic in Spain, are incorporating advanced diagnostics, like full-body MRIs and genomic testing, for personalised health journeys. Meanwhile, urban wellness centers are bringing 360-degree checkups and preventative care to high-street clinics, making them more accessible to those who can afford it. We expect to see this level of comprehensive health become more widely available in the years to come.



Image Credit: SHA



SHA

SHA stands at the forefront of integrative health, prevention, and longevity, blending wellness with medical precision to offer a truly transformative experience. Known for its commitment to continuous innovation, SHA combines luxurious resort amenities with state-of-the-art medical facilities, creating a unique environment that delivers both relaxation and proactive health management.⁵⁹

Central to SHA's approach is the SHA Method, a holistic framework built on nine key pillars: healthy nutrition, preventative and ageing-well practices, holistic medicine, cognitive stimulation, advanced diagnostics, inner balance, physical performance, and a, 'Healthy Living Academy'. These disciplines work together to help guests achieve their optimal state of health, making SHA a comprehensive destination for long-term wellness.

What sets SHA apart from other wellness resorts is its scale and sophistication. The resort's six-story health clinic houses nearly 100 treatment rooms, offering a vast range of high-tech medical treatments and wellness therapies.⁶⁰ From preventative diagnostics to physical performance programs, SHA provides guests with seemingly endless options for personalised health enhancement. It's a seamless blend of resort luxury and clinical precision, making SHA as much a medical institution as it is a wellness retreat.

shawellness.com

#Neoprohibitionism #WellBeyond
#Genesis of Vitality

#DetoxDevotees
#Travel & Tourism



Image Credit: Zoi-Me



Zoi-Me

Imagine a world where we prioritise our health with the same care as our cars; through regular check-ups to catch issues before they escalate. Enter Zoī, a pioneering wellness startup reimagining preventative healthcare with its 360-degree check-up, a comprehensive, three-hour examination designed to pre-emptively optimise wellbeing.⁶¹ Through a series of advanced tests, from blood work and eye scans to spirometry and gut microbiome analysis, Zoī collects millions of data points across up to 200 biomarkers. These data points are then analysed by an AI model to deliver personalised lifestyle recommendations aimed at preventing disease and enhancing long-term health.

The goal is to equip clients with their body's 'user manual,' empowering them to take charge of their health, prevent illness, and live vibrantly for longer. Currently catering to a premium clientele, Zoī combines cutting-edge diagnostics with luxurious amenities, including snacks curated by renowned chef Alain Ducasse and a balneotherapy section inspired by Japanese thermal baths.

While Zoī's high-end offerings may be out of reach for most, the startup's vision is to eventually make preventative healthcare accessible to all, with the hope that prices will decrease over time. For now, the service largely attracts a wealthier clientele, with private investors driving its growth.

zoi-me.com

#Neoprohibitionism #WellBeyond
#Genesis of Vitality

#DetoxDevotees
#Travel & Tourism



Detox Devotees

Financial Services Opportunities

The Detox Devotees trend, emphasising healthier, intentional living and the reduction of harmful habits, presents unique opportunities for the banking, investment, and insurance industries. Here’s how each sector can leverage this trend:

Banking: Financial Products Supporting Wellness Goals

Mindful Spending Tools: With a focus on reducing excess and harmful spending, banks could develop tools that analyse spending patterns and help customers make healthier choices. Apps could include features that track spending on wellness products versus unhealthy categories, encouraging more intentional spending aligned with detox goals.

Thought Starter: What if you launch a credit card that tracks spending on unhealthy habits and provides cashback or incentives for healthier choices, like organic groceries or gym memberships?

Cross-Industry Partnerships and Programs

Partnerships with Wellness Brands: Financial services providers could partner with brands in the wellness sector, such as gyms, meditation apps, and clean food companies, to offer customers discounts, cashback, or rewards for engaging in healthy behaviours. This creates a seamless integration between financial services and wellness, making it easier for consumers to prioritize detox-friendly purchases.

Thought Starters: What if you collaborate with detox-friendly brands - like sober bars, plant-based food companies, or wellness studios - to offer loyalty points or discounts for purchases?

Financial Wellness Programs for Mental Clarity: Financial wellness programs that incorporate mindfulness principles can help customers adopt healthier financial habits. Workshops or tools that guide users in reducing debt, setting clear financial goals, and managing expenses with a minimalist mindset can support the detox approach to financial well-being.

Thought Starter: What if you work with digital detox retreats to co-create packages that include financial planning resources to help participants sustain positive lifestyle changes?

Marketing Strategies that Reflect Detox Values

Detox-Driven Campaigns: Financial brands could use marketing that emphasises values of simplicity, health, and wellness, resonating with detox-oriented consumers. Campaigns focused on financial cleansing or mindful spending would appeal to individuals seeking to streamline their finances and align their spending with wellness.

Thought Starter: What if you were to create a banking campaign focussing on detoxification of unhealthy spending habits and the promotion of longevity giving behaviours?

Cultural Movements: Leverage existing calendar events to tap into this movement. Support customers to engage in Sober October through digital nudging, offering diversionary customer-perks and launching alcohol-free activations to enrich engagement.

Thought Starter: What if you supported customers to engage in ‘Sober October’. Consider digital nudging, diversionary customer-perks and alcohol-free activations.

Sustainable and Transparent Branding: As the Detox Devotee audience values ethical and transparent brands, financial services companies that focus on sustainable investing, environmental transparency, or community-oriented practices can build loyalty with this demographic.

Thought Starter: Soft addiction advertising permeates much of popular culture. Which aspects of your products or service offerings might encourage or promote ‘soft addictions’? What if advertising evolved to move towards this newly emerging consumer desire to detox?



Watch Out



Corporate Detox Hypocrisy
Companies promoting detox-focused solutions may face scrutiny if their core operations contradict their detox messaging. A thorough examination of your corporate portfolio is advised.

Perceived Guilt-Driven Marketing
Positioning detox-friendly financial solutions with messages that shame behaviours could alienate users. Focus messaging on empowerment and positive lifestyle shifts rather than guilt.

Over-Restriction in Digital Detox Tools
While detox features in products and services help customers reset behaviours, overly restrictive tools could alienate users. Balance is key, offer support whilst maintaining user autonomy.

Female Fandom


The world of sports is undergoing a pivotal transformation as female fandom gains unprecedented momentum. Deloitte projects that revenue from women’s elite sports will surpass \$1 billion in 2024, a historic milestone signalling the financial viability and popularity of women’s sports.⁶² This surge is fuelled by equitable media coverage, with prime-time slots allocated to major women’s sporting events and more games held in prominent home stadiums. These changes are attracting a broader, diverse audience and igniting a new generation of female fans, creating a ripple effect throughout the sports industry.

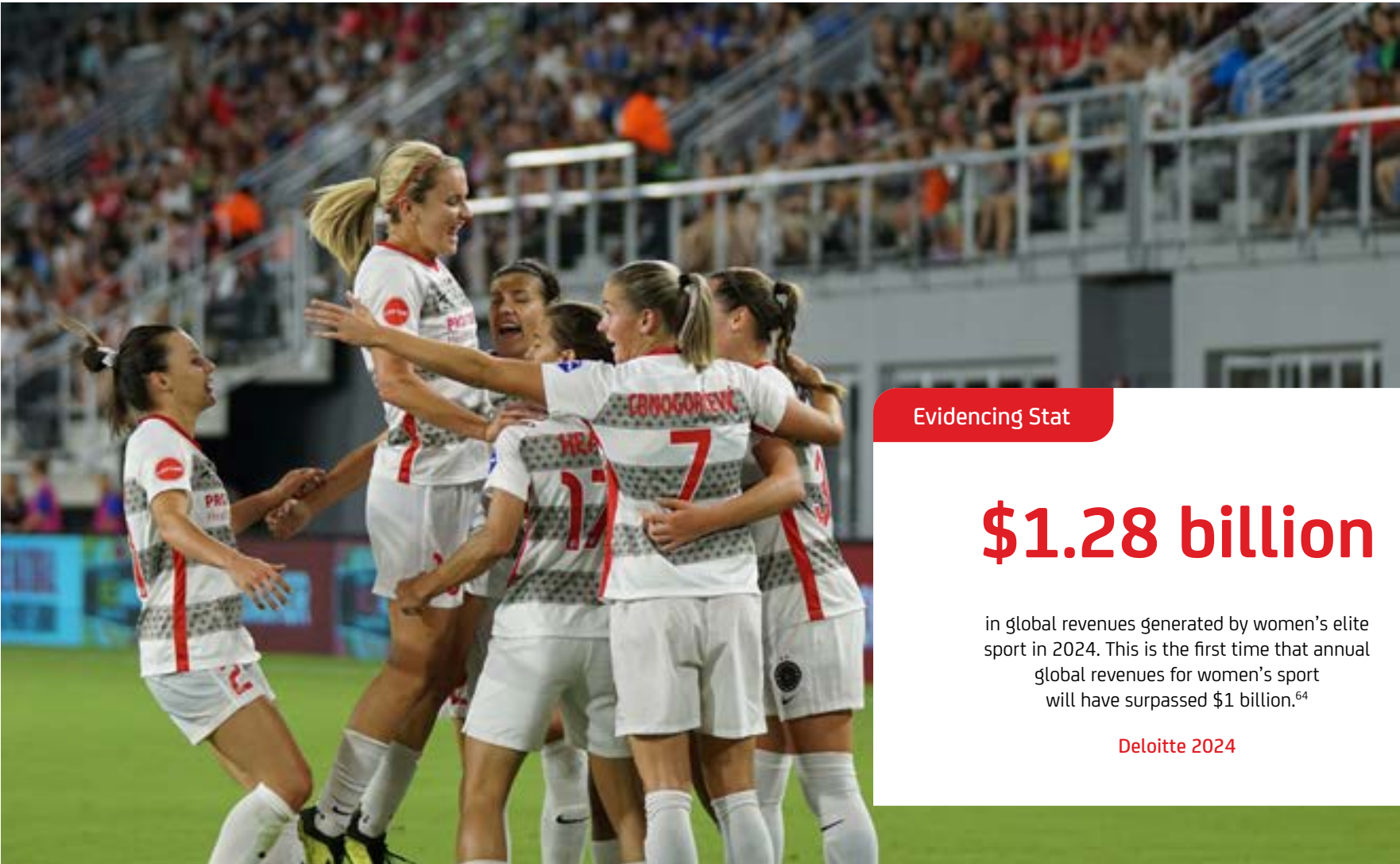
Female athletes, recognised as powerful role models and influential brand ambassadors, are redefining fan engagement. Their authenticity resonates across social media, building deep connections with fans and amplifying their reach beyond traditional viewership. This shift has led brands to rebalance sponsorship budgets toward women’s sports, recognising the strong fan loyalty and cultural relevance of these athletes. In addition, the heightened visibility of women’s sports is inspiring more women and girls to participate in athletics, boosting grassroots engagement and igniting a lifelong passion for sports.

In August 2024, Nike signed a multi-year deal with FC Como Women, becoming **the first official supplier of an independent women’s Series A football club**. This collaboration reflects Nike’s commitment to empowering female athletes and enhancing the visibility of women’s football.⁶³

Vogue Business

“... I do read about women’s football teams every now and then because I think it’s great that they’re successful and that they’re better recognised. So, that makes me happy.”

 Female, 60 - 69



The rise of female fandom in sports is set to transform leisure, introducing new opportunities and **reshaping how fans engage with sports.**

From recreational opportunities for amateurs to facilities and programmes supporting semi-professionals, there’s immense potential to meet the needs of this expanding audience. Here’s how the trend may impact the sector:

Expanding Sports Hospitality and Fan Experiences

Venues, hotels, and travel companies may introduce sports hospitality packages catering to women’s events, providing tailored experiences that could include meet-and-greets with female athletes, special access to games, or wellness elements like spa and fitness sessions. These packages would appeal to fans who seek immersive experiences beyond the game itself.

Enhanced Community and Recreational Spaces

With female athletes inspiring more women and girls to take up sports, fitness centres and community gyms could introduce sports-inspired fitness classes, such as women’s football training programs or workshops led by former female athletes, promoting a sense of camaraderie and aspiration among fans.

Leisure Merchandise and Retail Innovations

As female fandom grows, retail outlets could expand their merchandise lines to include team apparel, accessories, and collectibles for women’s sports, especially as demand for inclusive and fashionable sportswear increases. Collaborations with athletes for limited-edition products would add a unique appeal for dedicated fans.

Media and Digital Engagement Opportunities

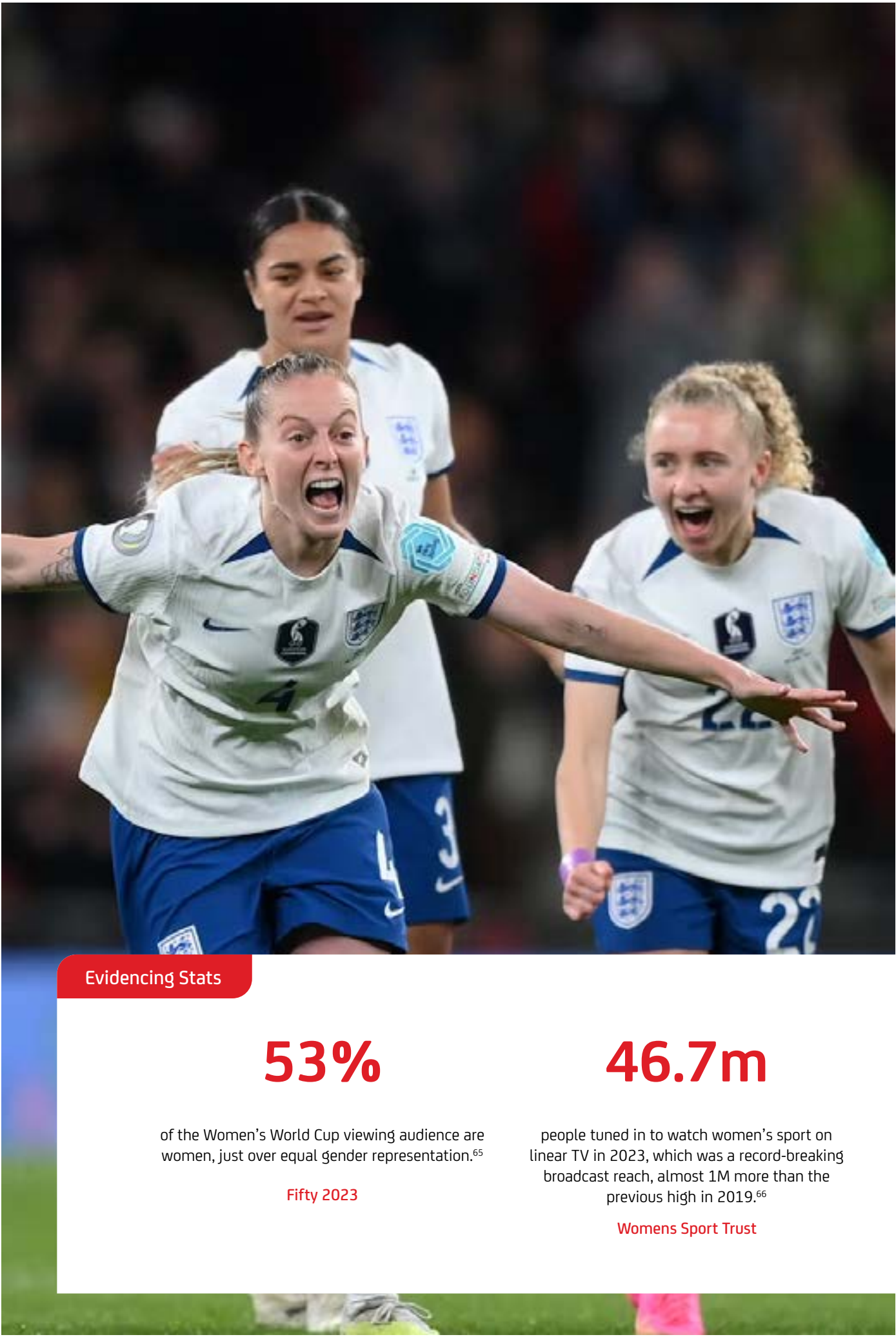
NFTs, fan tokens, and other digital collectibles related to female athletes and teams could attract fans who enjoy connecting with players online, building loyalty through exclusive content, virtual meet-and-greets, or even voting on team decisions.

Youth Programmes and Sports Camps

Leisure and recreation centres could capitalise on the growing popularity of female athletes by creating camps, workshops, and clinics specifically aimed at young girls, building early engagement in sports and a supportive community of future female fans.

Corporate Sponsorships and Brand Experiences

Brands invested in women’s sports could sponsor themed leisure spaces, like branded viewing lounges in stadiums or sports-themed cafes, which enhance the experience for female fans. This approach could create dedicated spaces for fans to enjoy games, socialise, and engage in brand activations, further embedding sponsors into the fan experience.



Female Fandom Case Studies



Image Credit: ATHLOS

Athlos Track Event

ATHLOS⁶⁷, a first-of-its-kind track event founded by Reddit co-founder Alexis Ohanian, brought the world’s fastest women together for an electrifying night at New York City’s Icahn Stadium in September 2024. This event celebrated speed, grace, and empowerment, with 36 elite female athletes competing in six track races, including the 100 meters, 400 meters, and 1,500 meters. Winners were honoured with Tiffany & Co. sterling silver crowns and a share of over \$500,000 in cash prizes, marking ATHLOS as a landmark event in women’s sports.

With a commitment to closing the pay gap in women’s sports, ATHLOS set a new standard by pledging 10% of all revenues from ticketing, sponsorships, and broadcast rights back to the participating athletes - offering the biggest prize pool in the history of women’s track-only events. To prioritize performance and comfort, ATHLOS also introduced bibs

specifically designed for women, using adhesive technology to replace traditional safety pins.

Legendary DJ Derrick ‘D-Nice’ Jones elevated the event atmosphere with custom walk-out songs for each athlete, energising both the competitors and the crowd. Performances by DJ D-Nice and Megan Thee Stallion and the presence of celebrities like Lupita Nyong’o added to the event’s iconic appeal.

Ohanian’s vision for ATHLOS extends beyond competition; it’s a platform dedicated to raising the profile and pay of women athletes. With plans to repeat the event in 2025, ATHLOS is pioneering a new era for women’s sports, merging high-stakes competition with empowerment and innovation.

athlos.com
#WellBeyond #AgencyforAll #E-Valuations

#FemaleFandom
#Sports #Socialisation #Fashion



Image Credit: Sam Bloxham

Formula 1 Frenzy

Female participation and viewership of Formula 1 is rapidly increasing, thanks to digital media, cultural shifts, and initiatives empowering women on and off the track. Once male-dominated, F1 now boasts a female fan base that’s grown to 40%, with nearly a third of spectators at events being women, up from 20% in 2019.⁶⁸

Platforms like TikTok and Netflix’s Drive to Survive have engaged young female fans, with 43% of UK viewers of the show being women. Social media exposure has helped push U.S. viewership on ESPN to an average of 1.21 million in 2022, attracting a younger, more diverse audience.

In response, F1 launched the F1 Academy to develop female drivers, with all 10 F1 teams backing emerging female talent. High-profile brands like Charlotte Tilbury have also joined as sponsors⁶⁹, showcasing women’s achievements on a global stage. Additionally, female role models in commentary, engineering, and racing teams are making the sport more accessible for young women.

The trend mirrors a broader movement across sports, where gender-balanced audiences are becoming the norm. As F1 continues to evolve, it’s actively building a future where female fans and participants are integral to the sport’s growth and legacy.

f1academy.com
#WeTogether
#JoyRenaissance

#FemaleFandom
#Sports #Socialisation
#Media & Entertainment



Build for Her, Build for Many

Strava is advancing its mission to inspire active lifestyles with a focus on building features that cater to women - a strategy that ultimately benefits the entire community. Studies show that women participate in sports at lower rates than men and often struggle to find time for an active lifestyle, despite wanting to stay engaged. In response, Strava has launched new features and partnerships designed to address these needs.

One standout feature is Night Heatmaps⁷⁰, which display only after-hours activities, helping athletes - especially women who train early or late - to identify well-trafficked, safer routes. Another addition, Quick Edit, allows users to make essential updates quickly, including adjusting privacy settings like hiding start times and workout maps, offering more control over shared data.

Strava has also expanded its Strive for More® initiative, partnering with TOGETHXR to promote women’s sports and encouraging both participation and viewership. As part of this collaboration, Strava has committed \$100,000 to the Alex Morgan Foundation to support young girls and women in sports.

Through these targeted features and partnerships, Strava is creating a more inclusive, supportive environment that empowers women in their fitness journeys while enriching the entire Strava community.

strava.com
#WellBeyond
#E-Valuations

#FemaleFandom
#Fitness



Image Credit: Na Chainkua Reindorf x Glossier

» Basketball x Beauty

In March 2024, Glossier and the Women's National Basketball Association (WNBA) announced the extension of their partnership, a collaboration that has blended beauty and sports since 2020.⁷¹ Together, they're championing female athletes and redefining the space where beauty and athleticism intersect.

“Our partnership with the WNBA celebrates real-life beauty and disrupts the status quo—values we deeply share with these incredible athletes.”

Kyle Leahy, Glossier CEO

In June 2024, this partnership took on a new dimension with the unveiling of refurbished basketball courts at Tompkins Square Park in downtown Manhattan. Glossier teamed up with artist Na Chainkua Reindorf, community nonprofit Project Backboard, and the NYC Parks Department to transform the courts with vibrant designs, including Reindorf's iconic 'all-seeing eye' motif and the WNBA's official orange color, underscoring the initiative's support for women in sports. This project is part of NYC Parks' Adopt-a-Park programme and reflects Glossier's commitment to uplifting communities, particularly young women and families.

This court refurbishment marks a full-circle moment for Glossier and Reindorf, who previously collaborated on Glossier's Lash Slick and Glossier You campaigns. The Tompkins Square Park courts also served as the backdrop for Glossier's Stretch Complexion campaign featuring WNBA athletes, reinforcing the brand's commitment to celebrating authentic beauty and the powerful women who embody it.

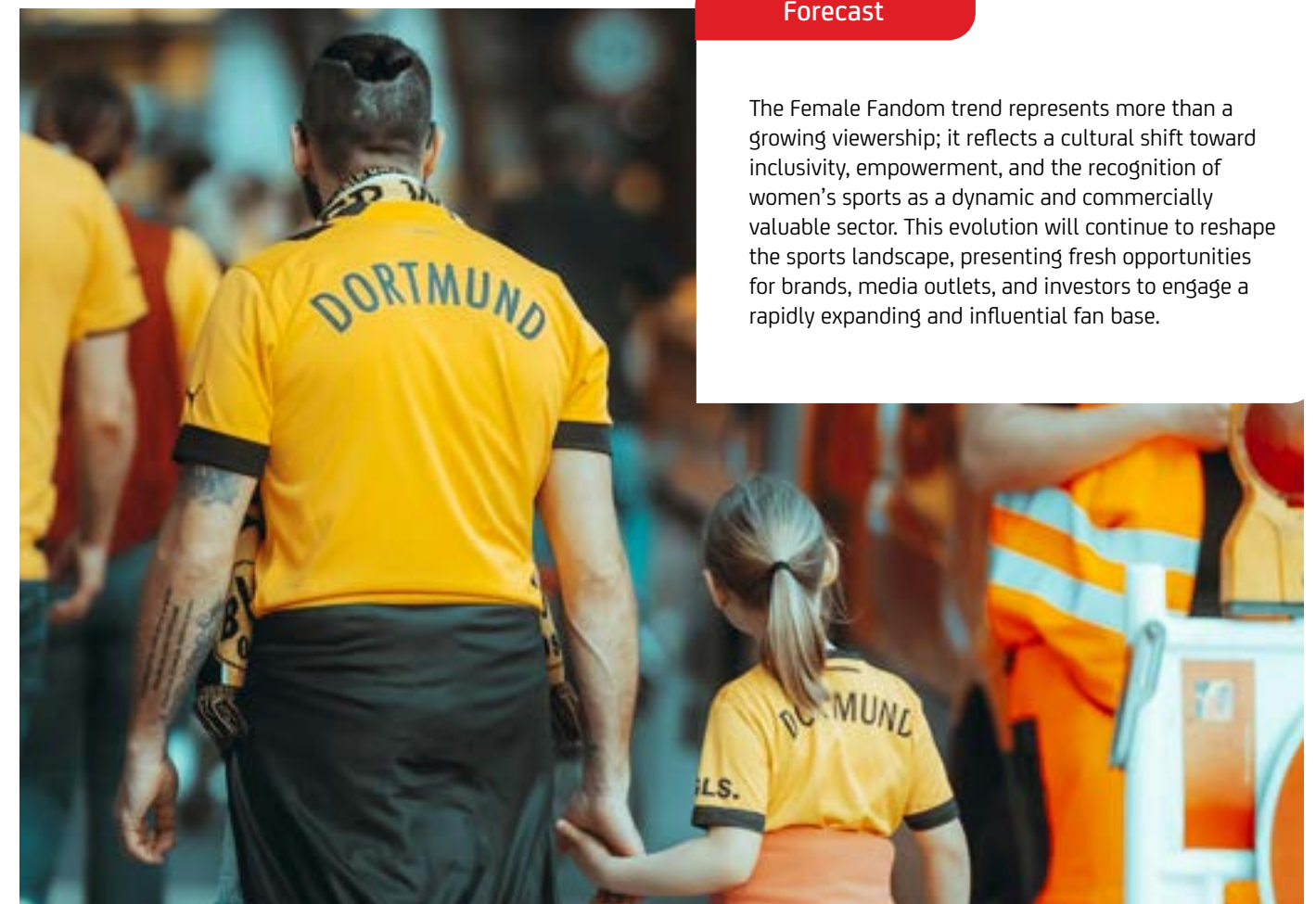
wnba.com
#WellBeyond #E-Valuations #Life Architected

#FemaleFandom
#Sports #Recreation #Socialisation

“What interests me most about women's sports is the feminist aspect... where women were used to be forced into a really terrible image so they can play professional sports...I think this change is exciting.”



Female, 18 - 29



Forecast

The Female Fandom trend represents more than a growing viewership; it reflects a cultural shift toward inclusivity, empowerment, and the recognition of women's sports as a dynamic and commercially valuable sector. This evolution will continue to reshape the sports landscape, presenting fresh opportunities for brands, media outlets, and investors to engage a rapidly expanding and influential fan base.

Female Fandom Financial Services Opportunities

The rise of female fandom in sports opens new avenues for the banking, investment, and insurance industries to develop specialised products, partnerships, and services. Here’s how each sector might capitalize on this trend:

Investment: Capitalising on the Growth in Women’s Sports

Sports-Centric Investment Funds: Investment firms could launch mutual funds or ETFs centred on the women’s sports industry, investing in companies that support women’s sports, such as apparel brands, streaming services, and wellness companies with products endorsed by female athletes.

Thought Starter: What if you design an investment fund centred on the women’s sports industry, supporting companies that sponsor or engage with women’s sports?

ESG Investments with a Focus on Sports Equality: Funds focused on Environmental, Social, and Governance (ESG) investing may find opportunities in companies that promote gender equality and inclusivity in sports, making it easier for impact-oriented investors to support initiatives that resonate with female fans and elevate women’s sports.

Thought Starter: What if you develop an ESG fund focused on gender equity in sports, supporting brands and organisations committed to advancing women’s representation in athletics?

Insurance: Innovative Coverage for Female Athletes and Fans

Women’s Sports-Specific Insurance Policies: Insurance providers could design policies that cater specifically to female athletes, covering aspects like training-related injuries, maternity leave, and mental wellness support. This could help female athletes who may not have access to the same level of financial security as their male counterparts.

Thought Starter: What if you build loyalty and support the long-term wellbeing of women in sports?

Event and Ticket Insurance: With more fans attending women’s sporting events, insurers could offer ticket insurance that covers cancellations or rescheduling of events. These policies would appeal to fans, ensuring their investment in tickets and travel is protected, enhancing confidence in supporting live sports.

Thought Starter: What if you tap into viewership growth as more fans travel further afield to support athletes and teams?

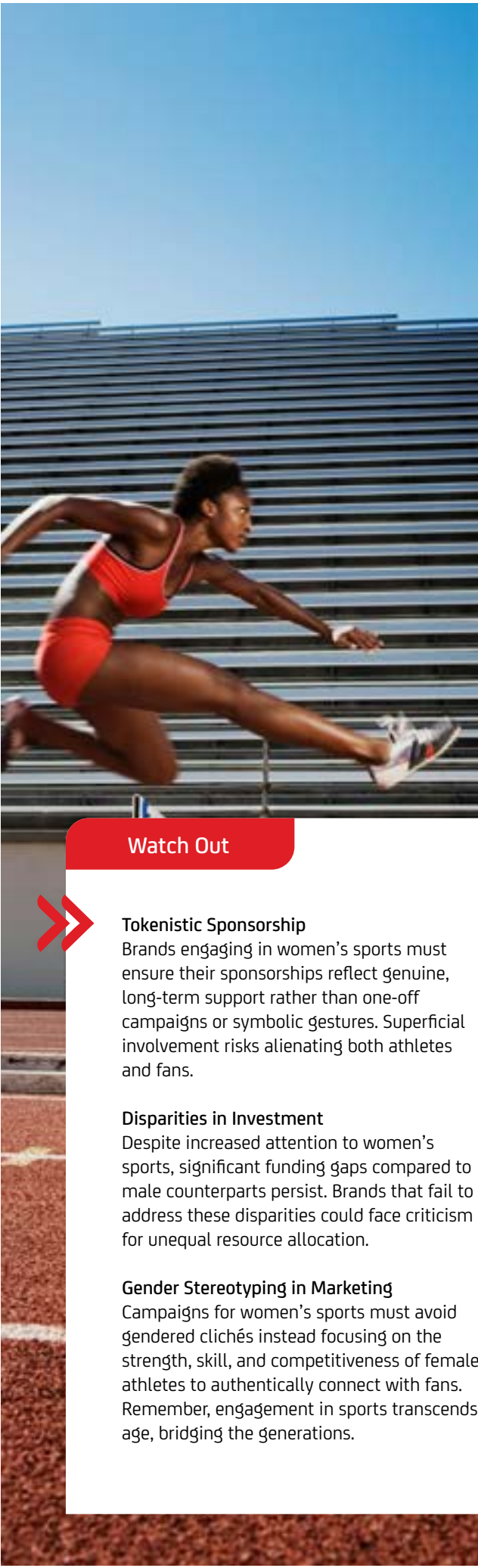
Cross-Industry Partnerships and Fan Engagement

Sports-Themed Financial Literacy Campaigns: Banks and investment firms could leverage the popularity of female athletes as role models to promote financial literacy among women and young fans. By partnering with female athletes for workshops, digital campaigns, or events, these institutions can drive engagement and build trust.

Thought Starter: What if you partner with sports organisations to provide financial literacy workshops tailored for female athletes and fans, helping to build financial empowerment in the sports community?

Sponsorship of Grassroots Programs: Banks and insurers can enhance their corporate social responsibility efforts by funding community-level sports initiatives and youth programmes. These programmes encourage young girls to engage in sports, foster early brand loyalty, and align companies with gender equality in sports.

Thought Starter: What if you sponsor community initiatives focused on young girls in sports, such as local football programmes, skills clinics, or mentorship opportunities with female athletes?



Watch Out



Tokenistic Sponsorship
Brands engaging in women’s sports must ensure their sponsorships reflect genuine, long-term support rather than one-off campaigns or symbolic gestures. Superficial involvement risks alienating both athletes and fans.

Disparities in Investment
Despite increased attention to women’s sports, significant funding gaps compared to male counterparts persist. Brands that fail to address these disparities could face criticism for unequal resource allocation.

Gender Stereotyping in Marketing
Campaigns for women’s sports must avoid gendered clichés instead focusing on the strength, skill, and competitiveness of female athletes to authentically connect with fans. Remember, engagement in sports transcends age, bridging the generations.

Innovation Spotlight >>

A roundup of recent innovations in the financial sector, highlighting new solutions, partnerships, and technologies shaping the industry.



Image Credit:Nubank Ultravioleta

>> Financial Literacy

Disney Brazil and Nubank have teamed up for *Não É Um Monstro* (It's Not a Monster), a 6-minute short film that teaches families about financial awareness. Premiered July 5 24, the animated story follows Lina, who receives a magical purple monster as a gift.⁷² This creature can conjure anything she desires, but shrinks with each use, highlighting the importance of responsible spending. As Lina grows, she learns to care for her monster, facing ups and downs along the way. The film aired on Nubank's social media, Disney's channels, and select theatres in São Paulo.

international.nubank.com.br



>> AI Data Processing

In a UK-first, Lloyds Bank partners with Cleareye.ai to streamline trade finance documentation with AI.⁷³ Starting this month, Cleareye.ai's ClearTrade technology will use optical character recognition (OCR), machine learning, and natural language processing to extract key data from import/export documents. The AI will also automate compliance checks, including trade-based money laundering (TBML) screenings, ensuring faster, more efficient processing for clients.

lloydsbankinggroup.com



Image Credit:Apaylater Financials Pte. Ltd

>> Converting Reward Points

Atome has partnered with Mastercard to allow Atome Card holders in the Philippines to convert rewards points into gaming credits via Mastercard Gamer Xchange (MGX).⁷⁴ This collaboration lets gamers access credits for nearly 4,000 titles, supporting a spend-and-earn experience. With Atome's recent upgrade, Filipino consumers can now use the card with buy now, pay later options wherever Mastercard is accepted, appealing to digital-native Gen Z and millennial users.

marketech-apac.com



Image Credit: BLUEZONES

» Unlocking Longevity with Blue Zones

Blue Shield of California now offers its members the Blue Zones Challenge™ app, a pioneering program inspired by the lifestyles of people in Blue Zones - regions known for longevity and wellness.⁷⁵ Highlighted in the Netflix docuseries 'Live to 100: Secrets of Blue Zones', the app promotes holistic habits like daily movement, social connection, and mindful eating. Available at no extra cost through Blue Shield's Wellvolution platform, members set goals, complete lifestyle assessments, and earn points by tracking simple daily activities, such as walking, socialising, and enjoying a nutritious meal. A successful pilot saw 99% of participants reporting improved well-being, reinforcing the app's potential for lasting health impact.

news.blueshieldca.com



Image Credit: Ally Financial Inc.

» Money Mindfulness

US-based Ally Financial and Calm are partnering to support mental and financial wellness.⁷⁶ With 59% of Americans stressed about finances, Ally offers over one million free 3-month Calm trials and one-year premium subscriptions for customers. The collaboration introduces Calm's first financial wellness content, including a Calm Conversation with financial wellness experts. Together, they aim to ease stress and build healthier financial habits.

media.ally.com



Image Credit: Mama Money

» Borderless Banking

Mama Money, a South African financial services company, is making cross-border payments more accessible for migrants with innovative tools like WhatsApp banking and a new Mama Money Card.⁷⁷ Focused on financial inclusion, the company enables users to transfer funds, buy airtime, and manage accounts via data-friendly WhatsApp features. Requiring only a passport, asylum document, or South African ID, the Mama Money Card provides a safer, more affordable alternative for migrants, reducing their reliance on cash and enhancing access to the formal economy.

mamamoney.co.za

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Appendix 1: Highlights ➤

This comprehensive report presents the findings from an in-depth cross-cultural study that examines emerging lifestyle trends and their implications for the financial services sector. The study delves particularly into three key sub-trends that show significant potential for business innovation: Detox Devotees, Petgevity, and Female Fandom. The study methodology employed a user-centred approach designed to unearth deep insights and generate informed actionable takeaways. It involved 39 participants equally distributed across Italy, Germany, and Austria (13 from each country).

Participants first completed a screening survey to ensure diverse perspectives, and participated in small online focus groups that each consisted of 6 - 7 individuals. These intimate group settings allowed for rich discussions exploring subjective perceptions, observed behaviour changes, examples of relevant products and services, and future outlooks. All materials were initially designed in English and then carefully translated with consideration for local cultural nuances to ensure authentic responses across regions.

In the context of a global population ageing rapidly, with projections indicating the number of people over 65 will double by 2050, traditional life milestones such as education, career progression, and retirement are increasingly being replaced by personalised, dynamic life journeys where growth and reinvention can happen at any age. This is evidenced by the emergence of second careers, with approximately 35% of new businesses now started by entrepreneurs over 50 years old. Meanwhile, younger generations are experiencing delayed independence, with 42% of European Union young adults between 25-29 still living with their parents.

The study participants reflected this cultural and demographic complexity, representing diverse age brackets from 18 through 89, with a slight female majority (54%) compared to male representation (46%).

The first major sub-trend explored, Detox Devotees, reveals a conscious rejection of behaviours perceived as harmful across nutrition, alcohol consumption, and digital technology usage. Italian participants particularly emphasised the economic

dimensions of wellness products, expressing interest in cash-back incentives for healthier choices. German participants, by contrast, framed health behaviours through the lens of personal autonomy and responsibility, often expressing skepticism toward institutional health messaging perceived as commercially driven. Austrian participants demonstrated notable concern about mental health balance and the importance of social connections in wellness.

Looking ahead, the study suggests that promoting healthy lifestyles will require more than good intentions – it will demand authenticity, integration of well-being values into daily life rituals, and economic incentives that make healthy choices accessible and appealing.

The second sub-trend, Petgevity, shows growing recognition of pets as sources of emotional resilience and psychological wellbeing, particularly for ageing populations. Italian participants showed interest in pet mobility products and creating pet-friendly experiences during travel. German participants viewed pet ownership as a privilege tied to financial stability, emotional readiness, and long-term commitment rather than a universal right. Austrian participants questioned the ethics of urban pet ownership given space constraints in city environments.

Future developments in this trend are expected to focus on specialised pet insurance products, standardised health monitoring data that parallels human health metrics, and infrastructure solutions supporting responsible urban pet ownership.

The third sub-trend, Female Fandom, examines the increasing visibility and support for women’s sports. Italian participants articulated demands for greater visibility of less-sponsored women’s sports and expressed frustration with gender stereotyping. German participants showed largely symbolic support for gender equity in sports without translating this into active spectatorship or fandom behaviours. Austrian participants identified lack of accessible coverage and compelling storytelling as key barriers to women’s sports engagement.

The study points toward significant growth opportunities through authentic local sponsorships and grassroots development initiatives that build community connection rather than commercial messaging that prioritises image over substance.

Cross-cultural analysis revealed important commonalities across countries, including broad recognition of wellness trends, acknowledgment of alcohol’s enduring social role despite health concerns, awareness of digital detox importance particularly among younger generations, the connection between physical activity and social interaction, interest in health-focused pet products, and general support for gender equality in sports.

However, meaningful differences emerged in levels of scepticism toward marketing messages, cultural relationships with tradition and consumption patterns, perspectives on how remote work impacts physical activity, attitudes toward pet “lifestyle” products versus essential care items, and approaches to gender representation in sports.

The study culminated in a consistent overarching insight:

Sustainable behavioural change originates from within.

Authentic, user-centred strategies that align with individual needs and values will drive future health behaviours more effectively than institutional mandates or corporate directives.

This principle holds true across all three sub-trends examined and provides valuable guidance for financial service providers seeking to develop relevant offerings in these evolving lifestyle spaces.



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A Note on LLMs

We use large language models (LLMs) as a tool to enhance our creative and analytical work. These systems help us tap into a vast pool of global information, uncovering patterns and connections that might otherwise go unnoticed. They’re more than a research tool - they’re part of our process for sparking ideas, challenging assumptions, and refining original thinking. Importantly, we don’t rely on them for cookie-cutter content. Instead, we use them as a springboard for critical thinking, ensuring every insight is carefully evaluated and tailored by your expert team.



