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ANALYSIS OF STRUCTURAL CHANGES IN THE WELLNESS MARKET

The article examines the current trends in the development of the global wellness market and analyzes the structural changes of its main sectors during 2019–2024. It is determined that due to global socio-economic transformations, the coronavirus pandemic, environmental challenges and changes in the system of consumer values, the active development and growth of the wellness market is taking place. As a result, a consumer model focused on supporting the physical and mental health of the population is being formed.

The methodological basis of the research is formed by methods of statistical analysis, horizontal, vertical and comparative analysis, analysis of dynamic series and extrapolation of trends. In order to estimate the volumes and dynamics of the global wellness market, base and chain growth rates were calculated, as well as a vertical analysis of the market structure by sector.

It was revealed that during 2013–2024, the volume of the global wellness market doubled. Personal hygiene and beauty, physical activity, healthy food and health tourism remained the most significant sectors of the wellness market. The mental health, preventive and personalized medicine, and wellness-related real estate sectors showed accelerated growth.

It is substantiated that the structural changes in the global wellness market reflect the transformation of modern consumer needs in the direction of comprehensive well-being and form the basis for developing strategies for socio-economic development.

Summarizing the prerequisites for changes in the global wellness market, we can conclude that socio-economic, technological, environmental and behavioral factors play a decisive role, under the influence of which a new consumer model is formed, where wellness is integrated into everyday life and becomes a key indicator of the quality of life. Thus, structural changes in the global wellness market reflect the global transformation of socio-economic priorities of society and are the basis for the formation of a socio-economic development strategy aimed at supporting and improving the well-being of the population.

Keywords: global wellness market, statistical analysis, structural changes, trade in wellness goods and services, wellness sectors, mental and physical health, well-being, healthy lifestyle.