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WELLNESS CONSUMPTION AS A KEY INDICATOR OF THE WELL-BEING ECONOMY

The article reveals the essence of wellness consumption as a key indicator of measuring the level of well-being. It is noted that the transformational transformations of the global environment lead to changes in the structure of consumer needs. In this regard, the demand for wellness goods and services, which are designed to support physical and mental health, is growing.

The purpose of the article is to substantiate the impact of wellness consumption on indicators of the economy of well-being.

The research methodology is based on a combination of traditional ones, in particular, the assessment of GDP per capita, the human development index, and alternative approaches to assessing the level of well-being. The article uses statistical research methods. First, an uneven analytical grouping of countries by GDP level was carried out and the level of wellness consumption was calculated for countries with high, medium and low levels of well-being. Secondly, a correlation-regression model of the relationship between GDP and wellness consumption per capita was built.

The results of the study determined the level of wellness consumption in Ukraine, which is almost 6% of GDP. It was found that in countries with a high level of well-being there is a weak connection between wellness consumption and GDP, which proves the influence of other factors. It is proven that the level of wellness consumption is a kind of indicator of the quality of life, on which the level of development of society, as well as the formation of consumer values and needs, depends.

Keywords: wellness consumption, needs, well-being economy, GDP, human development index, wellness economics, physical and mental health, eco-friendly Products.