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# Health, Fitness, and Wellness Consumer Trends in 2025: Technology, Identity, and the Growth of Community Culture in the Digital Age





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Tacos & Trends

# MADE Trends

Forecasting and Business Strategy, Simplified.

At MADE Trends, we specialize in trend forecasting, market analysis, and bespoke strategies designed to drive success in fashion, retail, and consumer product goods. Every insight we provide is tailored to your unique business goals.

Whether entering a new market or refining your approach, our strategies are tailored to maximize your ROI and build resilience.



# Resident Athetics

**Performance Coaching, Digital Fitness Programs, Creative Strategy** 

Resident Athletics is an online performance training studio that specializes in strength training, functional performance, and recovery systems for runners and endurance athletes. Evolved from systems and methods developed through NBA performance experience, our approach delivers precise, science-backed training focused on personalized results.



#### **Graeme Campbell**

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### What is Tacos & Trends? Where Culture, Conversation, and Insights Collide

Welcome to Tacos & Trends, a speaker series where actionable insights, vibrant conversations, and cultural innovation come together. Hosted by MADE Trends, this is your hub for discovering the trends shaping industries and connecting with the community driving them forward.

### What We Offer

- Community Engagement
- Interactive Workshops
- Networking Events
- Private Corporate Events
- Informative Podcasts

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Overview

### Wellness as a Lifestyle

**Unlimited-Access In an Overstimulated World** 

Health and wellness have transformationally evolved from siloed sectors and niche pursuits into interconnected elements of daily life, influencing not only individual behaviors but also culture, design, retail, and technology. Advancements in personal performance, health optimization, longevity science and anti-aging are colliding with the need for online social validation.







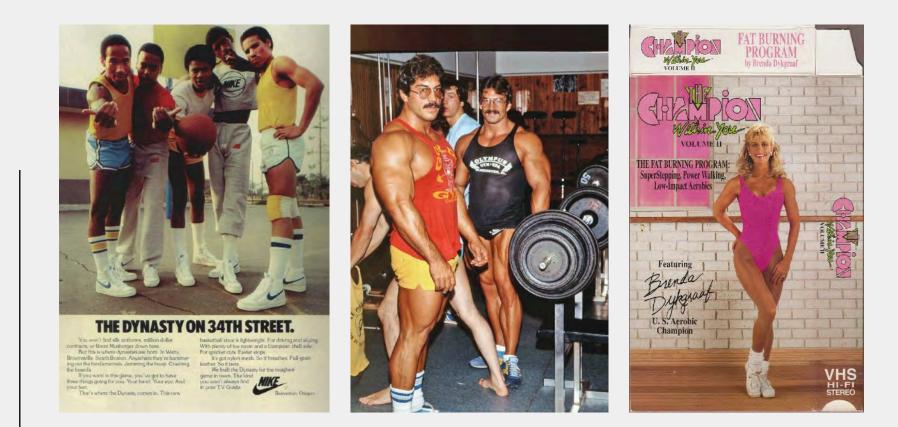
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### Cultural Identity, Economic Force, and a Long-Term Shift in Behavior

What was once confined to gyms and spas is now omnipresent, woven into our social media feeds, product choices, and daily rituals. Here, explore the trajectory of health and wellness, examining how technological innovation, digital consumption, generational values, and community are evolving consumer expectations and reshaping the industry.

Market Outlook: The global wellness market is projected to reach **\$7 trillion by 2030**, up from \$5.6 trillion in 2022, according to the Global Wellness Institute.





#### Fitness Craze

#### 1990's

- Mainstream functional training and yoga
- Vitamin craze and the rise of supplements
- The beginnings of wellness as a lifestyle

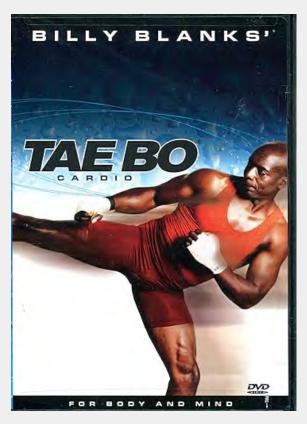


#### 2010-2015

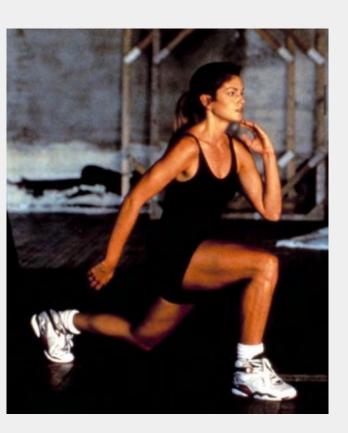
- The explosion of Crossfit and boutique studios (Soulcycle, Barry's)
- Mindfulness enters the mainstream, recovery becomes a focus
- Wearable tech reaches the masses, paleo, gluten-free, and the beginning of biohacking

#### 1970-1980's

- The rise of jogging and aerobics. Bodybuilding boom and gym chains.
- At-home VHS workouts
- Nike's growth, anti-smoking, and diet culture







#### 2000's

- Group fitness and HIIT emerges
- Lululemon and yoga pants
- Clean eating, Whole Foods, the beginning of personal health tracking (step counters)







#### 2015-2020

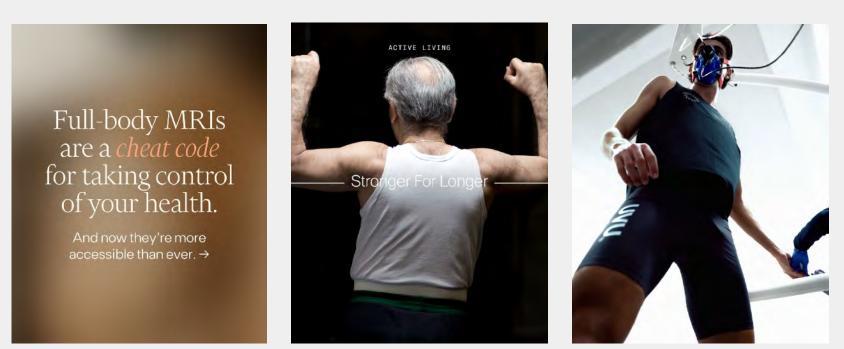
- Social media fueled fitness
- Establishment of self-care and wellness as identity
- Peak of athleisure
- Peloton, functional workouts become hybrid fitness
- Mental health enters the mainstream



#### Social Wellness

#### 2025-2030

- Optimized training for fitness longevity
- Precision wellness advancements, tech wearables and health-care integrations, longevity labs
- Community fitness as major entertainment events



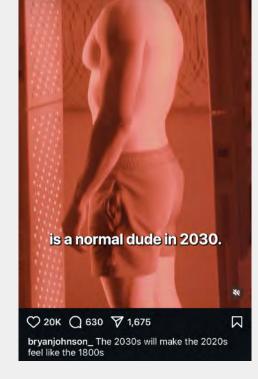


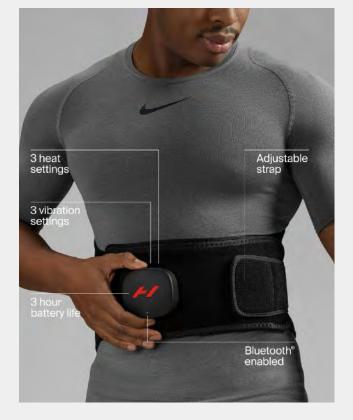


#### 2020-2025

- Digital fitness, wearables 2.0 and advanced health tracking
- Resurgence of running and endurance sports
- Hybrid fitness competitions, community fitness and events
- Niche recovery modalities go mainstream (cold plunging, saunas, Normatecs, IV drips), longevity focus and innovation

#### **Future**





Biohacking & Longevity

- 2030+
- Advanced neural and brain health
- Adaptive wearables and smartwear
- Biotech-health mergers



# Drung Trends

**Elite Wellness Goes Mainstream** 

The democratization of elite wellness, a shift where once-exclusive practices, routines, and products from pro athletes, celebrities, and wellness insiders are now influencing the mainstream through digital visibility and mass-market availability. Access to information has lead to the perception that we have more control over our health and fitness, all we need are the right gear, tech, supplements, and recovery tools. And this all plays out on our social media feeds.



kingjames 🔊 😤 🏰 @beatsbydre LETS G00000000 😪 😪 🗲 🦾

# Elite Wellness Goes Mainstream

Once the domain of Olympians and pro athletes, wellness interventions like advanced training methods, performance tracking, anti-inflammatory diets, and personalized recovery strategies are now aspirational blueprints for everyday consumers. Social media, brand partnerships, and streaming series give unprecedented access to elite habits, creating a perception that "peak performance" is within reach for anyone.

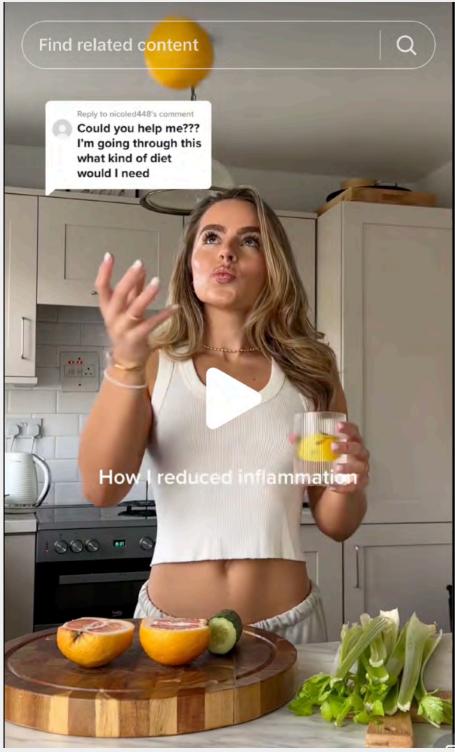


Red Light Therapy



**Next-Level Fitness** 





**Specialized Diets** 



Giving myself a round of applause for wearing the OTF performance tracker even though I'm wearing an Apple Watch & Oura Ring

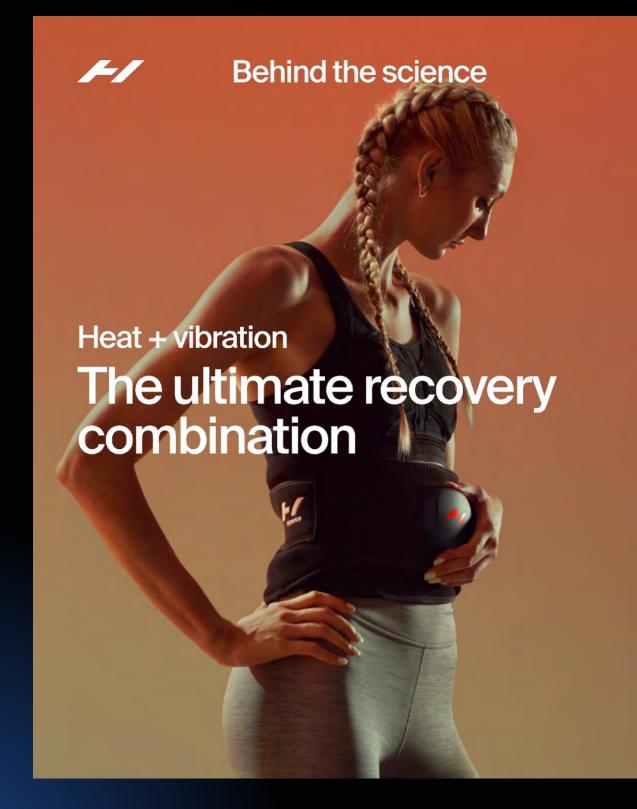
Wearable Stacking

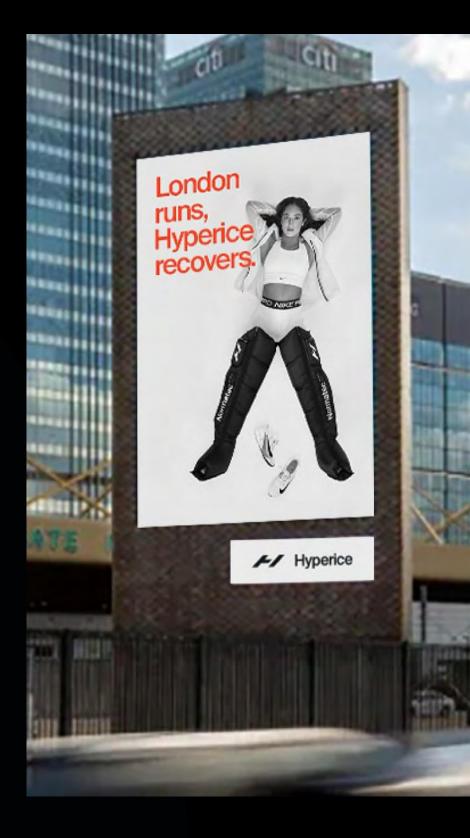




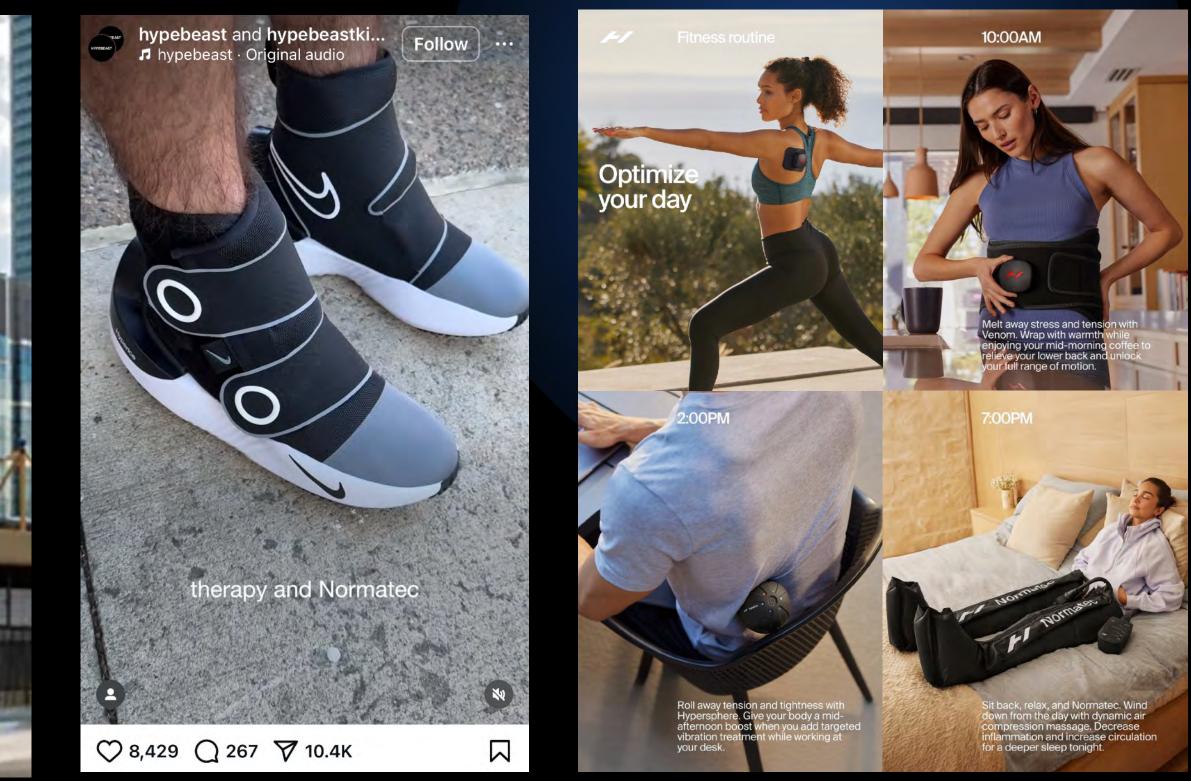
### Elite Wellness Goes Mainstream **Case Study: Hyperice**

Hyperice's innovative recovery tools, initially for professionals, are now accessible to everyone. Their visibility through athlete partnerships and content creators, like running influencers on TikTok, drives broad consumer demand, making these advanced tools appealing











### **Elite Wellness Goes Mainstream** Case Study: Athletic Greens AG1

Marketed amongst and via pro athletes, AG1 offers a one-stop-shop supplement product. This is particularly appealing in an age where there are hundreds of options and individual nutritional products on the market. Marketed as a "more-in-one solution" trusted by the worlds top athletes and experts.



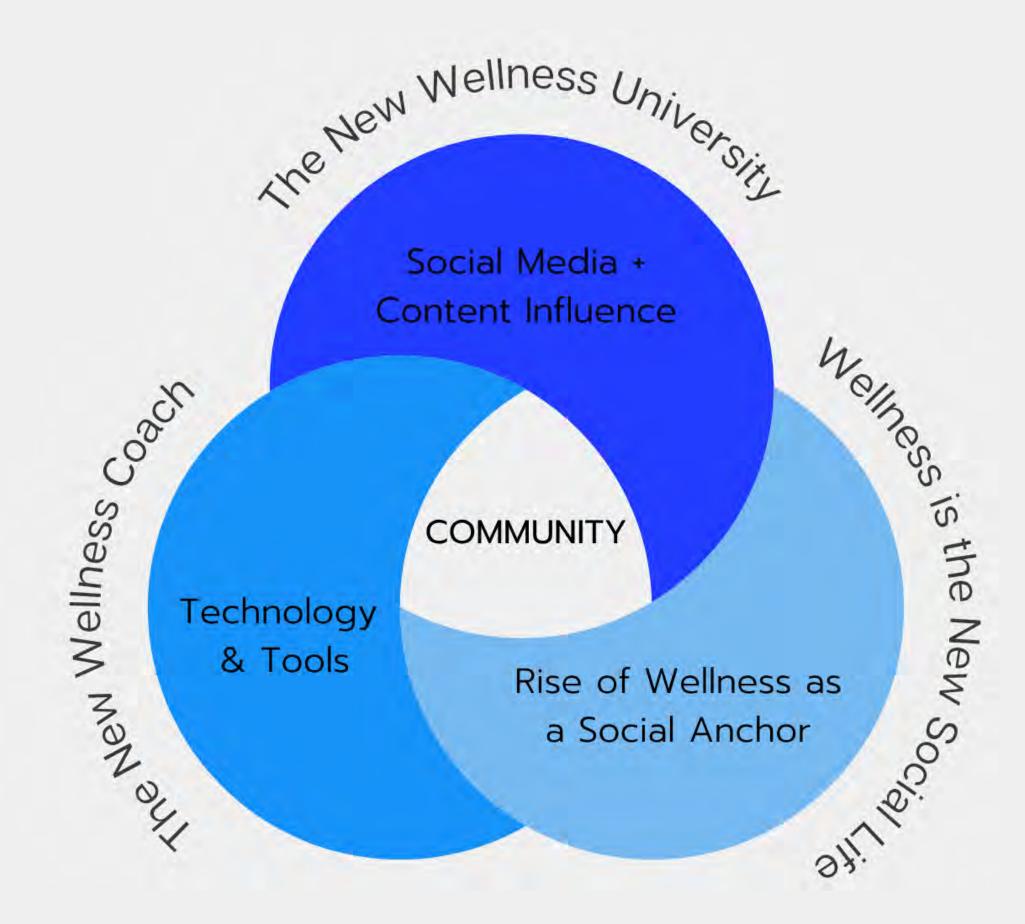
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### Driving Trends **Professional Sports** Social Media Technology Community

- **1. Social Media + Content Influence:** The New Wellness University
- 2. Technology & Tools: The New Wellness Coach
- 3. Rise of Wellness as a Social Anchor: Wellness is the New Social Life





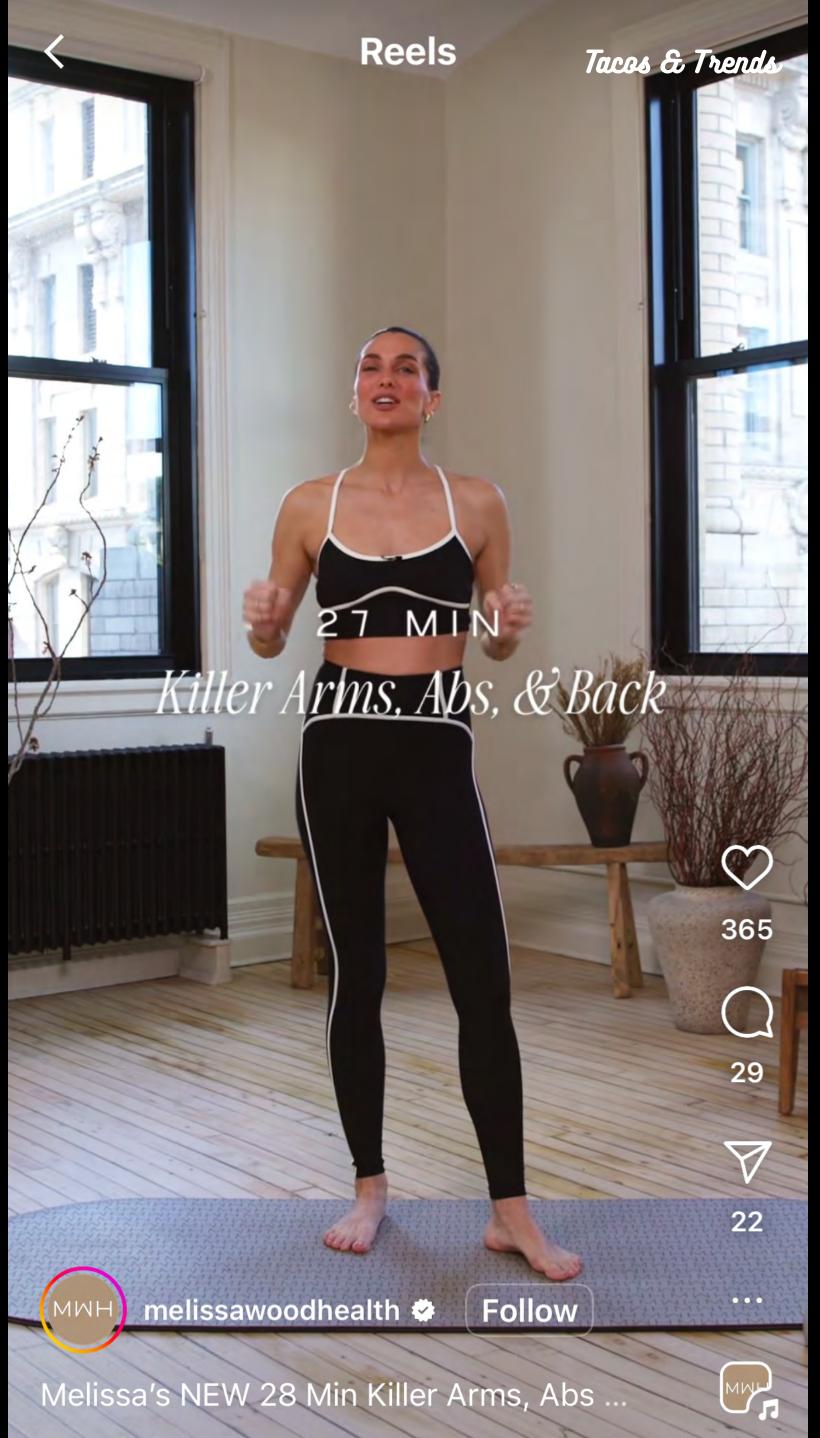
### **1. Social Media + Content Influence: The New Wellness University** Creators act as coaches, educators, and brand

Creators act as coaches, educators, and bassadors all at once.

Creators are a new source for health and wellness wisdom. Fueled by viral content on platforms like TikTok, health trends and behaviors are being dramatically reshaped through peer-to-peer learning, which, while accessible, comes with questions about reliability and effectiveness.

**Data Point:** Searches for "cold plunge" increased by 800% on TikTok between 2022 and 2024.

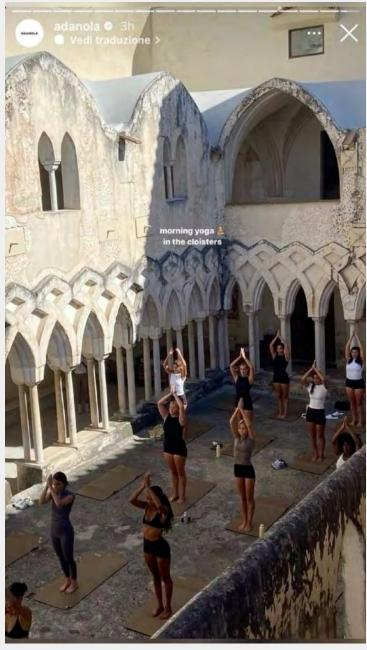
**Key To Success:** Validation, authentic results, and building real trust with the audience



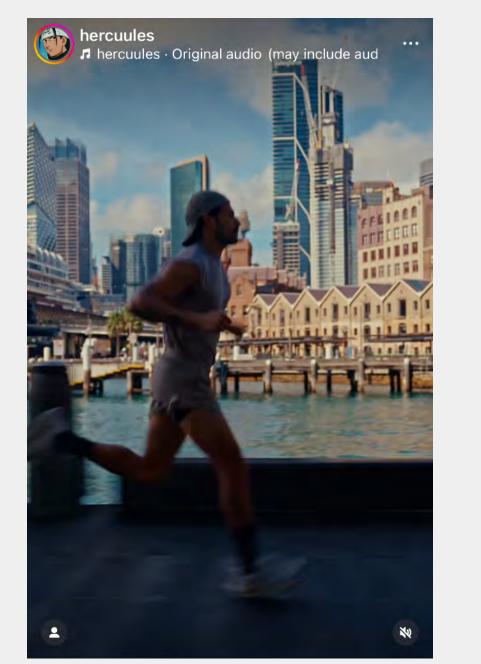
1. Social Media + Content Influence: The New Wellness University

# Wellness as Content, Content as Community

### Wellness is an aspirational identity, with shared activities becoming social currency and a form of self-branding.

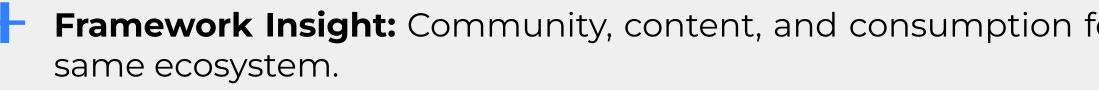


Wellness Retreats



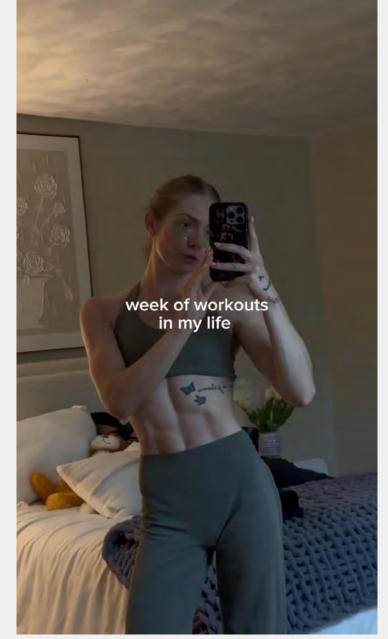
Hero Content





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New Rituals



POV Content



**Creator Collabs** 

Framework Insight: Community, content, and consumption form the new wellness trifecta: people learn, share, and buy in the

#### 1. Social Media + Content Influence: The New Wellness University

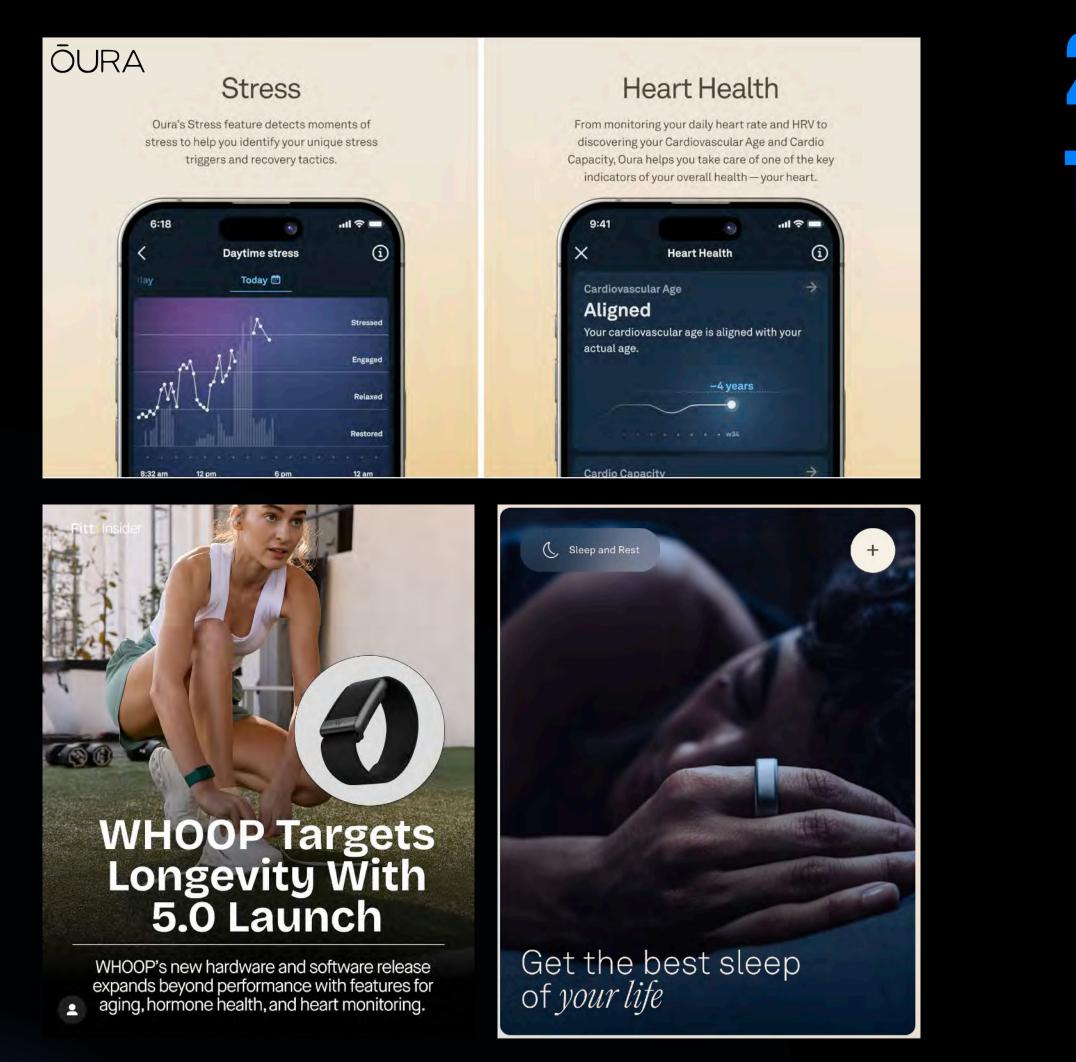
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### Validation & Social Proof in the Social Media Age

Fitness is now "performed" online to serve the need for validation. Both health trend adoption and our own data function as social proof. And, health and fitness often operate as performance art at the intersection of identity and social currency. Strava kudos, Apple Watch challenges, TikTok transformations, working out isn't private anymore, it's a broadcast. Sometimes, the workout barely matters compared to the photo after it. But, as with most things in the digital age, people are burned out by the abundance of visibility, comparison, and endless options.

Fact: a 2023 study found that over 40% of Gen Z exercisers say social media 'motivates' them more than the physical results. (Source: Leger Poll, 2023.)





What They're Saying: "My Oura Ring is my accountability buddy—it tells me when to rest or go hard. It's part tech, part coach." @biohackingwithbrie, TikTok Creator Case in Point: The global wearable fitness tracker market is projected to reach \$186 billion by 2030. (Source: Fortune Business Insights, 2024.)

That's more than the GDP of some countries Content:

+

### 2. Technology & Tools: The New Wellness Coach

The consumer wellness space has exploded with hardware and software that once required clinical or athletic oversight:

- Wearables
- At-home Recovery
- Apps & analytics
- AI-Assisted Routines

This technological access narrows the gap between professional and amateur, empowering the average consumer to think like an athlete, train like one, and measure progress in the same terms.



### 3. Wellness is the New Social Life

Wellness is increasingly how younger generations connect, network, and express identity, requiring brands to focus on the social experience.

- Sober Curiosity
- Wellness Hobbies
- Community-First Fitness
- Events and Activations

#### Sector Insights:

- Lifetime Fitness buys HPLT to acquire their experiential IRL fitness community and events.
- Coachella 2025 hosts Saturday 5k runs with Electrolit. •
- Nike launches their After Dark campaign as a series of global community runs for women in major cities.





### **Community vs Digital Fixation** Balancing digital validation with real human connection.





Liked by tatumbrandt and others brooklynrunningco Wednesday gave us one of those rare golden windows-prime weather, full energy and



The acceleration of community health & wellness is driven by our digital burnout. The reality is we are increasingly isolated and overwhelmed online but, it's unlikely any of us are disconnecting. The antidote is real, inperson connection and interaction.

The boom of community fitness events and IRL interactions and the rise of 3rd spaces that offer multiple modalities, services, and community under one roof are proof people are seeking connection.

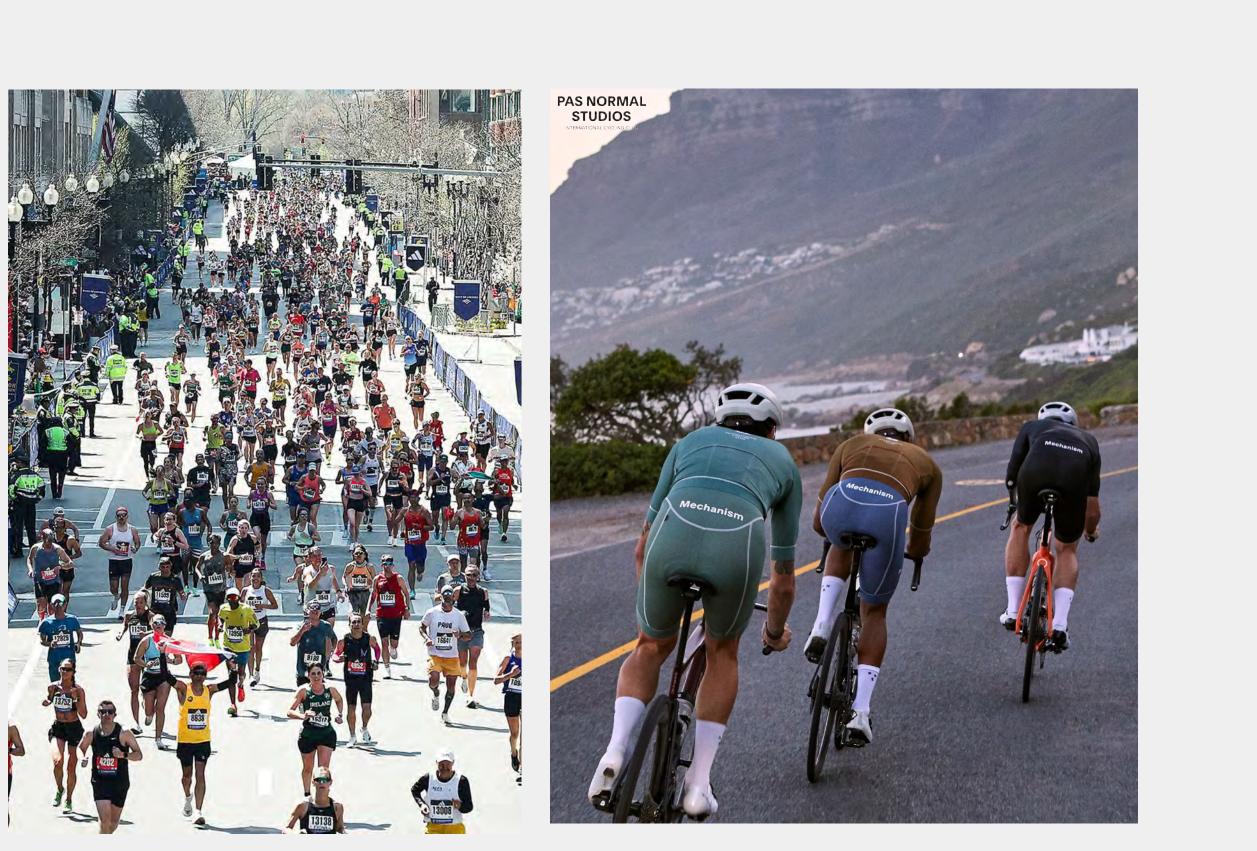


### **Endurance Sports: The New Midlife Crisis? The Resurgence of Running and Endurance**

### **Events**

- Cultural influence
- Low barrier to entry
- Social media and validation
- Competition and achievement
- Community, events, and a global culture
- Gear, aesthetics, and major brand innovations
- Tech integration, tracking, and performance metrics

Fact: Marathon registrations globally have surpassed pre-pandemic records. NYC Marathon set a world record for in 2024. The US saw an 8% registration increase in 2024 over 2023.





# Your space to breathe,

S

#### **One Playground Opens "The Mirage"** Superboutique

Spanning 3K sqm, the Australian brand's new club offers high-end design, small-group strength training, and six multi-modality studios.  $\rightarrow$ 



@auroraspaandbathhouse

### Where to Go

**Third Spaces Power the Wellness Economy** 

Third spaces are becoming vital for the new social and wellness culture, offering meaningful offline connections beyond home and work. Today's wellness seekers desire community, comfort, and value alignment reflected in physical space.

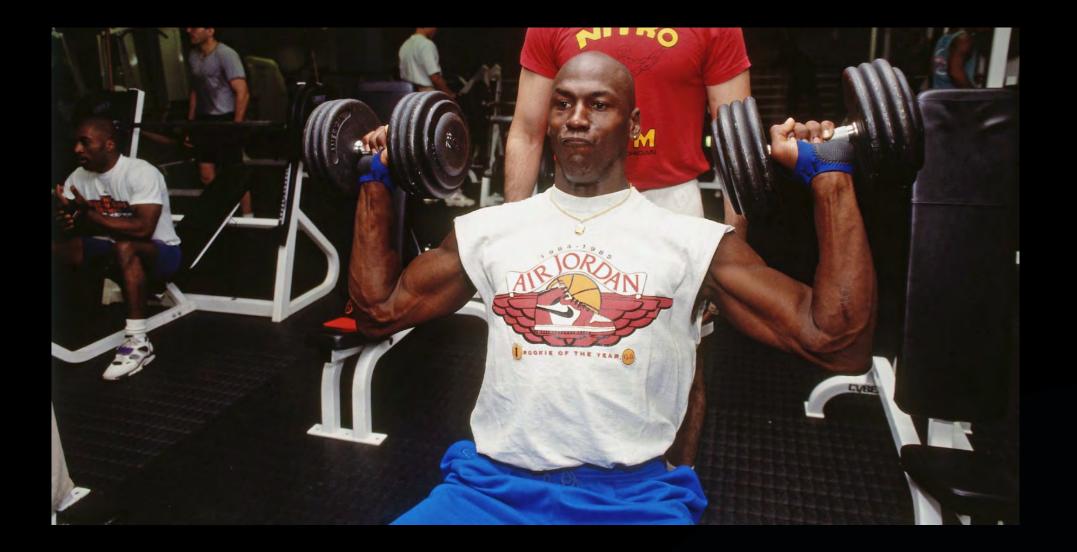
- Infrared sauna clubs, recovery studios, and meditation lounges
- Sober bars and non-alcoholic beverage tastings
- Wellness-focused co-working spaces
- **Retail-as-community**



### Entertainment as Entry Point

Wellness and inside-sports content on streaming platforms (e.g., Netflix's Live to 100, Break Point, Full Swing, Starting 5, Amazon's FACEOFF, and Apple TV's The Dynasty) transforms performance into aspirational lifestyle storytelling. These formats drive product discovery, behavior adoption, and cultural cachet.

Elite health and wellness isn't a niche it's lifestyle entertainment, consumed just like fashion, food, or classic reality TV.







### The Explosion of Wellness Brands **Identity Through Consumption**

With wellness now a form of identity, consumption has exploded. The market has responded with a proliferation of brands in every vertical: beverages, supplements, skincare, tech, apparel, and nutrition.

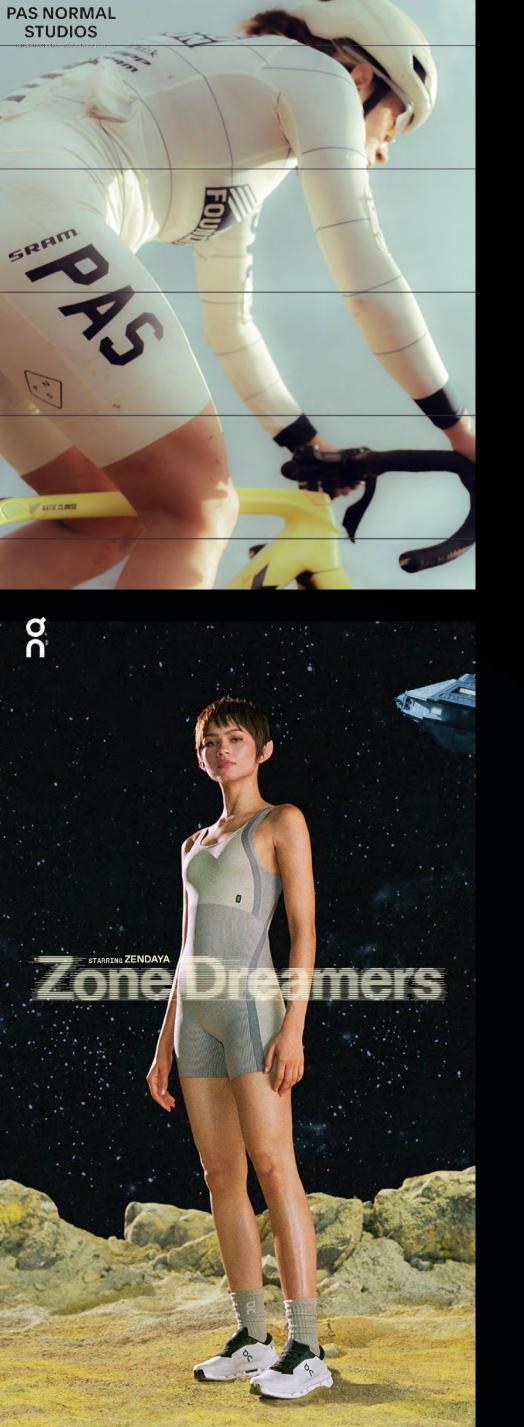
### **Brand watch list**



Cadence

linfusion









### What to Wear

### From Performance to Lifestyle: Dressing the Part

Sleek, minimalist design in athletic gear is a rising status symbol, with wellness wear now a form of social signaling. Newer brands like ON, Hoka, and Asics are thriving with innovation, targeted marketing, and successful audience building, gaining market share. Niche labels like Satisfy inspire functional aesthetics-minded consumers.

Fact: Nike has experienced a decline, dropping from 15.2% in 2023 to 14.1% in 2024. This decrease is attributed to increased competition. It's not what Nike is doing wrong, it's what all these other brands are doing right.







### **Implications for Brands & Businesses** Where Brands Will Succeed

Community building, community buying, stacking multiple offerings and services, while leveraging technology, aesthetics, and social-sharing. Brands need to build targeted communities and directly engage their audiences niche pursuits from a cultural viewpoint.

- Trust Is the New Currency
- Experience-Driven Wellness
- Cross-Category Innovation
- Youth-Led Shifts
- Longevity & Lifestyle

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### JULY 5

BROOKLYN STOREHOUSE



### Implications for Brands & Businesses Where Brands Will Succeed



We are living in a moment where health is status, wellness is entertainment, and every brand, from CPG, to fashion, to tech, is expected to have a point of view. For brands and institutions, the opportunity is vast: support wellness not just as a product, **but as a** culture.

The brands and leaders that will win in this space are those who view wellness not as a trend, but as a social movement reshaping how we live, connect, and thrive.



### The Future:

- AI will evolve into a proactive health partner
- Precision wellness and accelerated personalization
- Science of longevity expands to early-life interventions, epigenetic tracking and nutritional reprogramming
- A more eco-aware consumer will demand wellness and sustainability will be inseparable
- Mindful living wont be an add on but a design principle

**Projection:** By 2030, over 50% of consumers in developed markets will use personalized wellness services powered by AI and biosensor data.





powered by

FDA-cleared AI-

for only \$499.

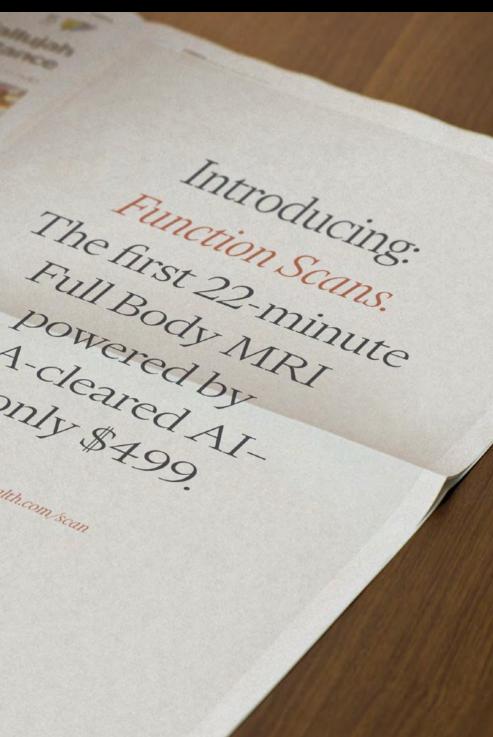
Function

#### @floatspacetime



aging movement investing millions each year to slow aging. His strict protocol includes taking over 50 pills daily, plasma transfusions, fat transfers and experimenting with gene therapy.

bryanjohnson\_@instagram



#### THEGLWGUIDE

# Wellness hits *different* when your habits feel like a *lifestyle*, not a to-do list.

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### Final Thoughts

### **Wellness Is Just Getting Started**

The future of wellness is more integrated, personalized, and connected than ever before. The wellness movement will continue to shape every aspect of society, from consumer behavior to technology and beyond. The question now is not will wellness become mainstream, but how expansively will it will integrate into daily life.

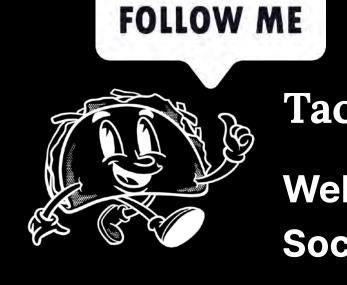


### 

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# **Appendix**



### 1. Social Media + Content Influence: The New Wellness University

Creators act as coaches, educators, and brand ambassadors all at once.

Instead of turning to traditional medical advice or fitness experts, people are learning about health and wellness from creators. Wellness content across platforms like TikTok, YouTube, and Instagram are fueling trends and leading to major behavioral shifts.

Whether it's a flashy training program, gut health protocol, or viral 'internal shower' recipe, wellness routines are increasingly discovered, debated, and normalized through content. This new model of learning has lowered the barrier to entry, with access no longer hidden behind scientific jargon or expensive appointments. In its place is a world of peer-to-peer education that feels authentic and actionable, while not always reliable or necessarily effective.

**Data Point:** Searches for "cold plunge" increased by 800% on TikTok between 2022 and 2024. Key To Success: Validation, authentic results, and building real trust with the audience



### 2. Technology & Tools: The New Wellness Coach

The consumer wellness space has exploded with hardware and software that once required clinical or athletic oversight:

- and performance insights, everyday and every workout.
- readily available and adopted by mainstream users.
- home blood labs bring elite-level diagnostics into the average household.
- experience insights are enough to influence daily behavior.

This technological access narrows the gap between professional and amateur, empowering the average consumer to think like an athlete, train like one, and measure progress in the same terms.

What They're Saying: "My Oura Ring is my accountability buddy—it tells me when to rest or go hard. It's part tech, part coach." — Obiohackingwithbrie, TikTok Creator

Case in Point: The global wearable fitness tracker market is projected to reach \$186 billion by 2030. (Source: Fortune Business Insights, 2024.) That's more than the GDP of some countries.

Content:

• Wearables: WHOOP, Oura Ring, Apple Watch Ultra, Garmin, and Corus give mainstream users biometric

• At-home Recovery: Normatec compression boots, Theraguns, cold plunge tubs, and red-light therapy are

• Apps & analytics: Tools like MyFitnessPal, InsideTracker, Levels (CGM), sleep tracking mattresses and at-

• Al-Assisted Routines: From fitness personalization (Future, Fitbod) to mental health (Wysa, Headspace AI), consumers expect tech to coach, not just track. Even without AI recommendations, the data and user-



### 3. Wellness is the New Social Life

We're seeing this trend play out in the rise of digital and physical communities: hot girl walks, sober raves, run clubs, and third spaces, often where people connect without alcohol. Wellness is no longer a solo pursuit, it's a shared lifestyle that connects like-minded individuals. Brands are taking notice and are even buying up and partnering with wellness communities to acquire their audience and loyalty.

- (think: adaptogenic mocktail bars, daytime dance parties and coffee raves, and recovery lounges).
- leisure time.
- communities.
- social value without the hangover.

Through these channels, wellness is increasingly how younger generations connect, network, and express identity. For brands, this means rethinking not just the product or service, but the social experience that surrounds it.

- Sector Insights:
  - Lifetime Fitness buys HPLT to acquire their experiential IRL fitness community and events. •
  - Coachella 2025 hosts Saturday 5k runs with Electrolit.
  - Nike launches their After Dark campaign as a series of global community runs for women in major cities.

• Sober Curiosity: Increased interest in an alcohol-free lifestyle is fuelling new types of gathering and nightlife

• Wellness Hobbies: Pilates hangouts, rucking, group cold plunges, and meal prepping replacing more passive

• Community-First Fitness: Strava, hybrid training groups, and the explosion of experiential in-person fitness

• Events and Activations: Erewhon pop-ups, Equinox wellness festivals, and brand-sponsored run clubs offering















### Where to Go

### Third spaces are deeply intertwined with the rise of wellness as the new social life, they are the physical embodiment of this lifestyle shift.

### Third Spaces Power the Wellness Economy

As people seek meaningful, offline connections rooted in purpose and wellbeing, third spaces, places that are not home or work, have emerged as critical hubs for the new social and wellness culture. Third spaces are no longer limited to coffee shops or gyms; today's wellness-minded consumer looks for environments that offer community,

#### comfort, and alignment with personal values.

- Barry's with Fuel Bar)
- productivity and self-care

**Retail-as-community**: brands like Glossier, Erewhon, and Alo Yoga using their stores as lifestyle destinations These spaces don't just offer services, they cultivate identity and belonging. For Millennials and Gen Z alike, participating in wellness isn't just about personal health, it's about who they are, who they're with, and where they show up. Third spaces are becoming the new town squares of modern wellness culture.

Infrared sauna clubs, recovery studios, and meditation lounges (e.g., Remedy Place, Othership, The Well) Sober bars and non-alcoholic beverage tastings designed to socialize without the pressure to drink Boutique fitness studios with attached co-working and social hangouts (e.g., Peoplehood, Forma Pilates,

Wellness-focused co-working spaces (e.g., Soho House, The Assembly) that blur the line between



### What to Wear

### **From Performance to Lifestyle: Dressing the Part**

Style and athletic fashion continues to play a growing role: sleek, minimalist design in both equipment and apparel is increasingly a new form of status symbol. Wellness wear, from luxe yoga sets to recovery slides, is worn not only for performance, but for social signaling.

Smaller, relatively newer athletics brands have taken huge market share from the traditional big players. ON, Hoka, Asics, are dominating with innovative products and marketing, successful audience building, and targeted sports partnerships. Niche brands like Satisfy are inspiring a whole new wave of aesthetics-minded consumers who want to make a statement and display their fitness as fashion as lifestyle. It's not what Nike is doing wrong, it's what all these other brands are doing right.

Mini Cases study ALOs consumers embrace wellness in all aspects of their lives, their fashion choices reflect this. Activewear brands are now positioned as part of the wellness ecosystem, offering not just products, but lifestyle statements.

Fact: Nike has experienced a decline, dropping from 15.2% in 2023 to 14.1% in 2024. This decrease is attributed to increased competition.





### **mplications for Brands & Businesses**

### Where Brands Will Succeed

Community building, community buying, stacking multiple offerings and services, while leveraging technology, aesthetics, and social-sharing. Brands need to build targeted communities and directly engage their audiences niche pursuits from a cultural viewpoint. Health, wellness, and fitness are, and will be, deeply reflective of identity and continue to provide opportunities for connection, validation, and self-expression.

- become non-negotiable.
- sensory and emotional touchpoints both in-person and digitally.
- garments), beauty (neurocosmetics), and food (adaptogenic snacks).
- transparency, and community-first values.
- just in looks, but in function and sustainability.

• Trust Is the New Currency: Transparency in sourcing, clinical validation, and ethical marketing will

• Experience-Driven Wellness: From immersive retail to pop-up meditation pods, brands must offer

• Cross-Category Innovation: Health and wellness will permeate categories like fashion (bio-monitoring

• Youth-Led Shifts: Gen Z and Gen Alpha will set the tone with digital-native preferences, radical

• Longevity & Lifestyle: Products and services must cater to consumers thinking 10–20 years ahead, not



### Decentralized, Accessible Wellness

As global access improves and technology costs decrease, we'll see a push for decentralized wellness ecosystems, especially in underserved or non-urban areas.

### **A New Pillar: Emotional and Social Fitness**

By 2030, emotional fitness will become as core to wellness as nutrition and exercise. Expect to see growth in community-based emotional support apps, digital friend-making platforms, and guided mental resilience programs.

### Wellness Goes Invisible

The most advanced wellness innovations may not be flashy, they'll be ambient. Smart textiles, embedded home sensors, mood-adaptive lighting, and nutrition-enhancing cookware will turn wellness into a background operating system. The goal won't be to obsess over wellness, it'll be to live inside it, effortlessly.

### Sustainable Wellness Takes Center Stage

The future wellness consumer is not only self-aware but planet-aware. Products that do not align with regenerative agriculture, clean supply chains, or circular packaging will be left behind. Wellness brands will be expected to show their impact, on both individual health and planetary health.

Long-Term Vision: The future of wellness is not aspirational. It's ambient, ethical, and embedded in how we live, connect, and care.



### Mini case study

### Mini Case Study: Poppi Wellness Through Social Media Influence

Poppi, a prebiotic soda brand, utilized social media and influencer partnerships to catapult itself into the mainstream. It's not just a product—it's a wellness movement, driven by viral content and strong community connections.

### Mini Case Study: Headspace **Revolutionizing Mental Wellness**

Headspace has become a leading mental wellness platform, combining mindfulness, meditation, and emotional support. It's more than an app—it's a part of the cultural shift toward prioritizing mental health.

### Mini Case Study: Seed

#### **Wellness Meets Sustainability**

Seed, a probiotic brand, has integrated sustainability into every part of its business—from eco-friendly packaging to supporting regenerative agriculture. It's proof that wellness and sustainability go hand-in-hand, with consumers seeking ethical options for their health and the planet.

### Mini Case Study: WHOOP

#### **Redefining Wellness with Predictive Technology**

WHOOP is revolutionizing wellness with its wearable tech, which goes beyond step counting to monitor recovery, sleep, and performance. By utilizing predictive data, WHOOP is setting the stage for a new era of personalized wellness.

