



TACOS & TRENDS

HEALTH & WELLNESS

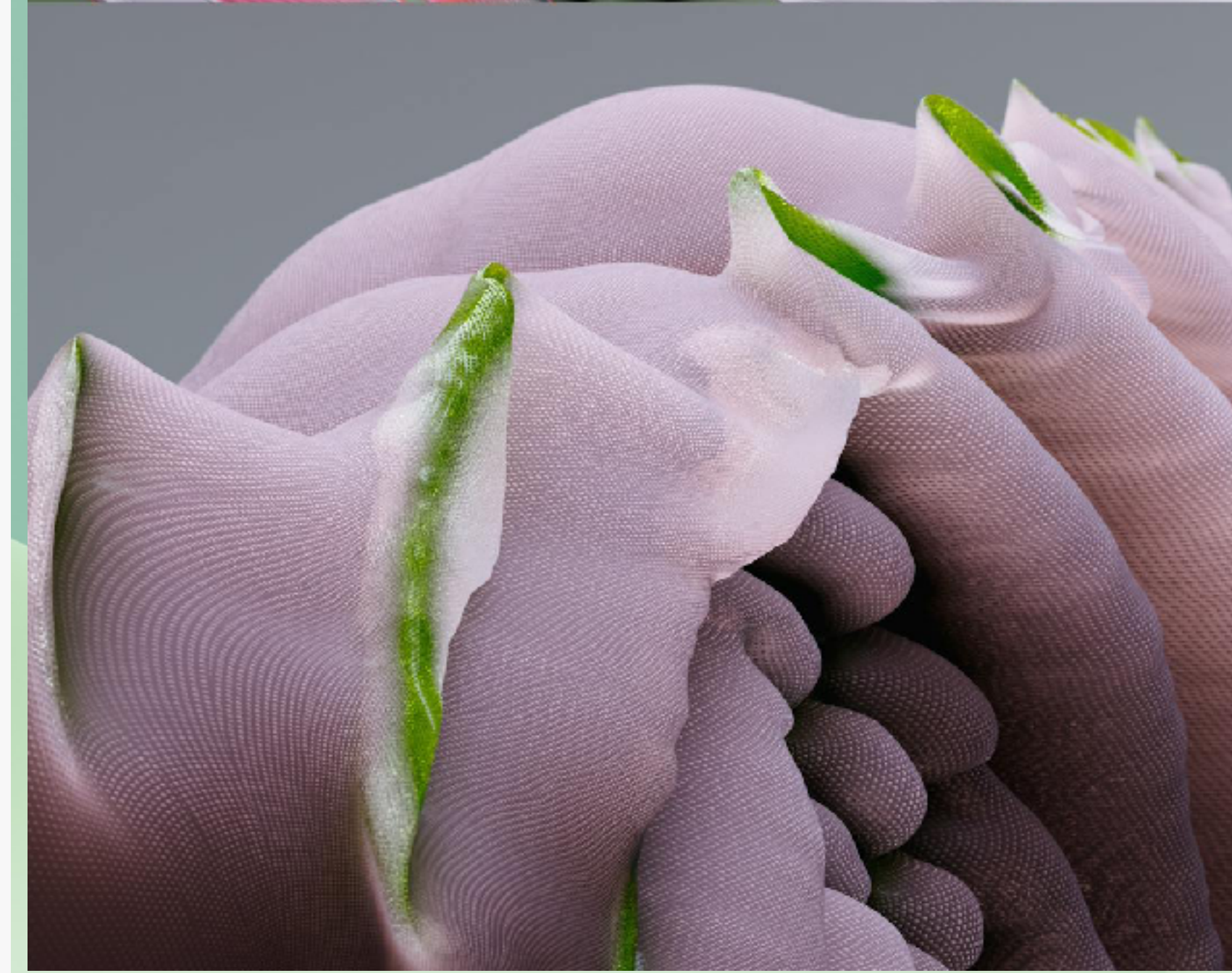
Technology, Identity, & Community

TACOS & TRENDS

Where Culture, Conversation, and Insights Collide

Welcome to Tacos & Trends, a resource for bite-sized trend insights, vibrant conversations, and brand discovery. Powered by MADE Trends, it's a hub for discovering the trends shaping industries and connecting with the community driving them forward.

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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.



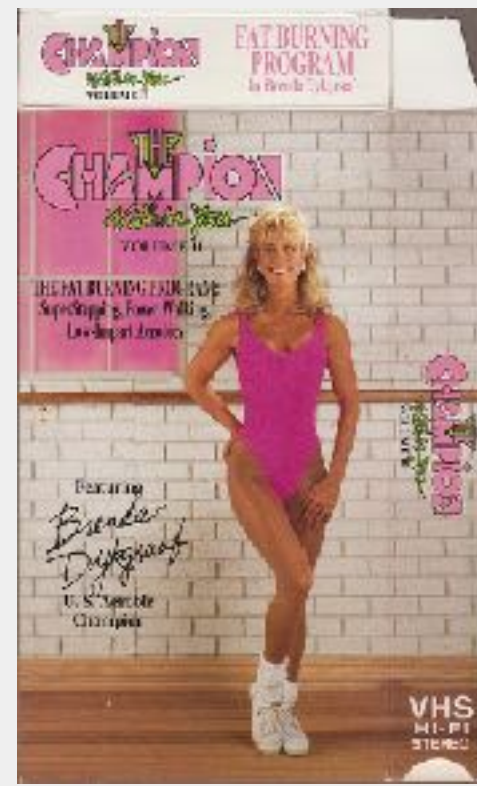


Cultural Identity, Economic Force, and a Long-Term Shift in Behavior

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.

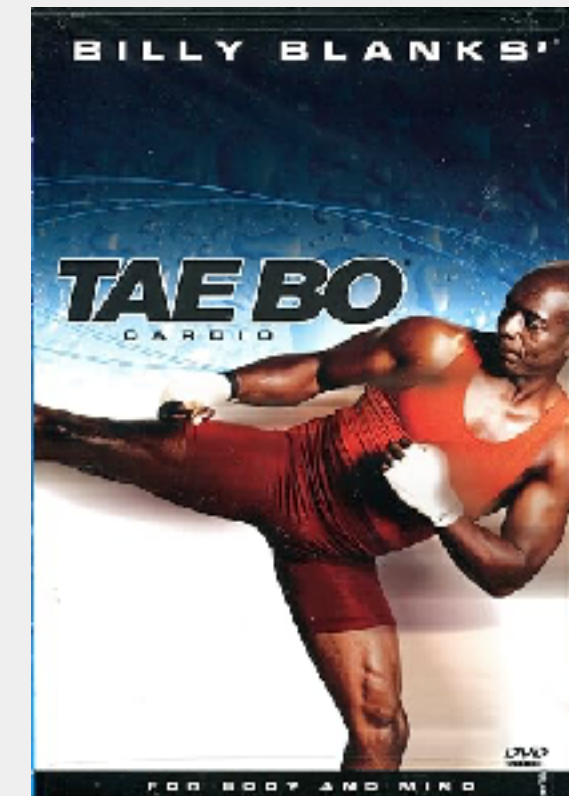
- + **Market Outlook:** The global wellness market is projected to reach **\$7 trillion by 2030**, up from \$5.6 trillion in 2022, according to the Global Wellness Institute.

Fitness Craze



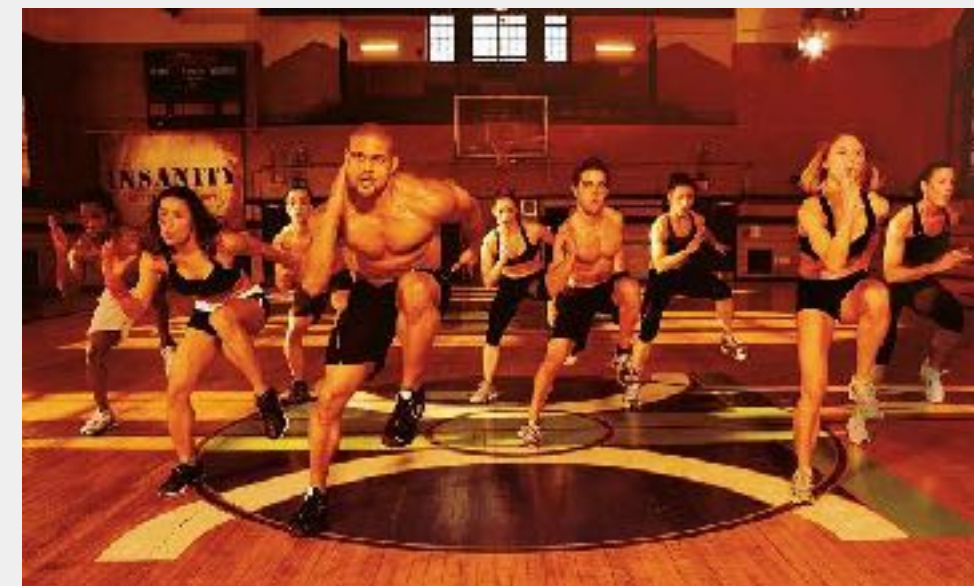
1970-1980's

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



1990's

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



2000's

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

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



Studio Boom

Social Wellness

- 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



2015-2020



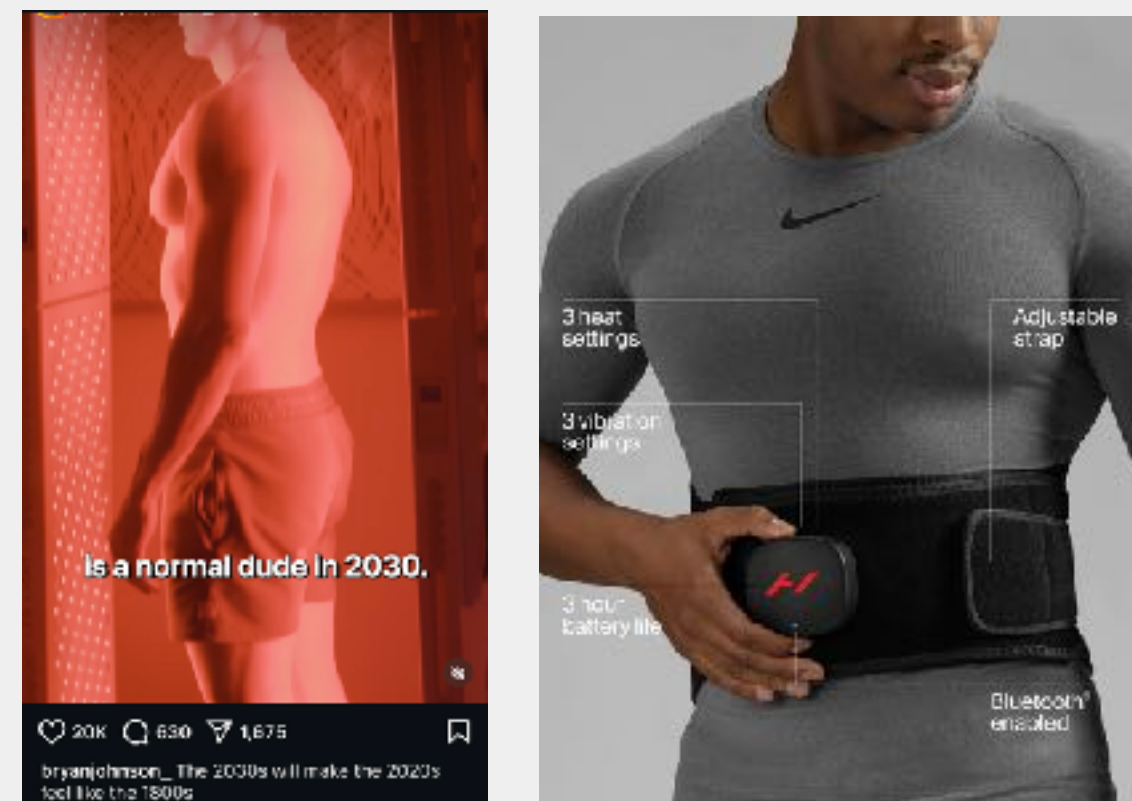
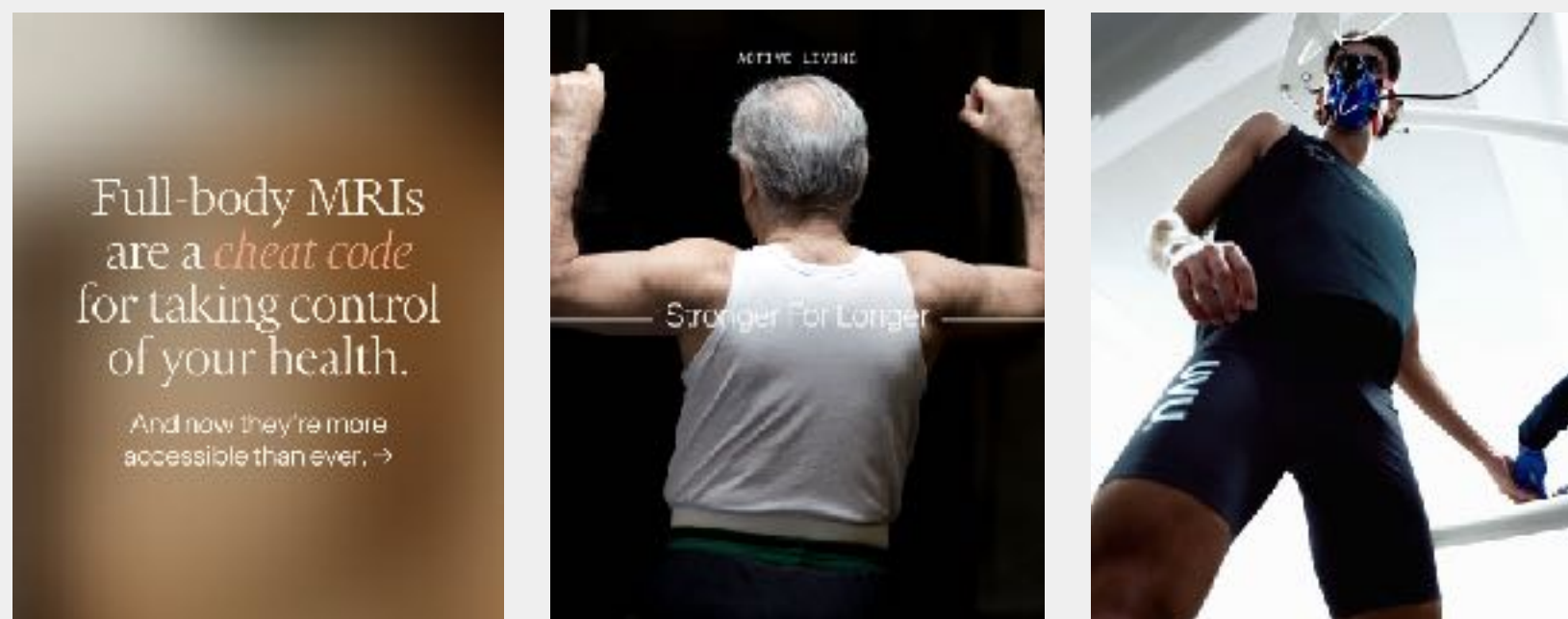
2020-2025

- 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

2025-2030

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



2030+

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

Biohacking & Longevity

Driving 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 led to the perception that we have more control over our health and fitness, all we need is the right gear, tech, supplements, and recovery tools. And this all plays out on our social media feeds.



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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.



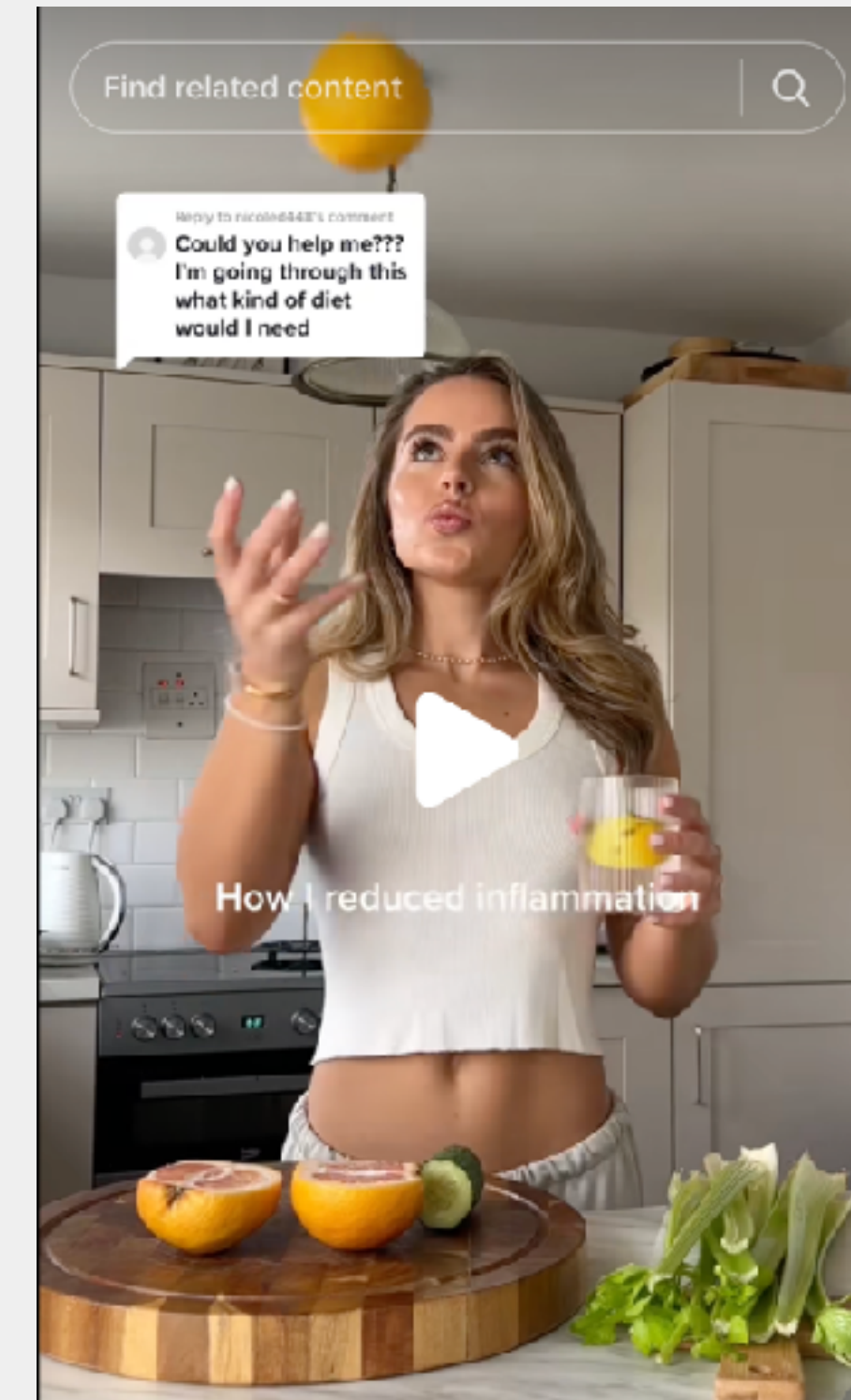
Red Light Therapy



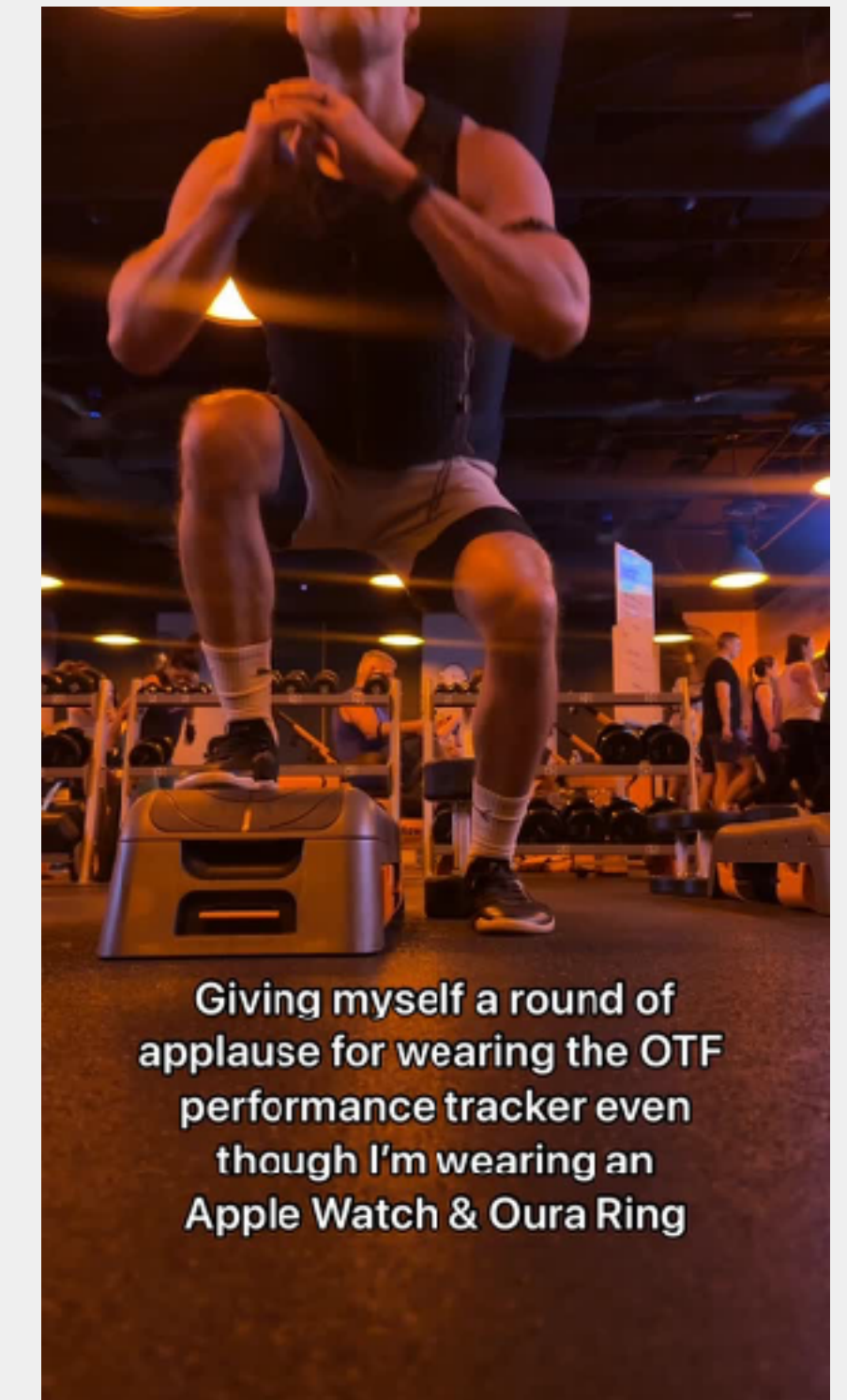
Next-Level Fitness



Ice Baths



Specialized Diets

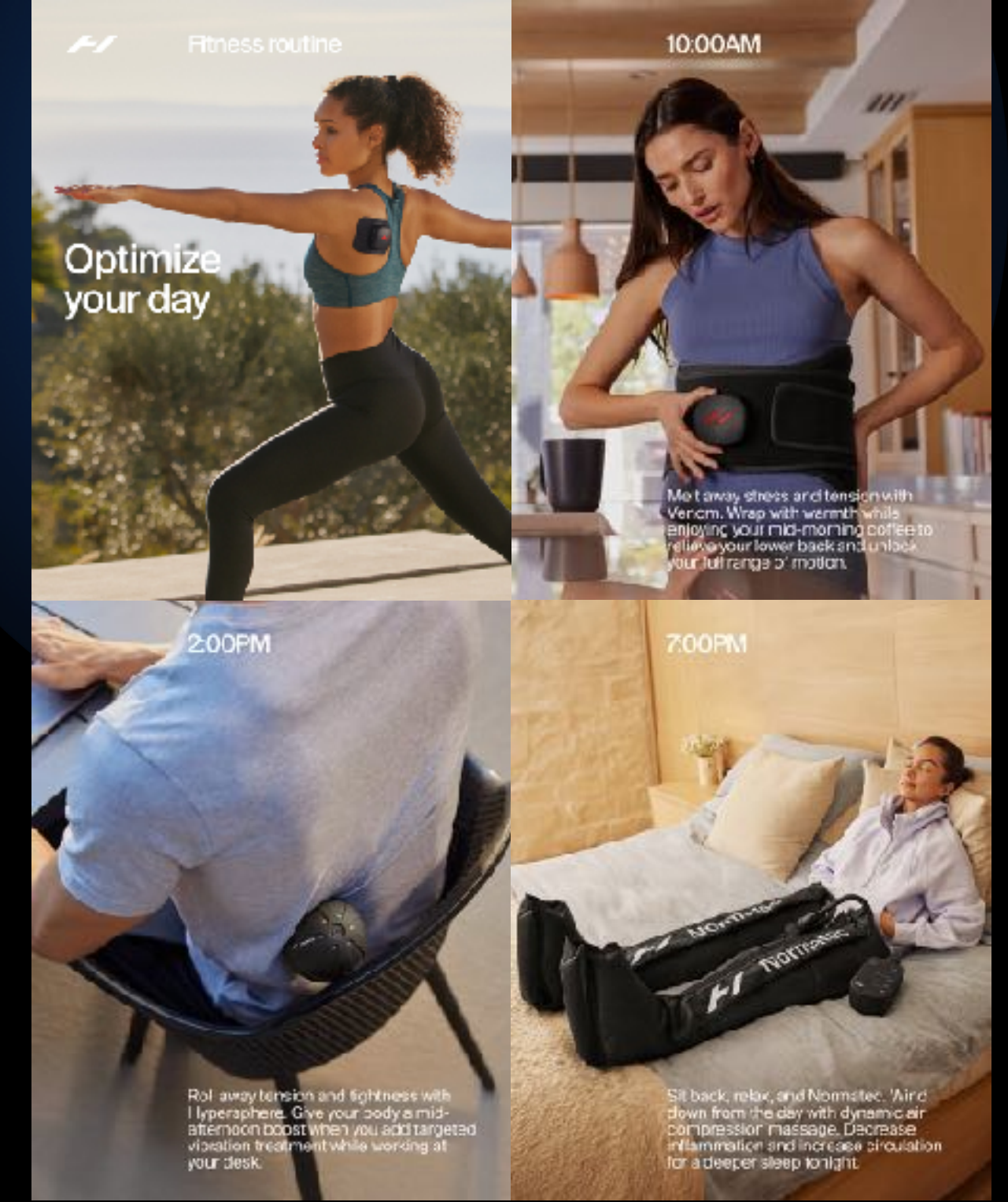
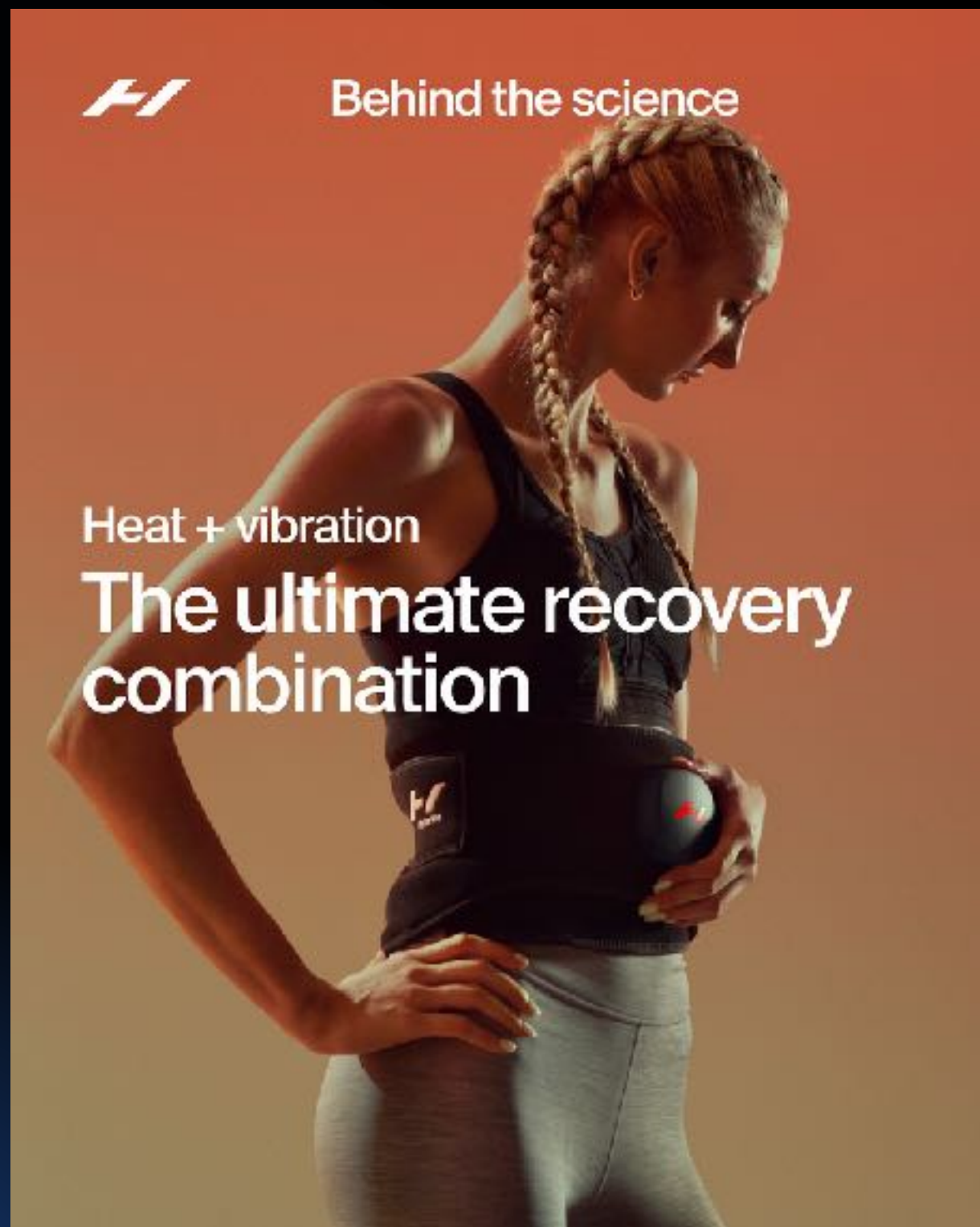


Wearable Stacking

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

AG1[®]

Case Study: Athletic Greens AG1

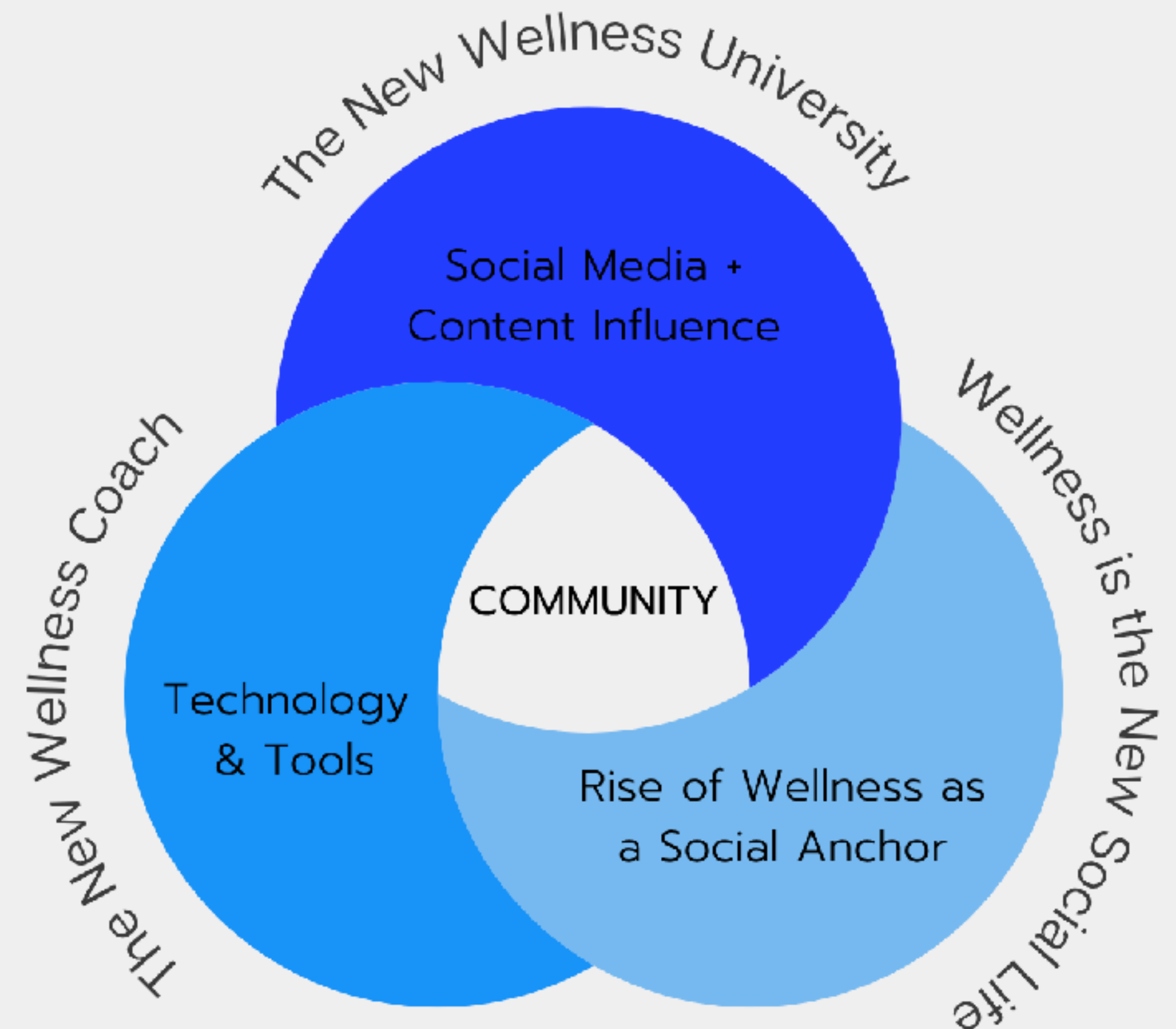
Marketed amongst and via pro athletes, AG1 offers a one-stop-shop supplement product. This is particularly appealing in an age where there are hundreds of options and individual nutritional products on the market. Marketed as a “more-in-one solution” trusted by the worlds top athletes and experts.



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



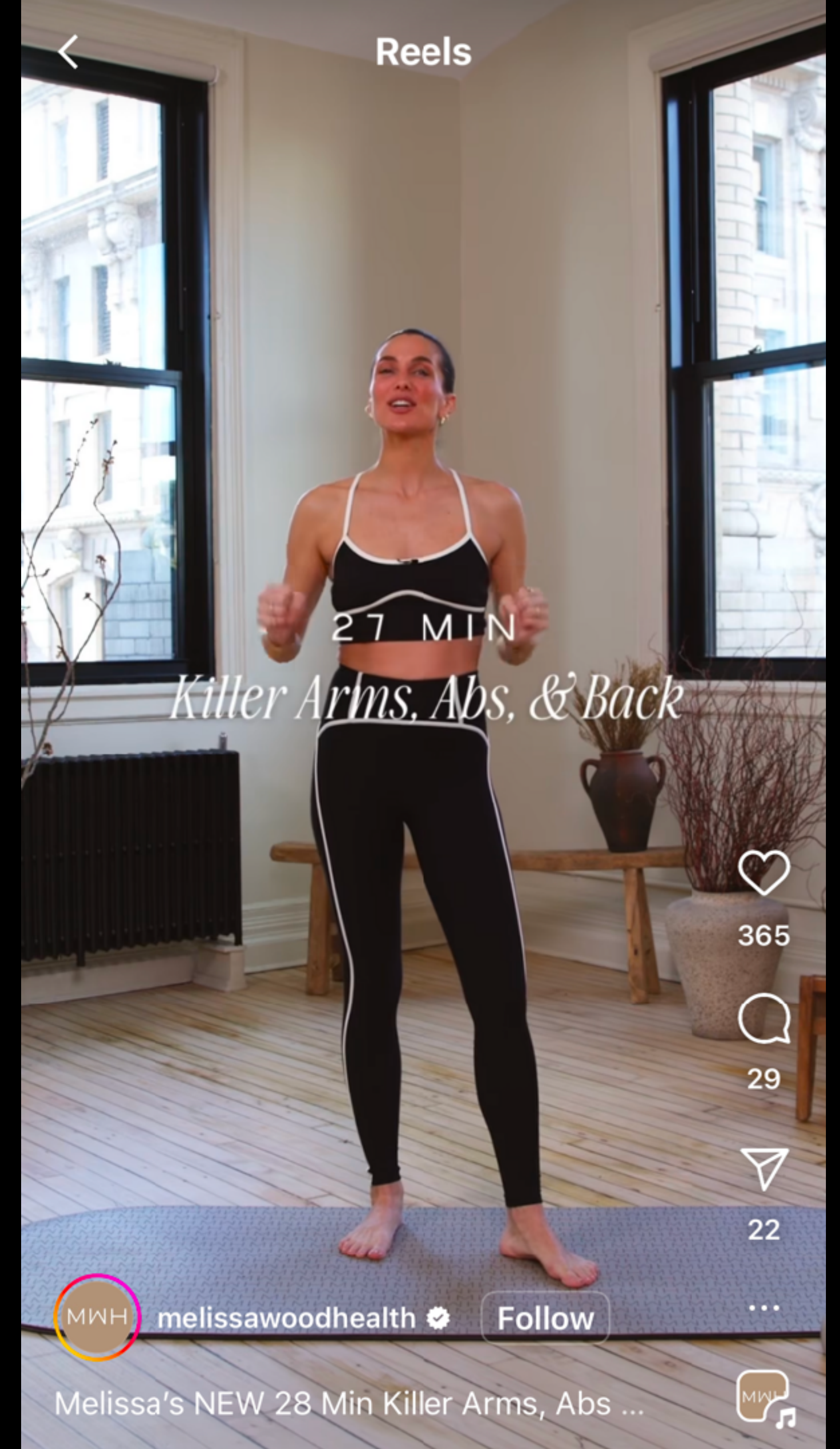
1. Social Media + Content Influence: The New Wellness University

Creators act as coaches, educators, and brand ambassadors 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



Wellness as Content, Content as Community

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



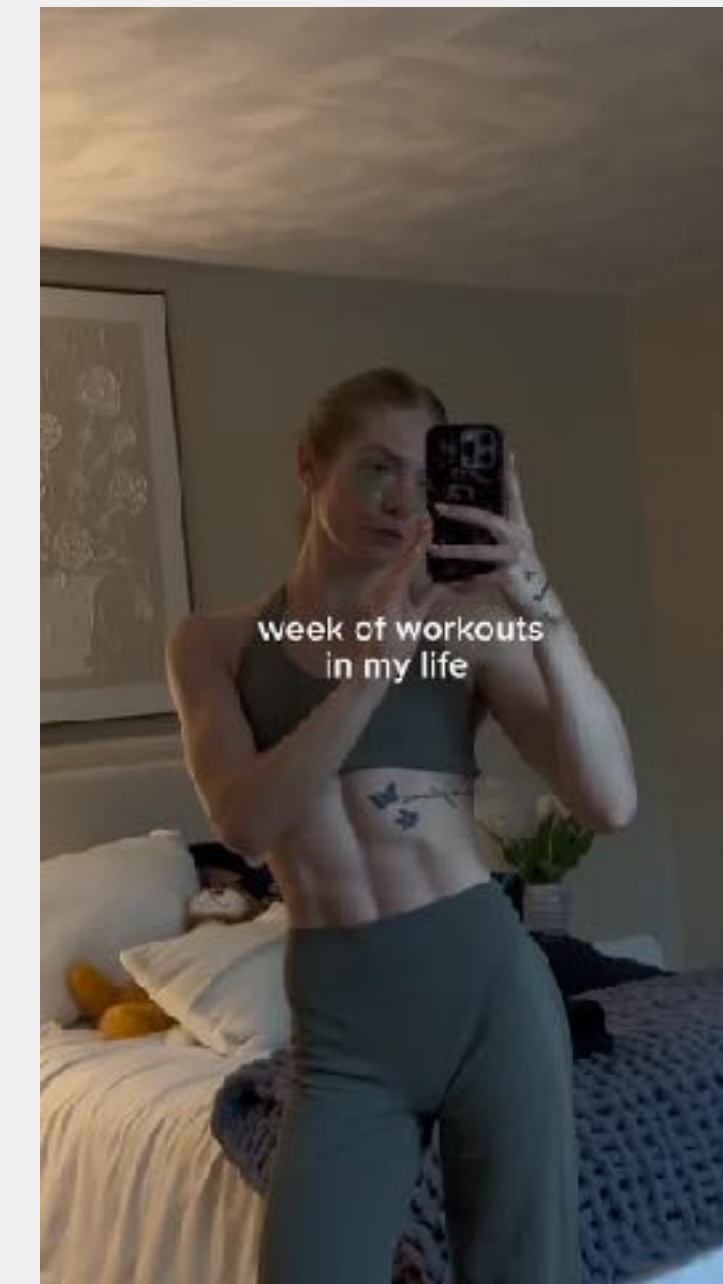
Wellness Retreats



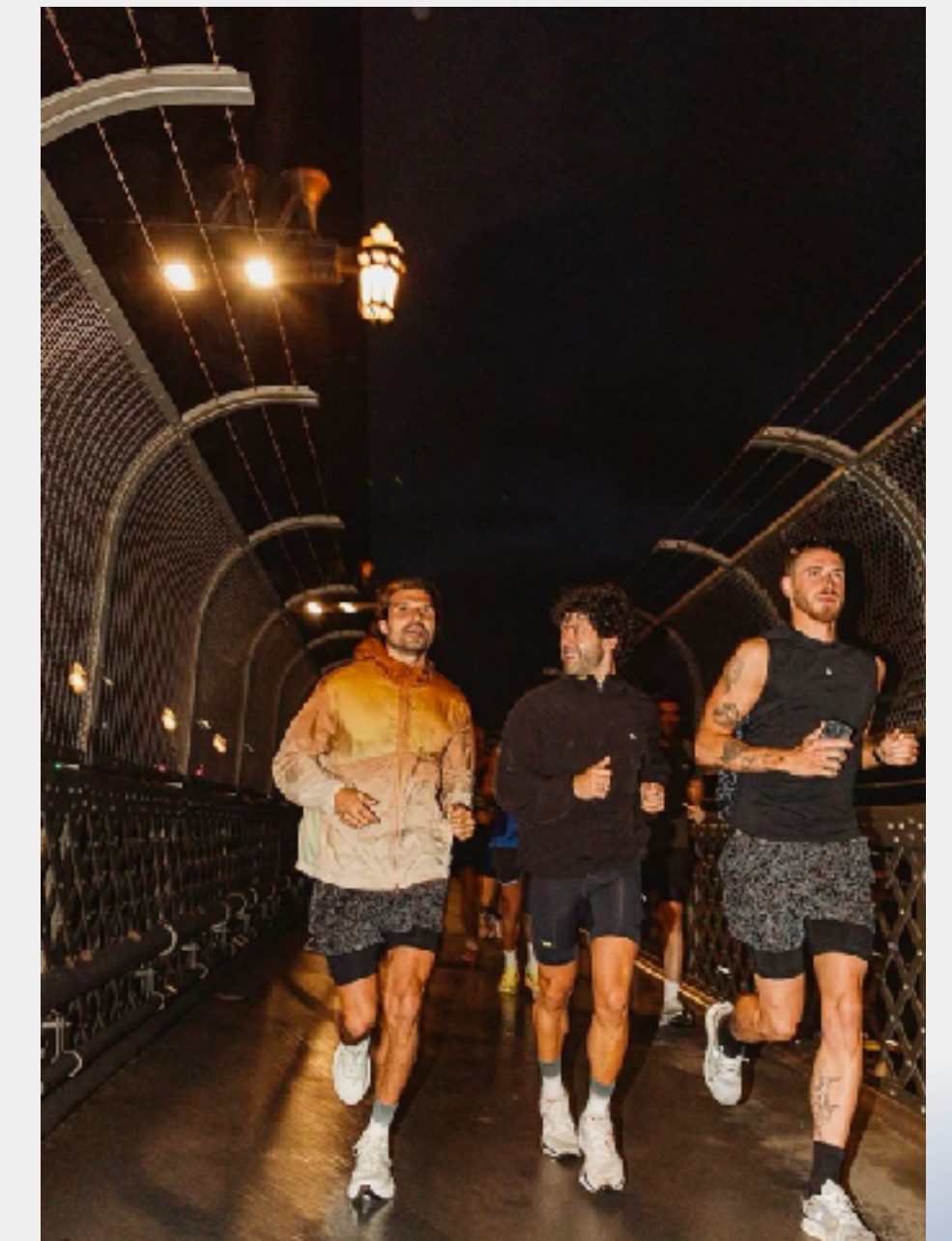
Hero Content



New Rituals

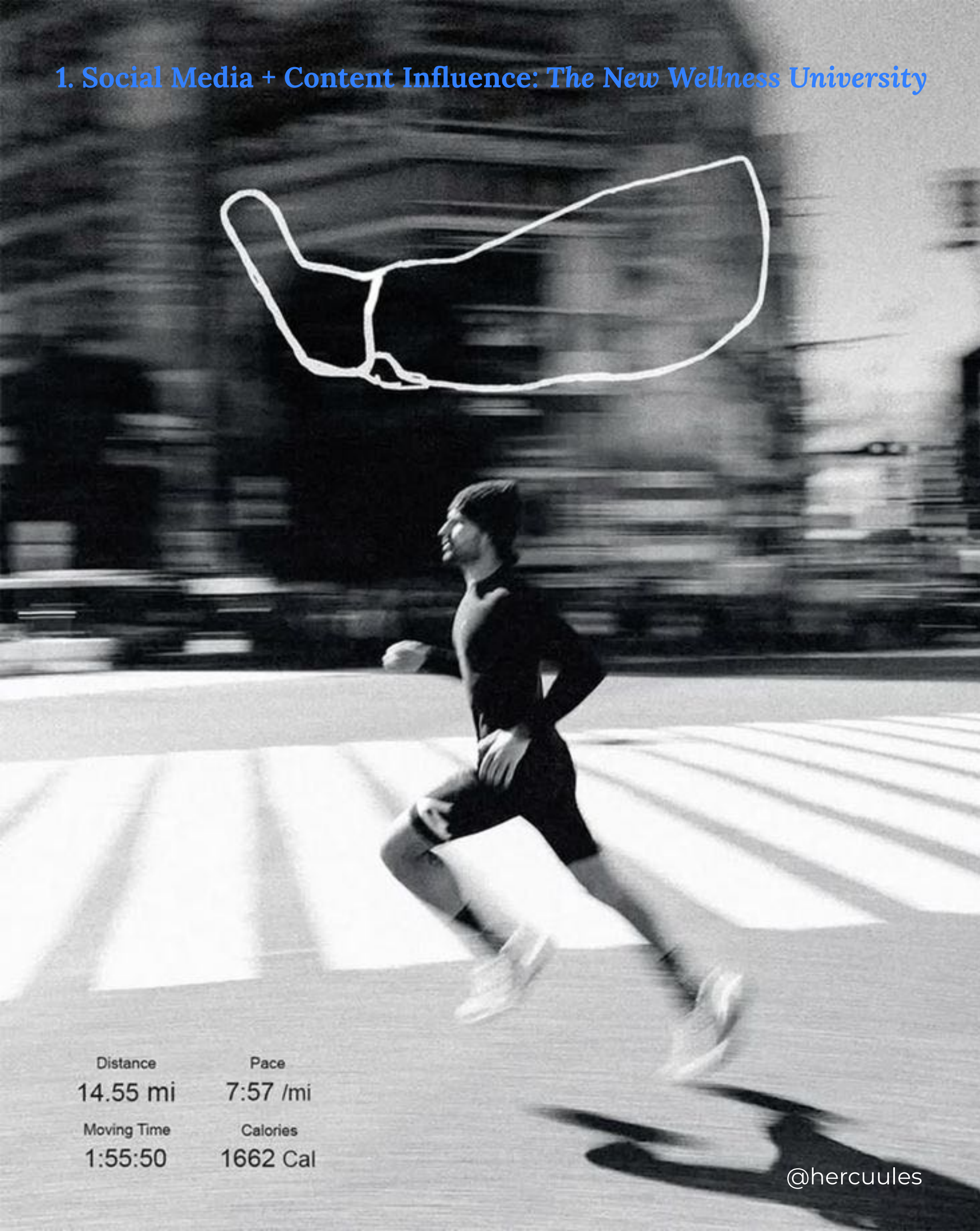


POV Content



Creator Collabs

+ **Framework Insight:** Community, content, and consumption form the new wellness trifecta: people learn, share, and buy in the same ecosystem.



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.)

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**

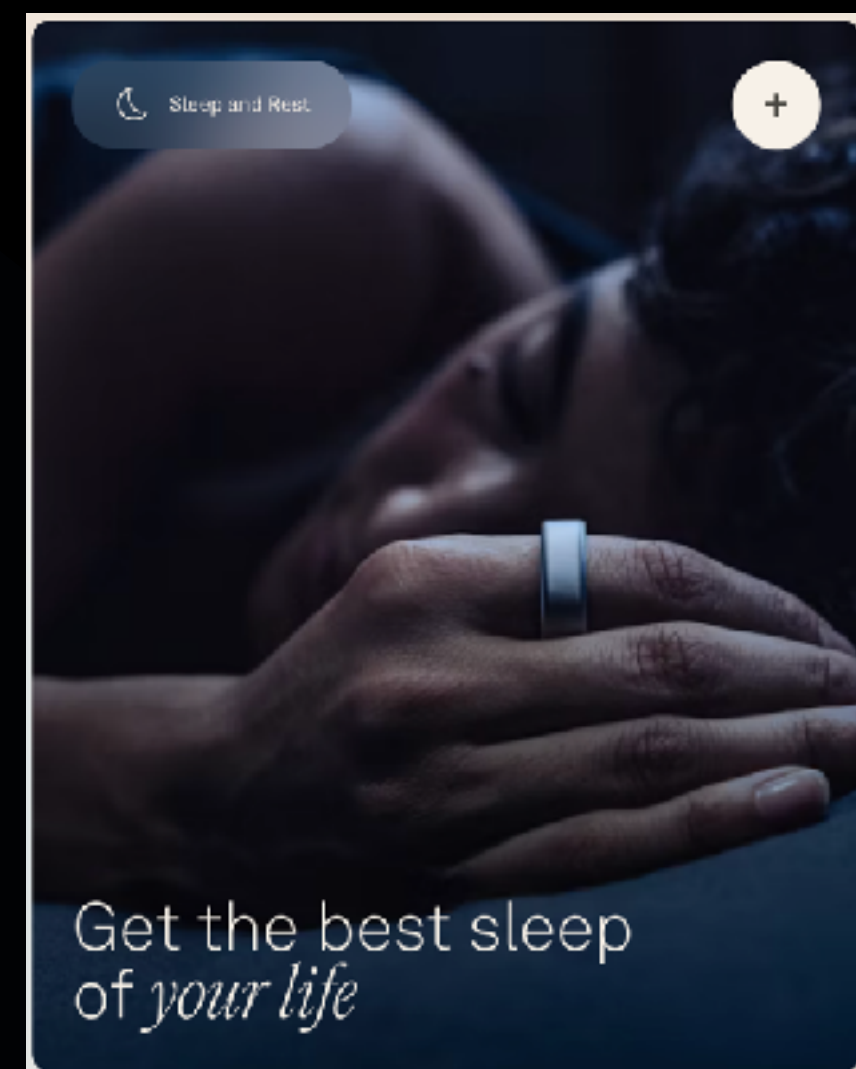
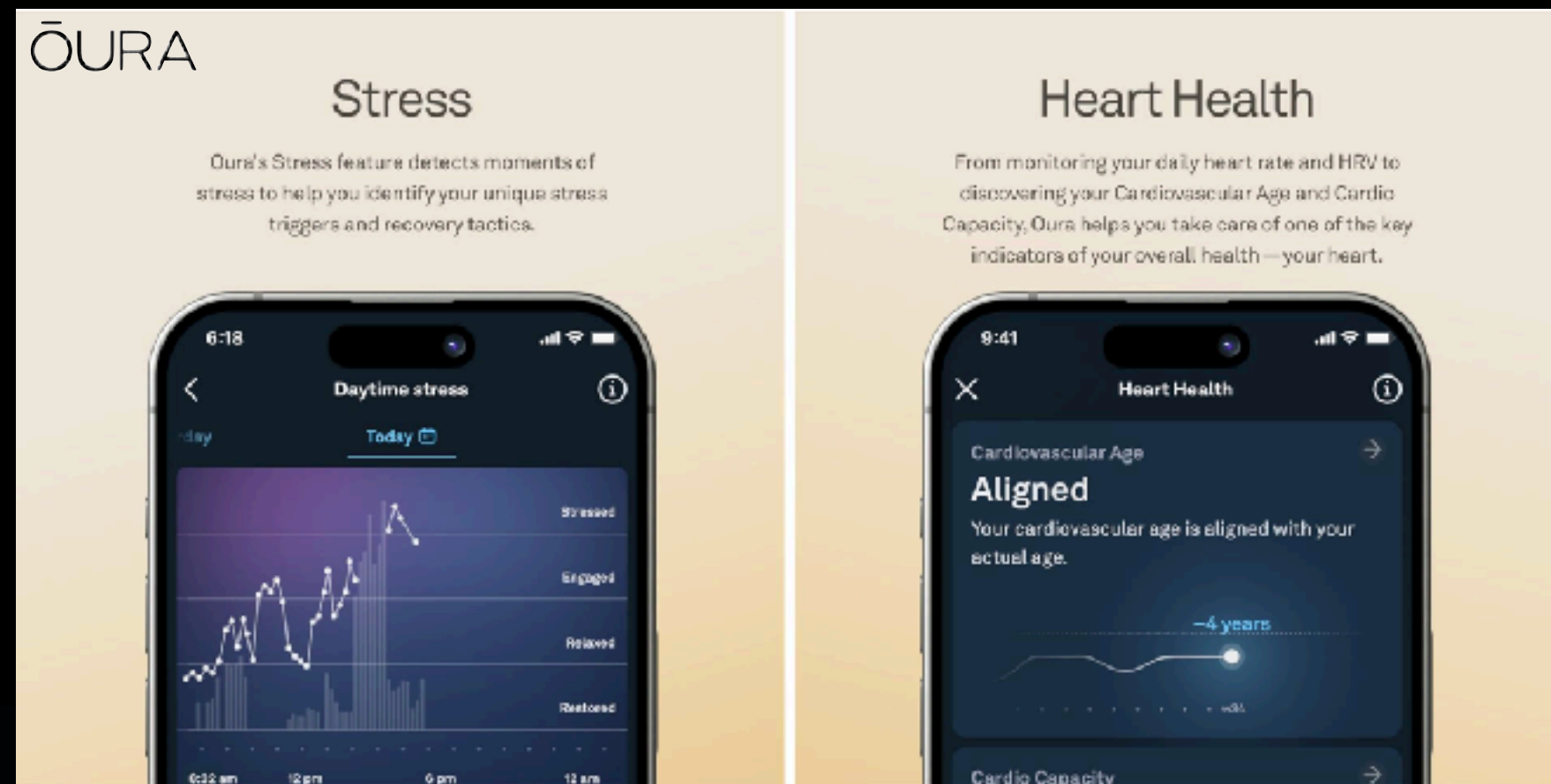
This technological access narrows the gap between professional and amateur, empowering the average consumer to think like an athlete, train like one, and measure progress in the same terms.

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.



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**

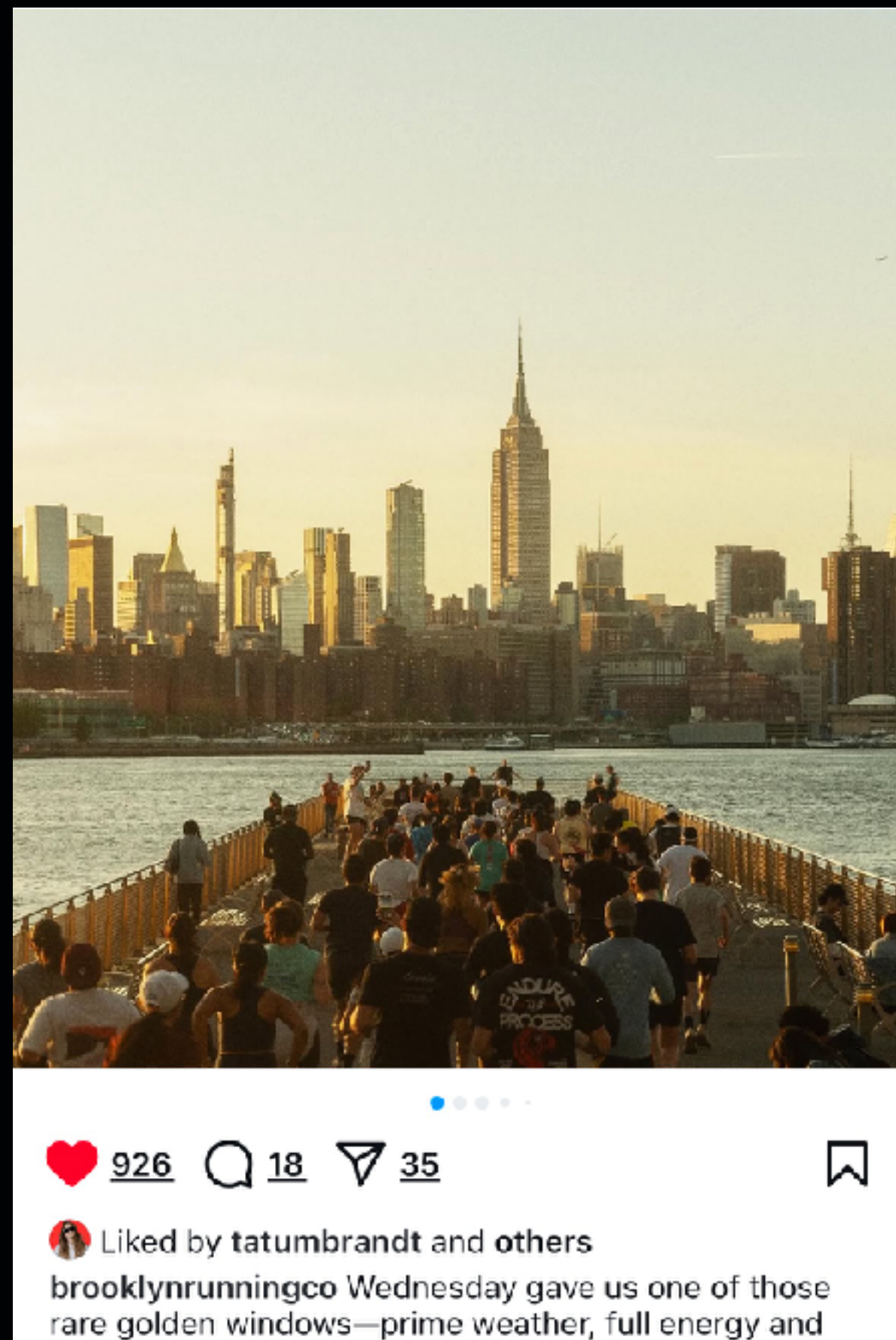
+ Sector Insights:

- 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.



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, in-person 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.



@auroraspaandbathhouse

Where to Go

Third Spaces Power the Wellness Economy

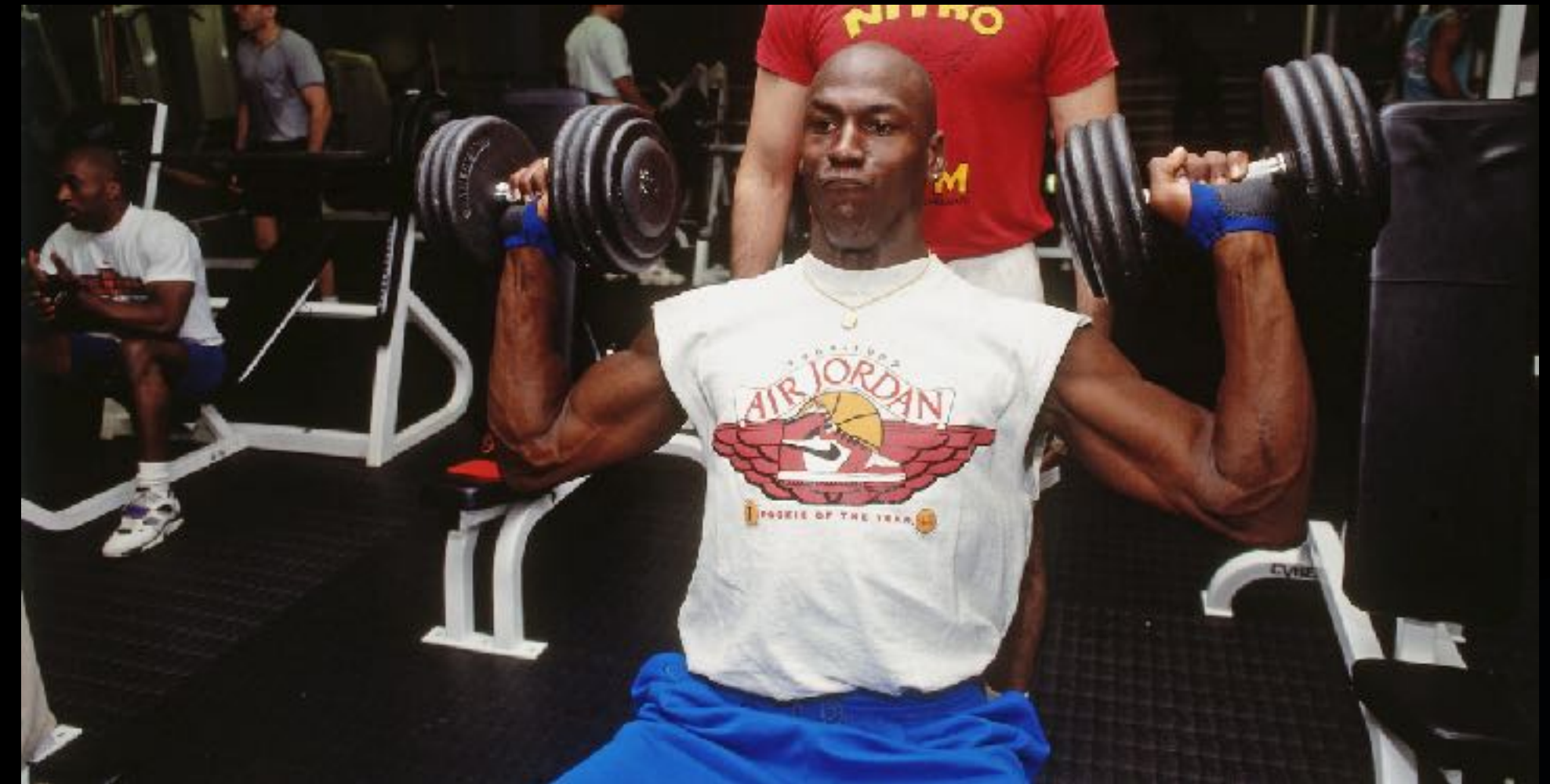
Third spaces are becoming vital for the new social and wellness culture, offering meaningful offline connections beyond home and work. Today's wellness seekers desire community, comfort, and value alignment reflected in physical space.

- 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.



+ **Fact:** Sports docu-series accounted for 12% of all new unscripted commissions in 2024, doubling from 6% in 2020

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



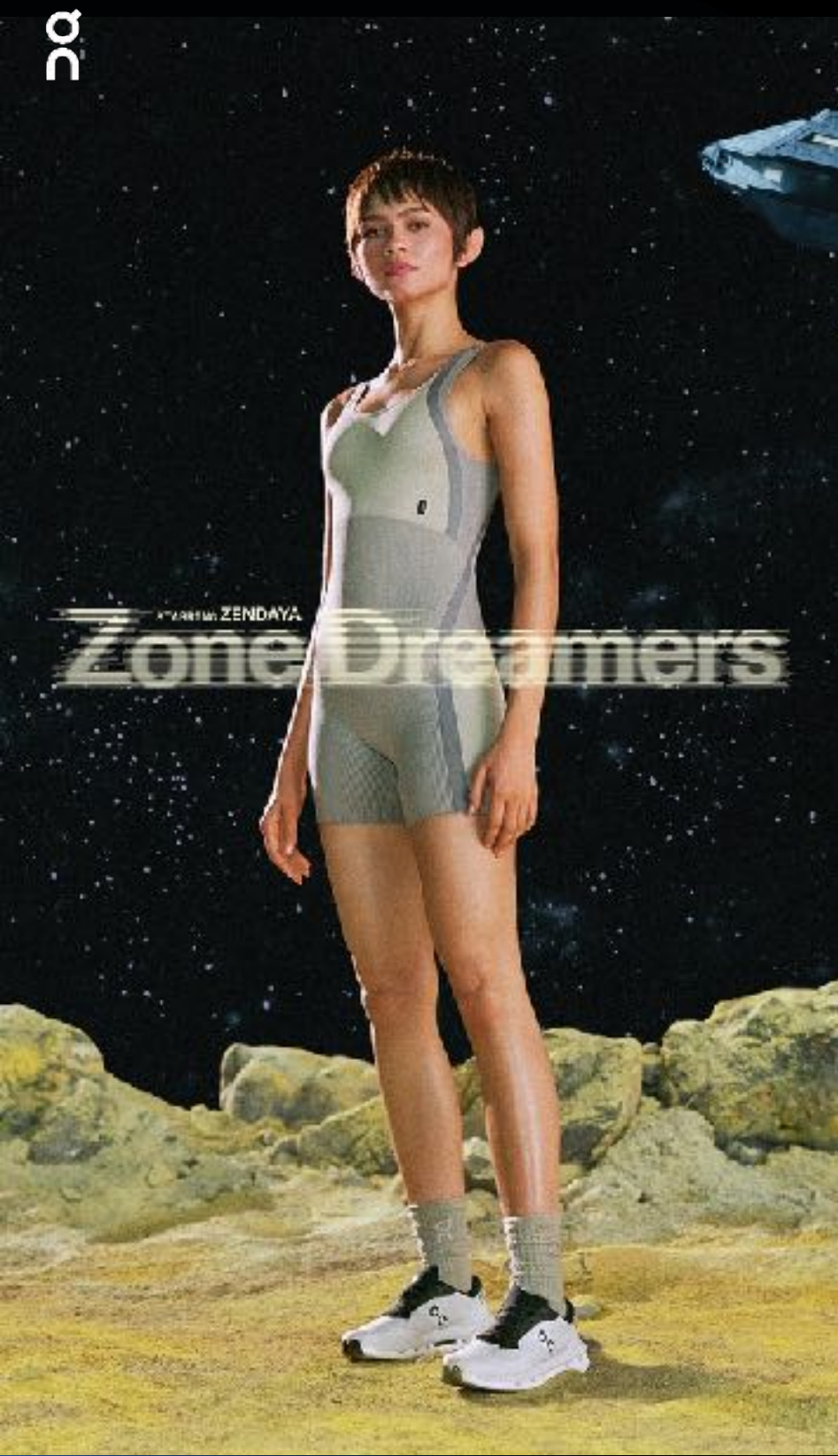
Infusion



Bala



Kin Euphorics



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**



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.

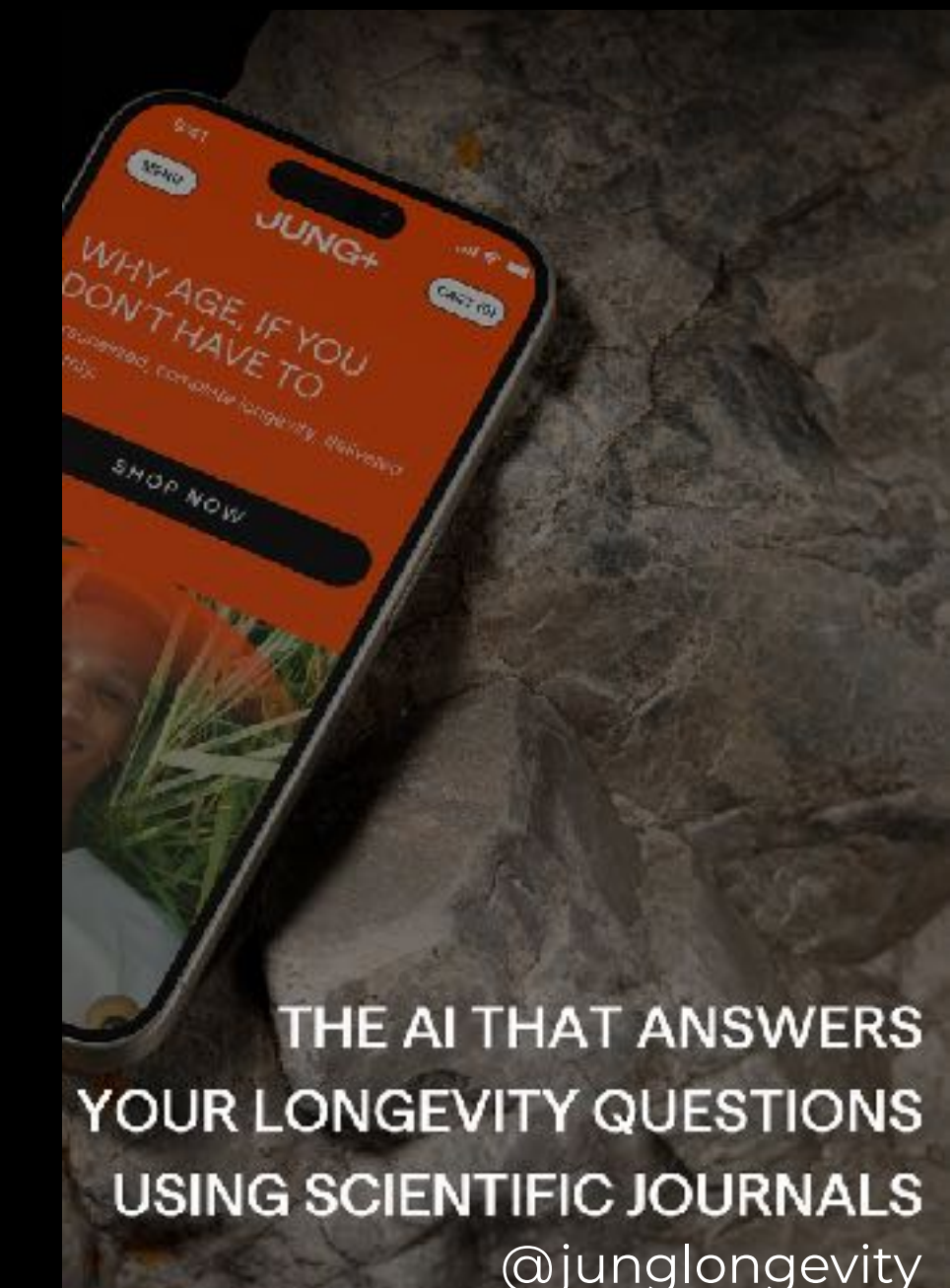
The Future:

- 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.

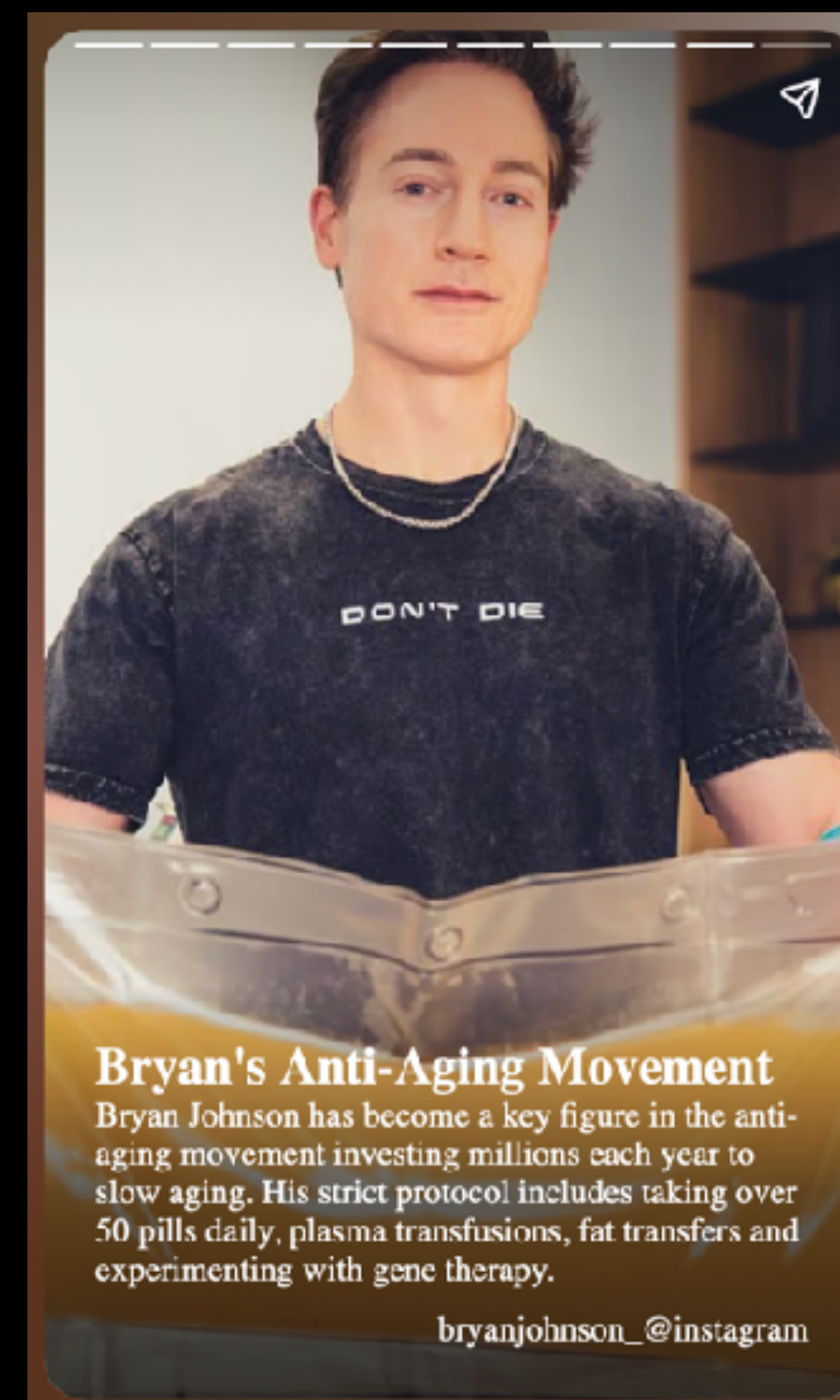


@floatspacetime



THE AI THAT ANSWERS
YOUR LONGEVITY QUESTIONS
USING SCIENTIFIC JOURNALS

@junglongevity



Bryan's Anti-Aging Movement

Bryan Johnson has become a key figure in the anti-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



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



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.

Thank You

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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:

- **Wearables:** WHOOP, Oura Ring, Apple Watch Ultra, Garmin, and Corus give mainstream users biometric and performance insights, everyday and every workout.
- **At-home Recovery:** Normatec compression boots, Theraguns, cold plunge tubs, and red-light therapy are readily available and adopted by mainstream users.
- **Apps & analytics:** Tools like MyFitnessPal, InsideTracker, Levels (CGM), sleep tracking mattresses and at-home blood labs bring **elite-level diagnostics** into the average household.
- **AI-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-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." — @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.

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.

- **Sober Curiosity:** Increased interest in an alcohol-free lifestyle is fuelling new types of gathering and nightlife (think: adaptogenic mocktail bars, daytime dance parties and coffee raves, and recovery lounges).
- **Wellness Hobbies:** Pilates hangouts, rucking, group cold plunges, and meal prepping replacing more passive leisure time.
- **Community-First Fitness:** Strava, hybrid training groups, and the explosion of experiential in-person fitness communities.
- **Events and Activations:** Erewhon pop-ups, Equinox wellness festivals, and brand-sponsored run clubs offering 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.

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.**

- 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, Barry's with Fuel Bar)
- **Wellness-focused co-working spaces** (e.g., Soho House, The Assembly) that blur the line between 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.

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.

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. Health, wellness, and fitness are, and will be, deeply reflective of identity and continue to provide opportunities for connection, validation, and self-expression.

- **Trust Is the New Currency:** Transparency in sourcing, clinical validation, and ethical marketing will become non-negotiable.
- **Experience-Driven Wellness:** From immersive retail to pop-up meditation pods, brands must offer sensory and emotional touchpoints both in-person and digitally.
- **Cross-Category Innovation:** Health and wellness will permeate categories like fashion (bio-monitoring garments), beauty (neurocosmetics), and food (adaptogenic snacks).
- **Youth-Led Shifts:** Gen Z and Gen Alpha will set the tone with digital-native preferences, radical transparency, and community-first values.
- **Longevity & Lifestyle:** Products and services must cater to consumers thinking 10–20 years ahead, not just in looks, but in function and sustainability.

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.



MADE.
TRENDS

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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 Athletics

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

Coaching Director at Resident Athletics
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