



Health and Wellness

“Never in our history has prevention been more crucial than cure.”

Thesis: More people across the globe will realise the importance of ‘prevention rather than cure’. We believe that the desire for humans to live a longer, happier, healthier life will lead not only to behaviour change in individuals but companies to follow suite.

We believe the great accelerator (COVID-19) will increase the trend towards a healthier lifestyle. Early research indicates that being overweight or obese dramatically increases the possibility of being hospitalised, admitted to ICU and death when infected by the COVID – 19 Virus.

“...people with obesity who contracted SARS-CoV-2 were 113% more likely than people of healthy weight to land in the hospital, 74% more likely to be admitted to an ICU, and 48% more likely to die.”

[-Sciencemag.org](https://www.sciencemag.org)

“Potentially the vaccines developed to address COVID-19 will be less effective for individuals with obesity due to a weakened immune response.”

onlinelibrary.wiley.com

[“...almost all countries today have a prevalence of individuals with overweight/obesity greater than 20%.”](#)

[“40% of adults are obese in the United States”](#)

[“Of the people admitted to ICU with COVID-19 in the UK, 73% were overweight or obese.”](#)

Health and fitness app downloads increased by 46%, worldwide, during the first half of 2020 alone according to the [World Economic Forum](#) website, with daily active users increasing by 24% from Q1 to Q2. While this is to be expected given lockdown across the world in 2020, people are more cognisant that a 30min workout is much more ‘accessible’ than what it was in the past.

According to [Fortune Business Insights](#) “The global fitness tracker market size was valued at \$30,41bn in 2019 and is projected to reach \$91.98bn by 2027, exhibiting a CAGR of 15,2% during the forecast period.”

Worldwide sales in organic food have increased by 525% from 1999 to 2018 according to a recently released study by [Statista](#).

It is not only physical but also mental and emotional well-being that is that is growing at a rapid pace. [Meditation and mindfulness apps](#) downloads has surged during the pandemic and there is an increased awareness of the importance of sleep on a healthy lifestyle as [Americans turn to Google to find answers about sleep issues almost 5 million times every month](#).

Thesis summary: The Health and Wellness trend will continue to gather adoption and pace over the coming years with the avalanche expected once universal acceptance of its advantages is reached.