

Tear Sheet

What's In & Out for Wellness in 2018



The wellness world is rife with trends that go in and out of fashion as people become bored and seek out newer, better experiences. There are also more and more people seeking wellness experiences while traveling. Using a data sample from over 200 hotels, Local Measure found that there were 1.8x more fitness mentions on social media in 2017 than in 2016 and 2.3x more mentions of detoxing from hotel guests.

What's In



Wearable tech

Loved by the tech crowd and the fashion crowd, wearable tech has finally become mainstream after a shaky start. Tracking your fitness progress has never been so addictive. This is now the most popular fitness trend according to ACSM's Health & Fitness Journal.



HIIT training

HIIT training involves alternating short, intense exercises like box jumps, burpees and weighted lunges with less intense recovery periods. The main benefit is that it burns a high amount of calories in a short period of time.



Buddha bowls

Huffington Post declared 2017 the year of the Buddha Bowl – colorful, healthy #plantbased bowls of veggies, seeds, and grains arranged into neat sections, making them highly Instagrammable. Backing this up, Innova Market Insights reported a CAGR of +63% for product launches with a plant-based claim from 2011-2015.



Wellness coaching

According to the American College of Sports Medicine's ninth annual Worldwide Survey of Fitness Trends, health and wellness coaching first emerged as a trend in 2015 and it's not slowing down. Now that people are commonly accessing a range of health specialists, a wellness coach can provide holistic management.

What's Out



Pilates

The elegant, ballet-inspired exercise regime that builds core strength and flexibility certainly still has its advocates but it no longer sits in the list of top 20 fitness trends according to a survey by ACSM's Health & Fitness Journal.



Core training

It's not that people don't care about six packs anymore, but core training, which focuses on the abdomen, thorax and back, has fallen in popularity as a specific exercise regime. From 2007 to 2010, core training was in the top five fitness trends but now it's fallen from the top 20.



Indoor cycling

Soul Cycle took New York and other metropolis' by storm, and while spin classes continue to be offered in gyms and studios across the world, indoor cycling now only ranks as the 24th most popular fitness trend.



Whey protein

Whey shakes and pancakes were all the rage for a while when the protein craze started. While sports supplements are still growing, people have toned down their protein obsession. A Google Trends analysis shows a slow decline in whey protein since its peak in 2014.

What's In



Gut health

Have you been noticing more kombucha, kimchi and sauerkraut around these days? That's due to the role of bacteria in gut health, which is linked to everything from Alzheimer's, immunity, and obesity. A Google Trends analysis (June 2017) showed 'gut health' as one of the most growing search terms when it comes to managing health through food.



Silent retreats

The hardest thing to achieve for many is silence, thereby making it a luxury that people will gladly pay for in the right environment. Silent retreats tie in with mindfulness, meditation and mental health. Spirit Rock in Northern California and Pacha Mama, Costa Rica are popular destinations for people who want to truly escape the modern world.



Sustainable, organic clothing

Fast fashion has been developing a social stigma over the years, while sustainable, organic clothing companies are now becoming more fashionable with brands like Everlane, Nudie Jeans and Back Label (the latter working in collaboration with Rocco Forte Hotels).



Sugar detoxes

If there is one archvillain these days when it comes to food, sugar is it. Authorities on nutrition have even gone so far as to classify it as a drug like caffeine. To top it off, sugar is now also being cited as a leading cause of heart disease.

What's Out



Soy lattes

It used to be that soy milk was the only dairy-free alternative offered by most coffee shops. However, concern over phytoestrogens in soy has led many to choose almond milk over soy. According to Nielson, almond milk is now America's favourite non-dairy milk.



Quitting carbs

Carbs became the enemy in the early 2000s, with many people suddenly developing gluten intolerances. Genuine intolerances aside, the demonization of wheat has eased up with the healthy eating crowd.



Bikram yoga

With yoga's popularity in the western world going on strong for decades now, it's safe to say that the practice in general isn't going anywhere, but the intensely hot Bikram yoga practice has lost its hype.



Frozen yoghurt

The number of 'froyo' shops opening up in all corners of the globe has slowed. The soft smoothness of froyo made it undeniably delicious, but the sugar content left it on par with regular ice cream.

What's In



Adaptogens

Adaptogens are powerful substances that boost the body's response to physical and emotional stress. Ginseng, Holy Basil, and certain mushrooms are a few. You'll see them added to coffees and smoothies amongst other things.



Hot and cold spas

Some like it hot... and some like it cold. Infrared saunas are one the latest wellness trends on Instagram, while cryotherapy (where you enter a chamber of cooling nitrogen mist) is a craze blowing up with both celebrities and athletes. Local Measure found twice as many sauna mentions at hotel properties in 2017 compared with 2016.

What's Out



Açaí bowls

Açaí maybe one of the sexiest fruits thanks to its Brazilian roots, but many have realized that this 'superfood' dessert, usually laced with guarana syrup or other sweeteners, isn't as healthy as they thought. Google Trends shows the food peaking sharply in 2009 with a significant decline in following years.



'Low fat' labeling

The tides have been turning towards more natural, whole foods for some time meaning that manufactured, highly processed foods (including ones bearing the label 'lite' or 'low fat') are out. As evidence of the low fat diet being de-bunked, in 2015 USDA Dietary Guidelines for Americans essentially eliminated the upper limit on dietary fat intake.

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Data Source: Local Measure.
(Study of wellness mentions across 200 hotel properties, between 2016 and 2017.)

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