

Global Wellness Trends

- **Debbie Bellenger, MA**
- **COO at Fit Bodies**
- **CEO DB Fitness and Wellness Solutions LLC**
- **MedFit Global Virtual Conference**
- **October 22 – 26, 2025**



Welcome and Introductions:

Founder/Owner of DB Fitness and Wellness Solutions providing advisory and education services to fitness clubs, fit pros and solopreneurs.

Current COO at Fit Bodies Inc

2023 Educator of the Year Marla Richmond Award Winner for MFA, 2025 MFA Fellow

Contributor to the TeamUp 2024 Trends Report and Canfitpro 2024 Trends Report

Presenter for HFA, ACSM, SCW, MFA, MedFit, ACE, AFAA, NASM, ISSA, Club Industry and Canfitpro

TRX Master Trainer – 16 years



My WHY?

To elevate the Fitness Industry to become a Wellness Industry so that we may impact more individuals on their journey to better health!!!



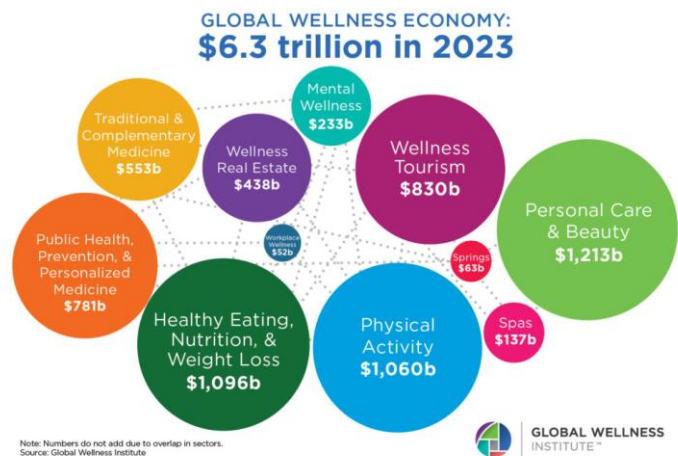
Learning Objectives:

- 1. Review current wellness trends from various organizations**
- 2. Understand the data to seize the current opportunities in wellness.**
- 3. Path to Success – which business opportunities can you embrace?**

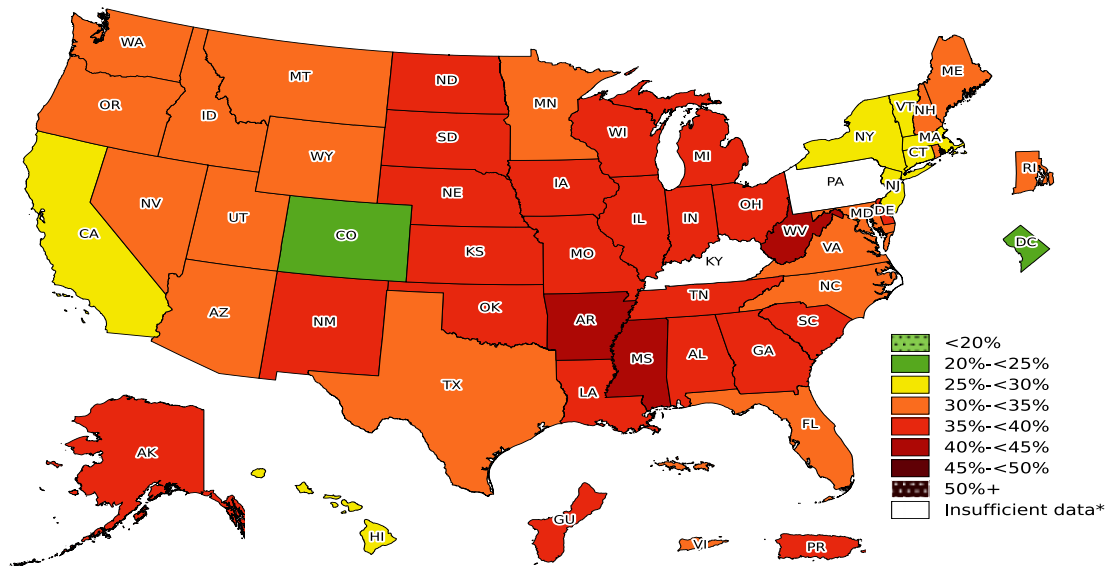
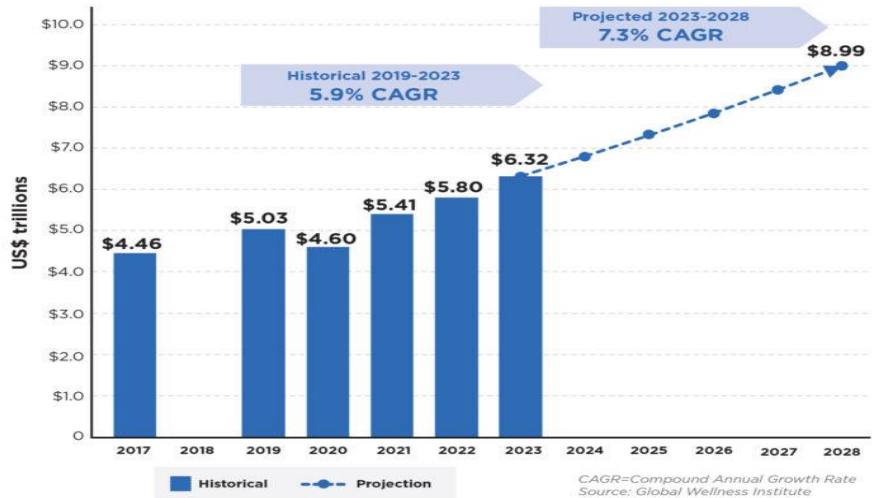
Wellness Trends



Global Wellness Economy Report (GWI):



Global Wellness Economy Market Size and Growth Projections, 2017-2028



What's in the News?

- In a major development for the sports medicine and exercise science communities and the public they serve, US Senators Roger Wicker (R-MS) and Richard Blumenthal (D-CT) have introduced bipartisan legislation aimed at formally establishing the process for developing, disseminating and promoting the Physical Activity Guidelines for Americans.
- If passed, [S.2303](#) would require the secretary of health and human services to issue a comprehensive report on physical activity guidelines every 10 years based on the latest science.

- <https://acsm.org/pa-guidelines-legislation-introduced-july-2025/>

Fitness Trends 2025





HMN 24 Report, The State of Wellness 2025:

- **Sleep is the new biohack**
 - **Burnout is the baseline**
 - **Dopamine goes mainstream**
 - **From Nootropics to Nervous System Support**
 - **Wellness Tech Fatigue sets in**
- 



HMN 24 Report, The State of Wellness 2025:

What does it all mean?

Circadian biology is becoming a primary entry point to wellness.

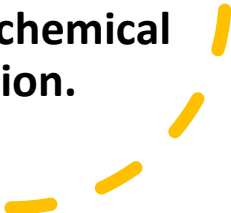
- **Wellness is shifting from performance enhancement to restorative regulation.**
- 



HMN 24 Report, The State of Wellness 2025:

What does it all mean?

Mental energy is now a conversation about neurochemical recovery, not just stimulation.



HMN 24 Report, The State of Wellness 2025:

What does it all mean?

Calming cognitive support is overtaking aggressive stimulant use.





HMN 24 Report, The State of Wellness 2025:

What does it all mean?

Overtracking, alert fatigue, and low behavioral impact suggest new engagement models are required.



Wellness Outlook Report, Athletech 2025:

- **Personalization at scale**
 - **Red light momentum and thermal contrast**
 - **Sleep as revenue**
 - **Wearables and longevity**
 - **Community catalysts**
- 

(August 2025)

Wellness Opportunities



Wellness Forecast:

Top 5 Growth Trends for 2025, HMN 24:

1. Circadian Modulation becomes a Wellness Pillar
2. Dopamine-aware environments and Protocols
3. The decline of stimulant dependence
4. Recovery moves beyond sleep
5. Wellness as Infrastructure in Hospitality and Travel

Wellness Forecast:

The Wellness Forecast, Able and Fitt Insider
Age Well
Take Care
Gut Check
Think Fast
Muscle Up
Mix In
Seeing Green

Wellness Forecast:

Fitt Insider – A Wellness 2.0 Playbook

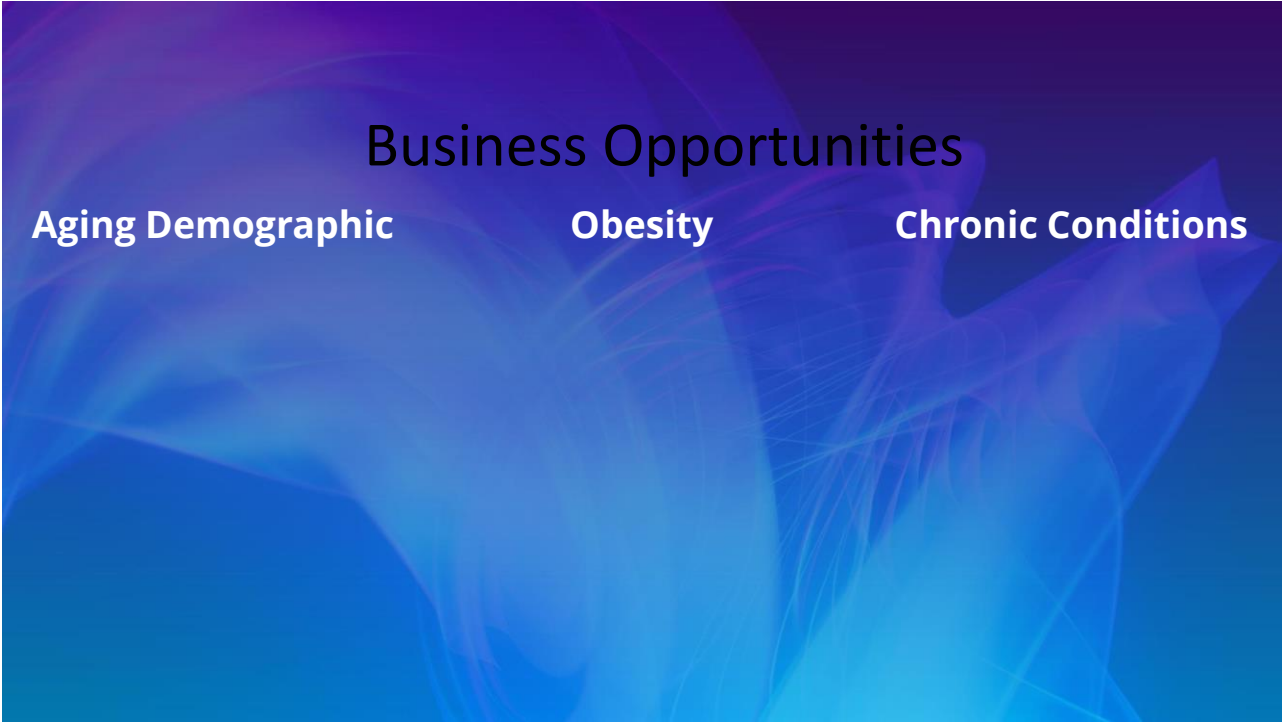
1. Actualization vs Aspiration
2. Meaning in Metrics
3. Positive Sum > Zero Sum
4. Shared Growth, Hope / Fear



Longevity
Lifespan
Healthspan
Psychadelics
Nature
Forest Bathing
Accupressure
Accupuncture
Art therapy
Cyrotherapy



Flotation
Salt Therapy
Meditation
Music Therapy
Equine Therapy
Tai Chi
Sleep Hygiene
Wellness Real Estate
Yoga
Breathwork



Business Opportunities

Aging Demographic

Obesity

Chronic Conditions

Business Opportunities

GLP'1's

**Neurologic
Conditions**

Fall Prevention

Business Opportunities

Wellness Tourism

**Corporate
Resilience**

Retreats

Business Opportunities

Healthy Travel

**Lifestyle Education
Programs**

Nutrition Education

Business Opportunities

Sleep Health

Burnout Recovery

Recovery Modalities

Business Opportunities

**Healthy Homes and
Wellness Real
Estate**

Performance

Stress Resilience

Business Opportunities

**Using Tech and
Wearables**

Childhood Obesity

Yogatherapy

Path to
Success



**What are
your skill
sets?**

**What are
your
credentials?**



**What are
your
interests?**



**What are
your clients'
interests?**



**Who are
your
Partners?**



**Who do you
need as
Partners?**



**How will
you grow
your
business?**

**Which
revenue
opps jump
out at you?**

Resources for your Toolbox:

- **National Wellness Institute:**
- **2023 Health Observances Calendar**
- **Employer Checklist**
- **Six Dimensions of Wellness**
- **Self Reflection Tool for Wellness**

2. Global Wellness Institute



In Summary:

The Wellness Market is exploding with consumers seeking solutions:

- **Fitness is a part**
- **Personalized solutions are key**
- **Effective solutions are key**



Let's Connect:



LinkedIn - www.linkedin.com/in/debbie-bellenger



Instagram - [@debbie-bellenger](https://www.instagram.com/debbie-bellenger)



Email – dbellenger@aol.com



Website – www.debbiebellenger.com