

Health, wellness and fitness trends.

1. 2020 coronavirus pandemic has shifted lots of healthcare measures from physical to digital world. Health industry started to prioritize digital health services not only to prevent physical contact, but also to reduce waiting times and cut costs. This also reflects in Google trend data, as it shows that Telemedicine is one of the fastest growing Health related topics boosting its popularity by 250% (Picture 1). The potential here is wide, from remote meetings with doctors and big data collected from patients smart devices, to possible VR implementation.
2. Female tech. As global wellness institution specialist states, women's sexual wellness and reproductive health will burst out of the closet in 2021: with so many women feeling left behind by the medical system and "suffering in silence.". Sexual wellness product sales increased by 300-400% during lockdown. And beyond sexual pleasure, femtech investment and alternative ways of solving for women's health needs would surge in 2021.
3. Wearable devices have been here for a while, but recent pandemic significantly impacted its market growth. Increasing functionality (e.g. Apple presenting oxygen sensor in Apple watch 6) , raised awareness of health maintenance and increased investments in the field suggest that the trend will continue to grow. Recent reports project that wearable devices market is forecasted to expand at 15.7% annual pace (Picture 2) reaching 104.39 billion market size by 2027 (37.10 billion in 2019).
4. Immune system strengthening and biohacking. Global wellness institution says that immunity boosting techniques and supplements will be a major trend in 2021. It also reflects at data where Biohacking and Supplements subreddits subscribers numbers are rising significantly (picture 3 and 4).
5. Training systems shifting from physical to body and mind trainings. As ISPO.com states, more and more people want to combine physical training with mental relaxation. This desire is triggered not only by job-related stress, also by the strenuous homeschooling with children or financial and health fears in connection with the pandemic

Top 2 potential topics for wellness digital products will probably be:

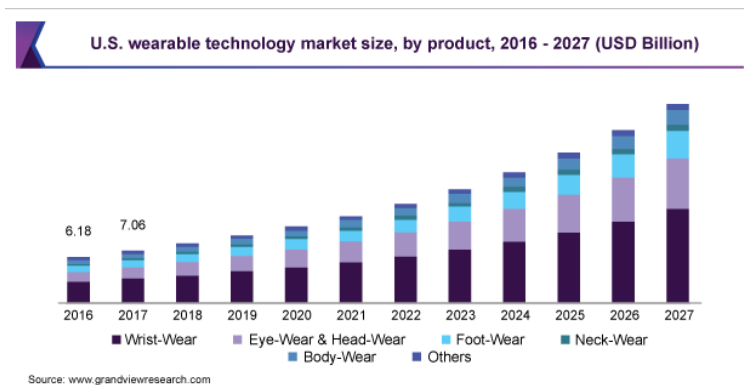
1. **Femtech.** As global wellness institution stated and lockdown sales proved, female tech is destined to surge in 2021. Google trends data shows massive spike in recent searches for femtech (picture 5) suggesting its growing popularity. Nevertheless, Apple app store shows that #1 app is female well being and health app - Flo my health & period tracker (picture 6). Second app in the most trending apps list is also similar femtech related (picture 7).
2. **Smartwear related apps** – firstly because of its growing market and popularity (picture 2). Also, Google trends data shows growing searches for smartwatches and smart wear (picture 8 and 9). Smartwear related apps are already leading apps in app store and will not abandon their positions.

Pictures:

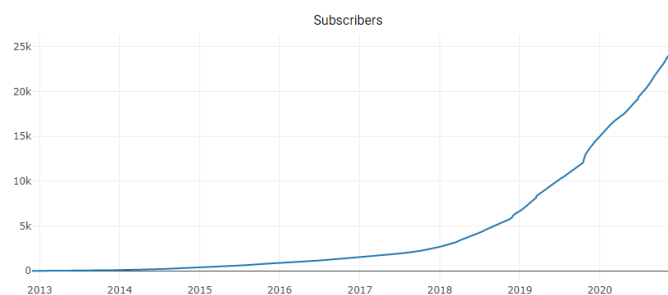
1. Telemedicine.

Related topics ?		Rising ▼ ⬇ ⬅ ➦
1	Telemedicine - Topic	+250%
2	Hotline - Topic	+70%
3	Coping - Topic	+70%
4	Helpline - Topic	+50%
5	Wellness - Alternative medicine	+50%

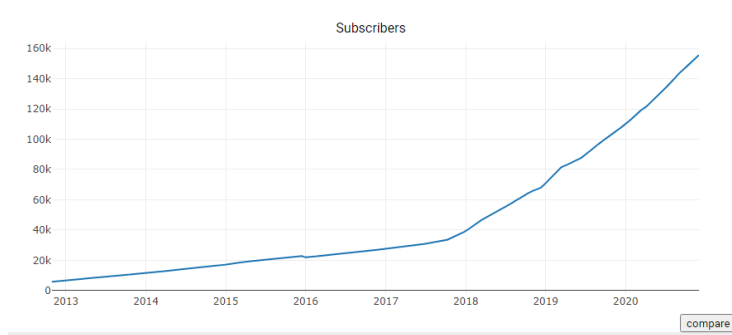
2. Wearable technology market size 2016-2027.



3. r/biohacking subscribers growth.



4. r/supplements subscribers growth.



5. Google trends – “fintech”.



6. Apple app store top apps in Health&Fitness.

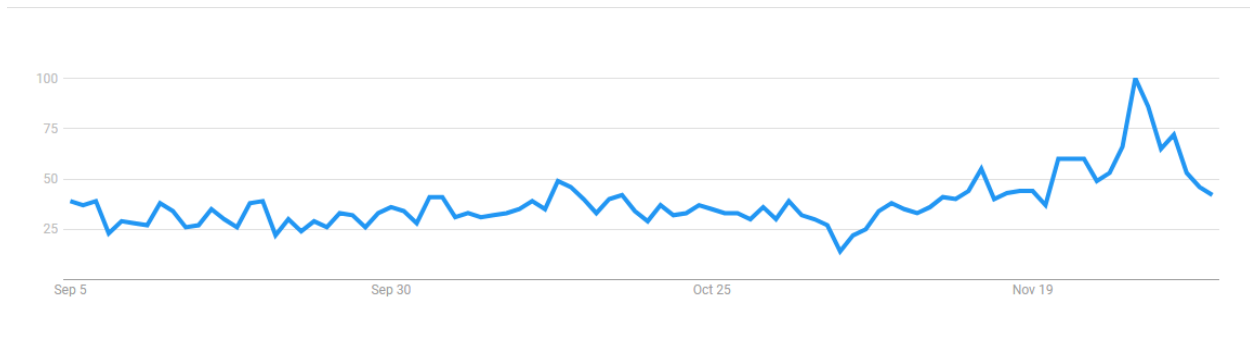
	App (1,131)	Publisher	Category	Store Rank	Store Change
1	Flo My Health & Period Tracker	FLO HEALTH, INC.	Health & Fitness	#1	=
2	Calm	Calm.com	Health & Fitness	#2	=
3	Fitness Coach	Luni	Health & Fitness	#3	↑ 1
4	MyFitnessPal	Under Armour, Inc.	Health & Fitness	#4	↓ 1
5	Planet Fitness	Planet Fitness Holdings, LLC	Health & Fitness	#5	=

7. Apple app store top trending apps in Health&Fitness.

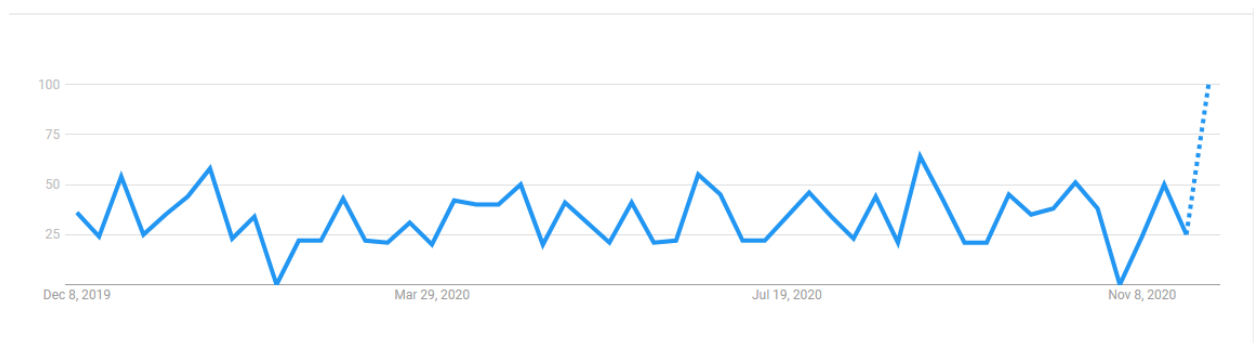
Trending Up ⓘ

App	Store Rank
Kaiser Permanente	#25
Period Tracker by GP Apps	#35
VeryFitPro	#43
Zero - Simple Fasting Tracker	#55
iMessage U Vibrator & Massager	#89
Vibrator Phone Massager App	#124
Workout: Gym workout planner	#141
Talkspace Therapy & Counseling	#152
Pzizz - Sleep, Nap, Focus	#195
Meditopia: Meditation Coach	#197

8. Google trends - “smartwatch”.



9. Google trends – “wearable device”.



Sources:

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[Wearable Technology Market Size | Industry Report, 2020-2027 \(grandviewresearch.com\)](https://www.grandviewresearch.com)

[Femtech Market to Reach USD 60.01 Billion By 2027 | CAGR of 15.6%: Emergen Research \(prnewswire.com\)](https://www.prnewswire.com)

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[Digital Transformation in Healthcare in 2021: 7 Key Trends | DAP \(digitalauthority.me\)](https://www.digitalauthority.me)

[The Seven Most Important Fitness Trends for the Year 2021 \(ispo.com\)](https://www.ispo.com)