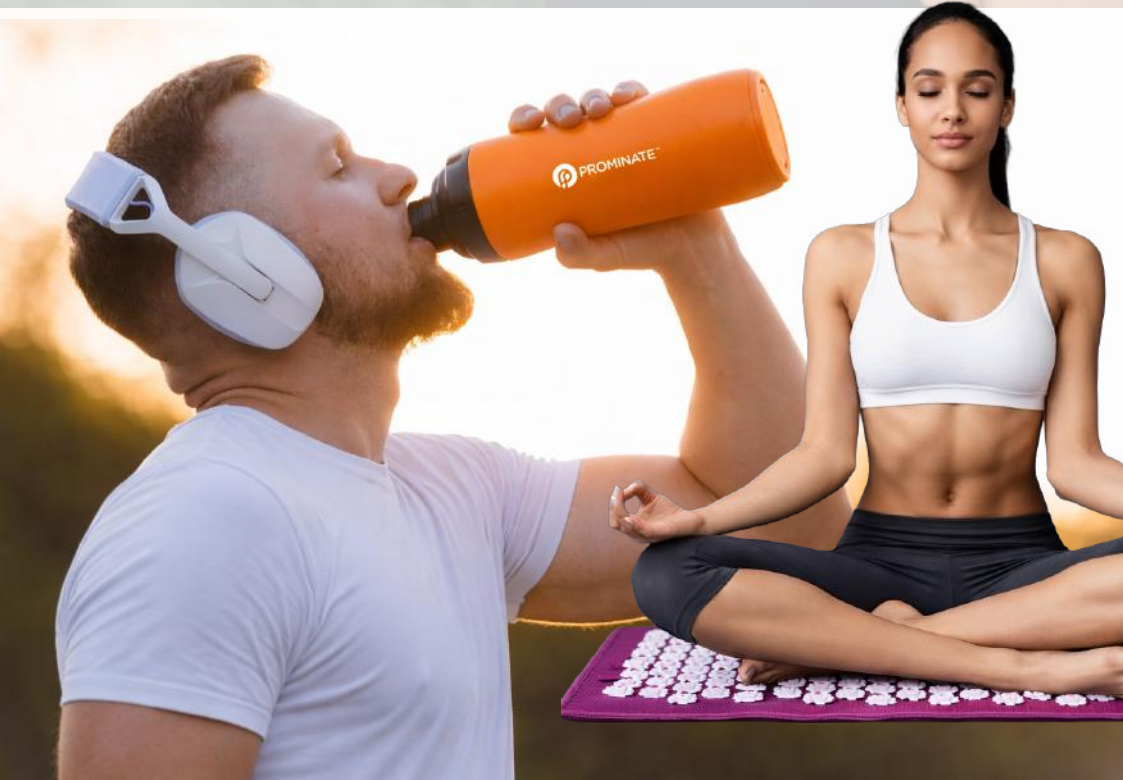




PROMINATE



Wellbeing Trends 2026



A new era of welln

The wellness world is moving into a new era. People now get that everything in the body is connected, your gut affects your skin, your skin impacts your mood, and your mood can throw your hormones off.

Brands are starting to catch up, creating more holistic products that reflect how our bodies and minds actually work together.

According to the Global Wellness Institute, the wellness economy is set to keep growing, about

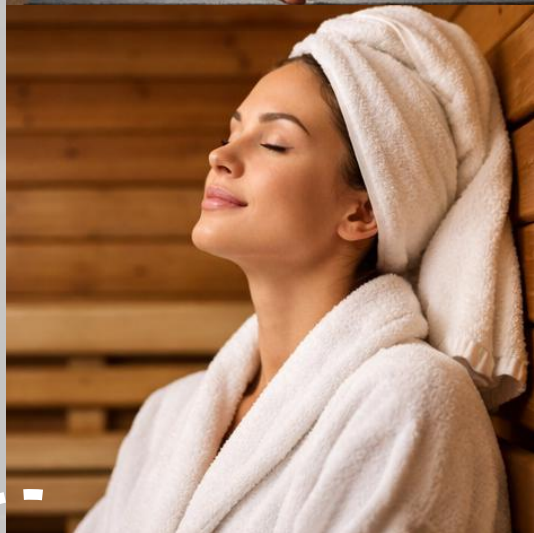
7.3%

each year from 2023 to 2028. They estimate it will hit nearly \$6.8 trillion in 2024 and get close to \$9 trillion by 2028



ess

This isn't just a booming market, **it's a cultural shift.** Wellness is becoming more integrated, blending longevity, mental resilience, and sensory experiences into a more connected approach to feeling good.



Mental Fitness



Mental wellness has gone way beyond just going to therapy. It's becoming something you can actually train and measure, kind of like a workout for your mind. Meditation apps, and even simple habits like journaling aren't niche anymore; they're everyday routines people use to stay focused, calm, and emotionally steady.



 PROMINATE™

Stress Dumbbell Weights

Stay focused, calm, and



Desktop Waterfall

Cognitive Wellness




And in a world where so much happens on screens, **sensory experiences matter more than ever**. The feel of something in your hands, a calming scent, a soothing texture, or a small daily ritual can make a huge difference. These little sensory moments help people feel grounded, connected, and more resilient.

and emotionally steady



Zip and Sip Bottle

Longevity & 'som

Wellness Gift Boxes



Wellness Journals



atic' health

Consumers are shifting from chasing anti aging to focusing on longevity, strength, and resilience. Fitness, recovery, and nutrition are no longer optional, they are essential tools for everyday wellbeing.

Essential tools for everyday wellbeing

Weighted Wrist Bands



“Longevity” has
officially replaced
“anti aging”

People aren't trying to look 20 forever, they just want to stay strong, clear-headed, and capable as they get older and longevity clinics are booming.



Fitness Tracker

...and breathe





Mental fitness is becoming the new normal.

It's not just therapy anymore. We're seeing meditation studios, neurofeedback lounges, and even "brain gyms" show up in big cities. And with wearables that track stress in real time, training your mind is starting to feel a lot like training your body, structured, measurable, and focused on building resilience.

Somatic healing is going mainstream.

Breath work, cold plunges, sound baths, they're everywhere now. People are starting to understand that stress and trauma live in the body, not just the mind. Practices like Feldenkrais or Qi Gong help you tune into your body and see how your physical habits affect how you feel. The idea is simple: release what's stuck in the body, and the mind starts to unwind too.



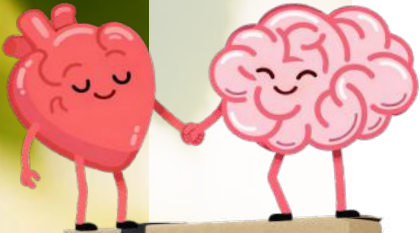
Acupressure mat and bag



the

Research has shown that our physical environments significantly influence our cognition, emotions, and behaviour, affecting our decision-making and relationships with others.

Libby Sander, Harvard Business Review



Wellness Gift Set



Bath Cuida Set



Wellbeing is not just



Personalised Ice Cream TubS

Personalised Biscuits



Personalised JoeSephs Snacks



s enjoyment st health

Personalised Tea

Eating well is about more than nutrition. It's a moment of sensory pleasure, comfort, and balance. Foods like chocolate, teas, and biscuits delight the senses, soothe the mind, and nourish the body, turning everyday rituals into experiences that support integrated wellbeing. By combining indulgence with mindfulness, these treats help create harmony between physical health, emotional comfort, and mental clarity, making self-care both enjoyable and restorative.



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