Data and trends that matter to your business.

What the Data Says About Wellness Growth, Red Light Demand and the Power of the Membership

Wellness isn't a passing trend. It's one of the fastest-growing sectors of the global economy, and the customers driving it are already looking for places to find it close to home. Here's what the research says about where demand is headed, why red light leads the way, and why recurring revenue is the engine that keeps it all running.

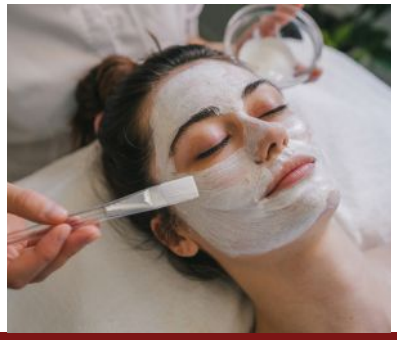
WELLNESS DEMAND KEEPS CLIMBING.

The global wellness economy reached a record **$6.8 trillion in 2024, growing 7.9% over the prior year**, and is forecast to reach $9.8 trillion by 2029. *(Global Wellness Institute)*

North Americans spend more on wellness than anyone else in the world, at $6,029 per person per year. *(Global Wellness Institute)*

84% of U.S. consumers say wellness is a top or important priority in their lives, and Americans **spend an estimated $500 billion on wellness each year.** *(McKinsey and Company)*

Spending on spas grew 14.6% from 2023 to 2024, one of the strongest rebounds of any wellness sector. *(Global Wellness Institute)*





RED LIGHT IS LEADING THE WAY.

The global **red light therapy market was valued at $533.8 million in 2025 and is projected to more than double** to $1.13 billion by 2033. *(Grand View Research)*

North America accounts for 44.6% of global red light therapy revenue, the largest share of any region. *(Grand View Research)*

Beds and pods make up the largest product segment at 39.9% of the market, and **businesses such as wellness centers and spas account for the largest share of revenue.** *(Grand View Research)*

62% of U.S. day spas now offer LED light therapy. *(ISPA 2026 U.S. Spa Industry Study)*

RECURRING REVENUE KEEPS THE LIGHTS ON.

68% of consumers signed up for at least one new subscription service in 2024, and 84% say the value they get from their existing subscriptions has held steady or increased. *(Zuora)*

Subscription-based businesses **grew revenue 11% faster than the S&P 500** over a two-year period, and added 25% more unique subscribers. *(Zuora Subscription Economy Index)*

Companies offering four or more revenue models grew average revenue per account 4.5% faster than those relying on a single model, a case for layering services rather than leaning on one. *(Zuora Subscription Economy Index)*

56% of fitness and wellness operators say personalized outreach is their most effective retention strategy. *(Mindbody 2025 State of the Industry Report)*

IN THIS MONTH'S FEATURE STORY

THE WHOLE STORY: TURN TO PAGE 43 for "Building Your Wellness Future," where two single-location owners share how they built thriving wellness businesses one room at a time, and how you can map out a three-to-five-year plan of your own.