



# **BALANCE WITHOUT BOUNDARIES:**

## **5 WELLNESS TRENDS FOR 2025**







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In 2025, wellness isn't confined to designated spaces; it's a constant presence, woven seamlessly into our daily lives and journeys.

As mobility and flexibility redefine our routines, wellness adapts to every place we go – from airports and hotels to city streets and natural trails. Wearable technology is a driver of this shift, offering real-time wellness insights that keep us tuned into health, stress management, and mindfulness wherever we are. The rise of wellness tourism and mindful activities like long-distance walking holidays reflects a global shift toward experiences that blend self-care with exploration. Slow fitness, mindful living, and groundbreaking health monitoring devices are reshaping how we approach wellbeing, giving people more control over their physical and mental health. Even nightclubs and bars are evolving away from being hubs of hedonism, with more alcohol alternatives and mindful drinking options on offer, creating a truly holistic world of wellness and wellbeing.



Wellness in 2025 is about living well, wherever life leads. Here are five wellness trends to watch in 2025.





# BALANCE WITHOUT BOUNDARIES:

## 5 WELLNESS TRENDS TO WATCH IN 2025

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# WELLNESS WITHOUT LIMITS: ANYWHERE, ANYTIME

*As our lives have grown more flexible and mobile, the desire for wellness that adapts to us is shaping how we approach health and self-care. In 2025, wellness has officially transcended designated spaces and become something we have with us wherever we are.*

Wearable technology is a market driver, with the ability to give real-time prompts for wellness actions based on physical data no matter the time or place. Wearable wellness technology helps individuals manage stress, sleep, and energy on busy streets, at work, at home, and in the wild. These devices are a constant nudge to stop and focus on wellbeing.

From airports and hotels, to city centers, the workplace, and even our daily commutes, we are living wellness.

Wellness Tourism is one of the fastest-growing travel segments, according to the Global Wellness Institute, projected to reach \$1.4 trillion by 2027. Airports worldwide are embracing dedicated wellness spaces. Lounges provide premium wellness options for travelers seeking relaxation and recovery during transit, offering amenities such as pre-flight facials, Peloton bikes, meditation spaces, massage chairs, and private nap pods. There are two yoga rooms at Dallas Fort Worth Airport, for example, where travelers can destress and stretch on provided mats. Visitors also find “inspiring” walking paths and an art program featuring multi-million dollar commissioned public art pieces and works of local, national, and international artists, including sculpture, paintings, and mosaics.

Hotels are also making wellness an essential part of the guest experience, embedding each touchpoint to create an environment that encourages relaxation and restoration.

Examples include advanced sleep-support technology, in-room fitness with interactive mirrors and yoga mats, and mobile apps that connect guests to custom workout routines. Many hotels also now offer guided excursions that combine physical activity and local culture, such as yoga in scenic spots or forest-bathing walks led by local guides. Dining is evolving, with plant-based, low-alcohol, and customizable options to suit dietary needs. Mental wellbeing is top of mind at many a luxury resort, where spa treatments are increasingly designed to renew, rejuvenate, and destress.

Travel itineraries are adapting to offer a blend of restorative and active experiences. Walking retreats, wellness cruises, and nature-based mindfulness journeys are on the rise, providing immersive ways to connect with one’s surroundings while nurturing mental and physical health.

Public spaces and workplaces have become wellness-integrated. Corporate offices are evolving into wellness-friendly environments with stations for quick rejuvenation breaks, mental health supports, and focused benefits programs. Parks and urban centers are also introducing wellness installations, like sensory gardens or soundscapes, to bring nature’s calm into the city.

And wellness is even taking over nightlife, with increasing numbers of younger people forgoing alcohol and the bar scene and turning to evening activities like stargazing, yoga classes, hiking, and meditation instead.

In 2025, wellness is an omnipresent companion, transforming the experience of daily life and travel. Self-care will be within reach everywhere, reshaping routines and environments to make wellness a constant support in an always busy world.



# GOING THE DISTANCE: WALKING FOR WELLBEING



*Increasing numbers of people are going the distance – on foot. For a while, low intensity exercise took a backseat to high-intensity workouts like CrossFit or HIIT, but, partly driven by pandemic shutdowns and social distancing, between 2022 and 2023, low-intensity exercise saw a 176% increase in popularity, according to Well+Good.*

Last year, the Global Wellness Institute listed the Power of the Pilgrimage as a top trend for 2024, stating that pilgrimage trails worldwide are attracting unprecedented numbers of visitors.

*“Whether the 9th-century Camino de Santiago in Spain (in 2023, a record half a million people walked it) or Japan’s 88-temple Shikoku Trail. But a wave of new walking/hiking trails globally are creating cultural, historical and nature “pilgrimages”—because what the majority of modern pilgrims now seek lies beyond religious devotion. Recent data about the Camino de Santiago revealed that only 40% of walkers hitting its trails were walking for purely religious reasons. Most modern pilgrims are seekers, but they’re seeking a blended form of wellness: challenging physical activity, finding inner peace, being immersed in nature and local culture, and spiritual and personal growth. The line between the pilgrimage and the “epic walk” is blurring. And more countries are creating new epic walks and pilgrimages to fight their serious overtourism crises.”*

And the long-distance walking trend is continuing into 2025 as people look for more sustainable ways to stay fit and maintain overall wellness. This form of exercise is gentler on the body and easier to integrate into daily routines as it’s accessible and cost effective.

Those championing the merits of long distance walking say it offers a balance between physical activity and mental clarity that resonates with modern health goals. Walking regularly has been associated with a reduced risk of chronic diseases like heart disease, cancer, and dementia, and studies also suggest that walking may help reduce stress and improve cognitive performance, both because of the exercise and the time spent outdoors and in nature. Moreover, with increasing evidence highlighting the negative effects of prolonged sitting, walking offers a counterbalance, promoting circulation, improving posture, and strengthening muscles that weaken from inactivity.

[Very Well Health](#) reports that “millions” of people have started prioritizing daily walks to boost their physical and mental health. And that some are taking the trend to the extreme, walking 10 miles, or more, in a single day.

This trend is merging with luxury travel to create a new kind of wellness experience. [Luxury walking holidays](#) are combining walking with luxe accommodations and experiences. Dubbed “bootiquing” by Original Travel (via [Country Living](#)), this offers a more refined experience for hikers than the traditional rugged backpacking trips we think of when we think of long distance walking. After exploring scenic trails, travelers can retreat to hotels that offer indulgent amenities like spas, gourmet dining, and dog-friendly services, ensuring both relaxation and elegance.

# SPEED X 0.5: SLOW LIVING



*Continuing on a theme, slow fitness and slow living are interconnected lifestyle trends that emphasize mindfulness, balance, and sustainability. Both movements are a response to the fast-paced, overstimulating modern world, offering a more deliberate, intentional way of living.*

Slow fitness challenges high-intensity workout culture by focusing on a more mindful, body-aware approach to movement, encouraging people to move at their own pace, paying attention to form, breathing, and overall wellbeing. Activities like yoga, Pilates, tai chi, and long, mindful walks are associated with slow fitness. These emphasize the importance of connecting with the body and focusing on long-term health benefits over short-term physical gains.

An extreme example is the TikTok trend of “cozy cardio,” which made the news earlier this year. [CTV reported](#):

*“This method of (minimal) calorie burning has gained popularity on TikTok and Instagram ever since a woman named Hope Zuckerbrow began posting videos in late 2022 ... Cozy cardio simply involves walking in place -- in the comfort of your home -- using a mini treadmill or ‘walking pad.’ No stress, no membership fees, no preening for other, buffer-than-thou gym rats. And you can even have a cup of hot tea by your side.”*

Sounds nice, right? “[Slow running](#),” meanwhile, is exactly what it sounds like: running at a slow pace that you could easily maintain for an hour rather than pushing to the limit.

The slow fitness philosophy encourages people to view fitness as a lifelong practice. It promotes recovery, mental clarity, and emotional balance, helping individuals avoid burnout from excessive, high-intensity workouts.

Slow living is a broader lifestyle movement that emphasizes taking the time to enjoy life's moments, whether that's through slow eating, slow travel, or embracing minimalism. It's about creating a more intentional, less hurried existence where quality is prioritized over quantity. Slow living encourages people to simplify their lives, reduce unnecessary stress, and live more sustainably. This often involves practices like reducing consumerism, spending more time in nature, and finding joy in small, everyday experiences.

The [BBC reports](#) that millennials are embracing the concept and that the #SlowLiving hashtag has been used more than six million times on Instagram.

*“Gen Z, meanwhile, have pioneered quiet quitting and ‘lazy girl jobs,’ where one does the minimum at work to preserve your energy for the more meaningful parts of your life, be that hobbies, relationships, or self-care. And people across the generations are united in wanting to work less: in the UK, the concept of the four-day week is gaining serious traction. To be facetious about it: hustle is out, and rest is in.” - BBC*

The slow living movement is deeply tied to mindfulness and self care, offering a way to reconnect with what truly matters. It may involve adopting a minimalist lifestyle, reducing commitments, and being more present in the moment - a direct response to the pervasive culture of urgency. Slow living also promotes environmental consciousness, encouraging people to consume less and live in harmony with nature.

While busy culture will not disappear, these trends reflect a growing shift in pockets of society toward wellness and sustainability, encouraging people to prioritize mental and physical health through intentional, thoughtful living.



# TAKING CONTROL FROM THE INSIDE OUT: WEARABLES OFFER DEEPER INSIGHTS

*Cutting-edge wearable technology and home-based health systems are getting more sophisticated, offering real-time, in depth health and wellbeing insights and allowing people to track and manage these from the comfort of their homes or wherever we are. From real-time glucose, blood pressure, and heart rate tracking to AI-powered recommendations, the future promises deeper integration of wearables into our daily lives, turning our homes into self-monitored health hubs.*

AI integration is a key advancement, leveraging machine learning models to continuously adapt and personalize health suggestions based on an individual's data. AI-enhanced decision-making aims to empower users to autonomously maintain better health by adjusting workout plans or following sleep recommendations, for example. This has been employed to date with varying degrees of success but the efforts continue.

Wearables can allow for early detection of issues for those managing chronic health conditions like diabetes or hypertension, and make it easier to share data with healthcare providers for more informed care.

Smart rings are a smaller, more discreet alternative to smartwatches and fitness trackers. The Oura Ring 3 or 4 is said to be the best smart ring available right now. Oura tracks your sleep, activity, and movement, and shines light beams (infrared and red and green LED through the skin and uses sensors to measure respiratory rate, heart rate, blood oxygen level, and body temperature.

[Emteq Labs](#), meanwhile, recently announced the development of glasses using technology to measure facial expressions, eating habits, attention, and physical activity, which the company promises will unlock “transformative insights into emotions and behaviors with profound impacts across a wide range of

applications,” including weight management and mental health. More wearables designed to support mental health include the Apollo Neuro, which claims to help manage stress and challenging life transitions, promote a healthy lifestyle, naturally calming the user's mind and body with soothing vibration frequencies to aid with sleep, energy and focus.

And wearables will track your hormonal health. [Corti](#), for example, tracks the biomarkers cortisol and melatonin, and several inflammatory markers, through non-invasive passive sweat-sensor technology to monitor stress, sleep, and metabolic health.

Also interesting: Researchers at [Washington State University](#) are exploring the potential for wearable devices and music to help manage substance abuse disorders, following the idea that reducing stress can help avoid potential relapse.

Beyond wearables, smart home devices are playing a larger role in health monitoring. These technologies offer integrated solutions, from monitoring environmental conditions like air quality to using smart scales and mirrors that track body metrics and suggest adjustments in real-time.

And ZOE, the microbiome testing company, wants to revolutionize personalized nutrition, and will analyze an individual's gut microbiome, blood sugar responses, and dietary patterns, then offer tailored food recommendations to improve digestion and overall health.

As these tools grow more sophisticated, they empower us to monitor and understand our bodies like never before, pointing to a future where we're more in tune with our physical and mental health, making well-informed, proactive choices that enhance our quality of life.

# EXPANDING OPTIONS: A WORLD OF ALCOHOL ALTERNATIVES



*Growing numbers of people are seeking alternatives to alcohol, driven by changing social dynamics and a shift toward wellness. This trend reflects a desire for more mindful consumption, where people want to enjoy socializing without the negative effects of alcohol. Whether motivated by health, mental clarity, or simply a change in lifestyle, the range of alcohol alternatives is expanding, providing more options for those rethinking drinking.*

NC Solutions reported that more than two in five (41%) people were trying to drink less in 2024, a seven percent increase over 2023. Sixty-one percent of Gen Z planned to drink less in 2024, up 53% from 2023, and nearly half (49%) of millennials were doing the same, an increase of 26% from the previous year.

One of the most noticeable developments in this space is the surge in availability of non-alcoholic beverages. From sophisticated mocktails to non-alcoholic beers, wines, and spirits, consumers are finding flavorful options that allow them to partake in social occasions without booze. Brands like Seedlip and Athletic Brewing have gained popularity for offering complex drinks that mimic traditional alcoholic beverages, minus the intoxicating effects.

Venues and bars are also catching onto this trend, offering more alcohol-free options on their menus, and entirely alcohol free bars are also opening up. This shift allows people who are moderating or abstaining from alcohol to still enjoy the ritual of drinking, whether it's a non-alcoholic beer at a pub or a mocktail at a dinner party.

If not giving up alcohol entirely, the concept of mindful drinking encourages people to make more conscious choices about when, why, and how much they drink. The sober curious movement, meanwhile, invites people to reflect on

their relationship with alcohol without necessarily committing to full-time sobriety.

Some people are turning to other alternatives, like adaptogenic drinks, which are believed to reduce stress and support overall wellbeing. Wellness brand Apothékary, which promotes the use of herbs, adaptogens, and superfoods to help people achieve balance and wellbeing through natural products, markets its natural, plant-based tinctures as alcohol alternatives. These have names like Wine Down and Take the Edge Off.

And cannabis, now widely legalized, it's becoming an alternative for those seeking a different kind of buzz in some places. People are opting for THC and CBD products to unwind, particularly in social settings. A recent study even found that daily cannabis use has surpassed daily alcohol use in the U.S. for the first time.

This growing trend reflects a broader cultural shift where people are increasingly prioritizing their health and wellbeing. The movement away from alcohol doesn't mean the end of social drinking, but rather an evolution of how people think about drinking. As the demand for alcohol-free options rises, we will continue to see innovative beverages, wellness-based alternatives, and new ways for people to enjoy socializing without alcohol playing a central role.





# HOW WILL YOU TREND IN 2025?

