

YOUR 2020 WELLNESS TRENDS



From eco-friendly fashion, bulletproof coffee and transformational travel, 2019 saw health and wellness at the forefront of people's minds. Experts tip 2020 will be no different. These are some of the top trends predicted to rise above the rest in 2020:



DIGITAL MINIMALISM

After books like Cal Newport's Digital Minimalism, apps tracking digital screen time, and the rise of decluttering inspired by Japanese expert Marie Kondo - experts say the focus on minimalism isn't slowing down and 2020 will see this trend expand into cracking our technology addiction.

Study after study has indicated that high amounts of screen time is associated with higher levels of depression. In 2020, we can expect to see more people becoming hyper aware of how much screen content they consume and working to limit it.



MINDFUL WORKSPACES

As we develop our skills to work from home, a prioritisation to healthy work/life balance is essential. Working from home requires mindfulness of your workplace, how to switch off from work when home and vice versa. Think about separating your work space, including exercise into your day, good chair and desk support and communication outside of emails.



PLANT BASED EATING

As health and environmental concerns grow around the negative impact of consuming meat, the innovative plant-based food trend will see continued strides. Brands like Beyond Meat and Impossible Foods are penetrating the market with their meat-free patties that are seeing even the likes of Burger King include it on their menu. 2020 will no doubt see a focus on all things plant-based foods.



ZERO-WASTE MOVEMENT

As the recycling crisis looms and the heightened awareness of packaging waste builds, companies and consumers alike will seek to gain control over eliminating disposable plastics. From grocery stores banning disposable bags and food containers to eateries encouraging take-home containers, 2020 will see an increase in a shared responsibility to take a more important role in our decisions and how they impact our health and the environment.



QUICK FIX SUPPLEMENTS BE GONE

From technology to cooking, the trend to slow down is also penetrating the diet world. What was once focused on diet pills or powdered meal replacements, people are starting to realise these fads promise to deliver results in an unhealthy way. Investing in quality, fresh, organic food and vegetables will be the way to go in 2020.

WORLDWIDE, THE WELLNESS MARKET GREW BY 10.6%, TO US\$3.72 TRILLION, FROM 2013-15, MAKING IT ONE OF THE WORLD'S FASTEST-GROWING AND MOST RESILIENT MARKETS.

Researchers Katherine Johnston and Ophelia Yeung, of Global Wellness Institute (GWI)