

US Corporate Wellness Market Research Report Forecast to 2030

Market Report | 2023-11-15 | 62 pages | Market Research Future

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Report description:

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Market Overview

The growth of the US corporate wellness market is attributed to the increasing investment in mental health & stress management programs, the rising adoption of wearable technologies & fitness activities, and increasing chronic diseases among corporate employees. However, concerns pertaining to employee's data breach is attributed to retarding market growth. Nonetheless, it is anticipated that diverse offerings and customization in software are creating lucrative opportunities for the US corporate wellness market.

Corporate wellness is a broad term that refers to activities, programmes, and/or organizational policies that promote healthy behavior at work. Health education, medical screenings, weight management programmes, and onsite fitness programmes or facilities are frequently included in such programs.

Market Segmentation

Based on service, the US corporate wellness market has been segmented into health risk assessment, health screening, stress management, and others.

Based on end user, the US corporate wellness market has been segmented into small-scale organizations (0-500 employees), medium-scale organizations (500-5,000 employees), and large-scale organizations (more than 5,000 employees).

Major Players

Virgin Pulse (US), Limeade (US), Wellable (US), Microsoft Corporation (US), and Vitality Group International, Inc (US), Vantage Circle (US), Headspace Inc. (US), Headversity (Canada), Castlight Health, Inc. (US), and Modern Life, Inc. (US)

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