

Wellness And Activity-Based Health Insurance Market By Type (Individual Plans, Group Plans), By Program (Fitness Programs, Mental Health and Well-being Programs), By Service Provider (Insurance Companies, Healthcare providers, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2024-03-01 | 260 pages | Allied Market Research

AVAILABLE LICENSES:

- Cloud Access License \$3213.00
- Business User License \$5157.00
- Enterprise License \$8640.00

Report description:

Wellness activity-based health insurance refers to a type of health coverage that integrates wellness and preventive healthcare initiatives with traditional insurance offerings. This innovative approach incentivizes policyholders to adopt healthy behaviors and lifestyles by offering rewards, discounts, or other benefits for engaging in activities that promote overall well-being and reduce the risk of chronic diseases. In addition, it encourages individuals to take proactive steps towards improving their health and preventing illness rather than solely focusing on treatment after the fact. It emphasizes preventive measures such as regular exercise, healthy eating habits, stress management, and routine health screenings to maintain optimal health and well-being. Moreover, key components of wellness activity-based health insurance may include access to wellness programs, fitness tracking devices, nutrition counseling, mental health support services, and incentives for achieving health-related goals. These programs often leverage technology, such as wearable fitness trackers and mobile apps, to monitor and track policyholders' activities, progress, and health metrics in real time. The primary goal of wellness activity-based health insurance is to empower individuals to take control of their health outcomes and make informed decisions about their lifestyle choices. By encouraging healthy behaviors and providing support and resources to facilitate positive change, insurers aim to reduce healthcare costs associated with preventable diseases and improve overall population health. In addition to benefiting individuals, wellness activity-based health insurance can also yield positive outcomes for employers and healthcare providers. Employers may see improved employee productivity, reduced absenteeism, and lower healthcare costs associated with a healthier workforce. Healthcare providers may experience fewer hospital admissions, better patient outcomes, and enhanced patient engagement and satisfaction.□

The increasing health awareness and wellness trends and the increase in advancements in wearable technology and health

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

monitoring devices boost the growth of the global wellness and activity-based health insurance market. In addition, factors such as government support and regulatory initiatives have positively impacted the growth of the market. However, privacy and data security concerns and limited adoption among older populations are expected to hamper market growth. On the contrary, rising demand for personalized health and wellness solutions is expected to offer remunerative opportunities for the expansion of the market during the forecast period. Each of these factors is projected to have a definite impact on the growth of the global wellness and activity-based health insurance market.[]

The global wellness and activity-based health insurance market is segmented by type, program, service provider, and region. In terms of type, the market is fragmented into individual plans and group plans. Depending on the program, it is bifurcated into fitness programs, and mental health and well-being programs. As per service provider, it is classified into insurance companies, healthcare providers, and others. Region-wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.[]

The key players that operate in the global wellness and activity-based health insurance market are Anthem, Inc, Cigna Corporation, Aetna Inc, Humana Inc, and Kaiser Permanente, Blue Cross Blue Shield Association, Vitality Group, Oscar Health, United Health Group and Welltok, Inc. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry

Key Benefits For Stakeholders

The study provides an in-depth analysis of the global usage-based insurance market forecast along with the current and future trends to explain the imminent investment pockets.[]

Information about key drivers, restraints, and opportunities and their impact analysis on global usage-based insurance market trends is provided in the report.[]

The Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the industry.[]

A quantitative analysis of the market from 2023 to 2032 is provided to determine the market potential.[]

Additional benefits you will get with this purchase are:

- Quarterly Update and* (only available with a corporate license, on listed price)
- 5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.
- Free Upcoming Version on the Purchase of Five and Enterprise User License.
- 16 analyst hours of support* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)
- 15% Free Customization* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)
- Free data Pack on the Five and Enterprise User License. (Excel version of the report)
- Free Updated report if the report is 6-12 months old or older.
- 24-hour priority response*
- Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

- Product Life Cycles
- Technology Trend Analysis
- New Product Development/ Product Matrix of Key Players
- SWOT Analysis
- Volume Market Size and Forecast

Key Market Segments

By Type

- Individual Plans
- Group Plans

By Program

- Fitness Programs

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Mental Health and Well-being Programs

By Service Provider

- Insurance Companies

- Healthcare providers

- Others

By Region

- North America

- U.S.

- Canada

- Europe

- UK

- Germany

- France

- Italy

- Spain

- Rest of Europe

- Asia-Pacific

- China

- Japan

- India

- South Korea

- Australia

- Rest of Asia-Pacific

- Latin America

- Brazil

- Argentina

- Rest of Latin America

- Middle East and Africa

- Gcc Countries

- South Africa

- Rest of Middle East And Africa

- Key Market Players

- Anthem, Inc.

- Cigna Corporation

- Aetna Inc.

- Humana Inc.

- kaiser permanente center for health research

- blue cross blue shield association

- Vitality Group, LLC

- oscar health

- VIRGIN PLUS (WELLTOK, INC)

- United Health Group

Table of Contents:

CHAPTER 1: INTRODUCTION

1.1. Report description

1.2. Key market segments

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

1.3. Key benefits to the stakeholders

1.4. Research methodology

1.4.1. Primary research

1.4.2. Secondary research

1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

2.1. CXO perspective

CHAPTER 3: MARKET OVERVIEW

3.1. Market definition and scope

3.2. Key findings

3.2.1. Top impacting factors

3.2.2. Top investment pockets

3.3. Porter's five forces analysis

3.4. Market dynamics

3.4.1. Drivers

3.4.2. Restraints

3.4.3. Opportunities

CHAPTER 4: WELLNESS AND ACTIVITY-BASED HEALTH INSURANCE MARKET, BY TYPE

4.1. Overview

4.1.1. Market size and forecast

4.2. Individual Plans

4.2.1. Key market trends, growth factors and opportunities

4.2.2. Market size and forecast, by region

4.2.3. Market share analysis by country

4.3. Group Plans

4.3.1. Key market trends, growth factors and opportunities

4.3.2. Market size and forecast, by region

4.3.3. Market share analysis by country

CHAPTER 5: WELLNESS AND ACTIVITY-BASED HEALTH INSURANCE MARKET, BY PROGRAM

5.1. Overview

5.1.1. Market size and forecast

5.2. Fitness Programs

5.2.1. Key market trends, growth factors and opportunities

5.2.2. Market size and forecast, by region

5.2.3. Market share analysis by country

5.3. Mental Health and Well-being Programs

5.3.1. Key market trends, growth factors and opportunities

5.3.2. Market size and forecast, by region

5.3.3. Market share analysis by country

CHAPTER 6: WELLNESS AND ACTIVITY-BASED HEALTH INSURANCE MARKET, BY SERVICE PROVIDER

6.1. Overview

6.1.1. Market size and forecast

6.2. Insurance Companies

6.2.1. Key market trends, growth factors and opportunities

6.2.2. Market size and forecast, by region

6.2.3. Market share analysis by country

6.3. Healthcare providers

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.3.1. Key market trends, growth factors and opportunities
- 6.3.2. Market size and forecast, by region
- 6.3.3. Market share analysis by country
- 6.4. Others
- 6.4.1. Key market trends, growth factors and opportunities
- 6.4.2. Market size and forecast, by region
- 6.4.3. Market share analysis by country
- CHAPTER 7: WELLNESS AND ACTIVITY-BASED HEALTH INSURANCE MARKET, BY REGION
- 7.1. Overview
- 7.1.1. Market size and forecast By Region
- 7.2. North America
- 7.2.1. Key market trends, growth factors and opportunities
- 7.2.2. Market size and forecast, by Type
- 7.2.3. Market size and forecast, by Program
- 7.2.4. Market size and forecast, by Service Provider
- 7.2.5. Market size and forecast, by country
- 7.2.5.1. U.S.
- 7.2.5.1.1. Market size and forecast, by Type
- 7.2.5.1.2. Market size and forecast, by Program
- 7.2.5.1.3. Market size and forecast, by Service Provider
- 7.2.5.2. Canada
- 7.2.5.2.1. Market size and forecast, by Type
- 7.2.5.2.2. Market size and forecast, by Program
- 7.2.5.2.3. Market size and forecast, by Service Provider
- 7.3. Europe
- 7.3.1. Key market trends, growth factors and opportunities
- 7.3.2. Market size and forecast, by Type
- 7.3.3. Market size and forecast, by Program
- 7.3.4. Market size and forecast, by Service Provider
- 7.3.5. Market size and forecast, by country
- 7.3.5.1. UK
- 7.3.5.1.1. Market size and forecast, by Type
- 7.3.5.1.2. Market size and forecast, by Program
- 7.3.5.1.3. Market size and forecast, by Service Provider
- 7.3.5.2. Germany
- 7.3.5.2.1. Market size and forecast, by Type
- 7.3.5.2.2. Market size and forecast, by Program
- 7.3.5.2.3. Market size and forecast, by Service Provider
- 7.3.5.3. France
- 7.3.5.3.1. Market size and forecast, by Type
- 7.3.5.3.2. Market size and forecast, by Program
- 7.3.5.3.3. Market size and forecast, by Service Provider
- 7.3.5.4. Italy
- 7.3.5.4.1. Market size and forecast, by Type
- 7.3.5.4.2. Market size and forecast, by Program
- 7.3.5.4.3. Market size and forecast, by Service Provider
- 7.3.5.5. Spain

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.3.5.5.1. Market size and forecast, by Type
- 7.3.5.5.2. Market size and forecast, by Program
- 7.3.5.5.3. Market size and forecast, by Service Provider
- 7.3.5.6. Rest of Europe
- 7.3.5.6.1. Market size and forecast, by Type
- 7.3.5.6.2. Market size and forecast, by Program
- 7.3.5.6.3. Market size and forecast, by Service Provider
- 7.4. Asia-Pacific
- 7.4.1. Key market trends, growth factors and opportunities
- 7.4.2. Market size and forecast, by Type
- 7.4.3. Market size and forecast, by Program
- 7.4.4. Market size and forecast, by Service Provider
- 7.4.5. Market size and forecast, by country
- 7.4.5.1. China
- 7.4.5.1.1. Market size and forecast, by Type
- 7.4.5.1.2. Market size and forecast, by Program
- 7.4.5.1.3. Market size and forecast, by Service Provider
- 7.4.5.2. Japan
- 7.4.5.2.1. Market size and forecast, by Type
- 7.4.5.2.2. Market size and forecast, by Program
- 7.4.5.2.3. Market size and forecast, by Service Provider
- 7.4.5.3. India
- 7.4.5.3.1. Market size and forecast, by Type
- 7.4.5.3.2. Market size and forecast, by Program
- 7.4.5.3.3. Market size and forecast, by Service Provider
- 7.4.5.4. South Korea
- 7.4.5.4.1. Market size and forecast, by Type
- 7.4.5.4.2. Market size and forecast, by Program
- 7.4.5.4.3. Market size and forecast, by Service Provider
- 7.4.5.5. Australia
- 7.4.5.5.1. Market size and forecast, by Type
- 7.4.5.5.2. Market size and forecast, by Program
- 7.4.5.5.3. Market size and forecast, by Service Provider
- 7.4.5.6. Rest of Asia-Pacific
- 7.4.5.6.1. Market size and forecast, by Type
- 7.4.5.6.2. Market size and forecast, by Program
- 7.4.5.6.3. Market size and forecast, by Service Provider
- 7.5. Latin America
- 7.5.1. Key market trends, growth factors and opportunities
- 7.5.2. Market size and forecast, by Type
- 7.5.3. Market size and forecast, by Program
- 7.5.4. Market size and forecast, by Service Provider
- 7.5.5. Market size and forecast, by country
- 7.5.5.1. Brazil
- 7.5.5.1.1. Market size and forecast, by Type
- 7.5.5.1.2. Market size and forecast, by Program
- 7.5.5.1.3. Market size and forecast, by Service Provider

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.5.5.2. Argentina
 - 7.5.5.2.1. Market size and forecast, by Type
 - 7.5.5.2.2. Market size and forecast, by Program
 - 7.5.5.2.3. Market size and forecast, by Service Provider
- 7.5.5.3. Rest of Latin America
 - 7.5.5.3.1. Market size and forecast, by Type
 - 7.5.5.3.2. Market size and forecast, by Program
 - 7.5.5.3.3. Market size and forecast, by Service Provider
- 7.6. Middle East and Africa
 - 7.6.1. Key market trends, growth factors and opportunities
 - 7.6.2. Market size and forecast, by Type
 - 7.6.3. Market size and forecast, by Program
 - 7.6.4. Market size and forecast, by Service Provider
 - 7.6.5. Market size and forecast, by country
 - 7.6.5.1. Gcc Countries
 - 7.6.5.1.1. Market size and forecast, by Type
 - 7.6.5.1.2. Market size and forecast, by Program
 - 7.6.5.1.3. Market size and forecast, by Service Provider
 - 7.6.5.2. South Africa
 - 7.6.5.2.1. Market size and forecast, by Type
 - 7.6.5.2.2. Market size and forecast, by Program
 - 7.6.5.2.3. Market size and forecast, by Service Provider
 - 7.6.5.3. Rest of Middle East And Africa
 - 7.6.5.3.1. Market size and forecast, by Type
 - 7.6.5.3.2. Market size and forecast, by Program
 - 7.6.5.3.3. Market size and forecast, by Service Provider

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top winning strategies
- 8.3. Product mapping of top 10 player
- 8.4. Competitive dashboard
- 8.5. Competitive heatmap
- 8.6. Top player positioning, 2022

CHAPTER 9: COMPANY PROFILES

- 9.1. Anthem, Inc.
 - 9.1.1. Company overview
 - 9.1.2. Key executives
 - 9.1.3. Company snapshot
 - 9.1.4. Operating business segments
 - 9.1.5. Product portfolio
 - 9.1.6. Business performance
 - 9.1.7. Key strategic moves and developments
- 9.2. Cigna Corporation
 - 9.2.1. Company overview
 - 9.2.2. Key executives
 - 9.2.3. Company snapshot
 - 9.2.4. Operating business segments

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 9.2.5. Product portfolio
- 9.2.6. Business performance
- 9.2.7. Key strategic moves and developments
- 9.3. Aetna Inc.
 - 9.3.1. Company overview
 - 9.3.2. Key executives
 - 9.3.3. Company snapshot
 - 9.3.4. Operating business segments
 - 9.3.5. Product portfolio
 - 9.3.6. Business performance
 - 9.3.7. Key strategic moves and developments
- 9.4. Humana Inc.
 - 9.4.1. Company overview
 - 9.4.2. Key executives
 - 9.4.3. Company snapshot
 - 9.4.4. Operating business segments
 - 9.4.5. Product portfolio
 - 9.4.6. Business performance
 - 9.4.7. Key strategic moves and developments
- 9.5. kaiser permanente center for health research
 - 9.5.1. Company overview
 - 9.5.2. Key executives
 - 9.5.3. Company snapshot
 - 9.5.4. Operating business segments
 - 9.5.5. Product portfolio
 - 9.5.6. Business performance
 - 9.5.7. Key strategic moves and developments
- 9.6. blue cross blue shield association
 - 9.6.1. Company overview
 - 9.6.2. Key executives
 - 9.6.3. Company snapshot
 - 9.6.4. Operating business segments
 - 9.6.5. Product portfolio
 - 9.6.6. Business performance
 - 9.6.7. Key strategic moves and developments
- 9.7. Vitality Group, LLC
 - 9.7.1. Company overview
 - 9.7.2. Key executives
 - 9.7.3. Company snapshot
 - 9.7.4. Operating business segments
 - 9.7.5. Product portfolio
 - 9.7.6. Business performance
 - 9.7.7. Key strategic moves and developments
- 9.8. oscar health
 - 9.8.1. Company overview
 - 9.8.2. Key executives
 - 9.8.3. Company snapshot

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 9.8.4. Operating business segments
- 9.8.5. Product portfolio
- 9.8.6. Business performance
- 9.8.7. Key strategic moves and developments
- 9.9. VIRGIN PLUS (WELLTOK, INC)
 - 9.9.1. Company overview
 - 9.9.2. Key executives
 - 9.9.3. Company snapshot
 - 9.9.4. Operating business segments
 - 9.9.5. Product portfolio
 - 9.9.6. Business performance
 - 9.9.7. Key strategic moves and developments
- 9.10. United Health Group
 - 9.10.1. Company overview
 - 9.10.2. Key executives
 - 9.10.3. Company snapshot
 - 9.10.4. Operating business segments
 - 9.10.5. Product portfolio
 - 9.10.6. Business performance
 - 9.10.7. Key strategic moves and developments

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Wellness And Activity-Based Health Insurance Market By Type (Individual Plans, Group Plans), By Program (Fitness Programs, Mental Health and Well-being Programs), By Service Provider (Insurance Companies, Healthcare providers, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2024-03-01 | 260 pages | Allied Market Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Cloud Access License	\$3213.00
	Business User License	\$5157.00
	Enterprise License	\$8640.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Date

2025-06-25

Signature



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com