

Europe Wellness Tourism - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Europe Wellness Tourism Market size is estimated at USD 298.98 billion in 2025, and is expected to reach USD 377.78 billion by 2030, at a CAGR of 4.79% during the forecast period (2025-2030).

Wellness tourism is on the rise. Consumer spending is rising, and people are looking for ways to travel, improve their health, and try new things. The industry has also seen increased tourism spending by the government and private vendors. This may have a positive effect on the wellness tourism industry. Europe is the world's most significant wellness tourism market, according to the Centre for the Promotion of Imports from Developing Countries.

In addition, there will be a rise in wellness trips, many of which will be for the first time. Moreover, non-wellness travelers will spend more time in spas, get massages, or follow day programs as a part of their holiday. In recent years, wellness tourism has become increasingly popular in Europe. People want to unwind and concentrate on their health and well-being. European wellness tourism offers a variety of options.

The wellness tourism market has been growing for several reasons, but one of the most important is that people are becoming more aware of how important it is to be healthy and well-balanced. In Europe, health, fitness, and wellness are top priorities. People constantly look for ways to incorporate wellness into their daily lives and travel experiences. This has led to an increase in the demand for wellness tourism. The rise in stress levels and a greater awareness of health issues also contribute to the popularity of wellness tourism.

One of the most popular and fastest-growing types of wellness tourism, spa tourism is a critical player in the European wellness tourism industry and is growing daily.

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Europe Wellness Tourism Market Trends

Increasing Awareness Regarding Healthcare to Influence the European Wellness Tourism Market

In recent years, due to busy working schedules and poor eating habits, people have experienced various lifestyle-related issues, such as stress, anxiety, obesity, and high blood pressure. Therefore, the wellness tourism market is being stimulated by these factors. Due to its health benefits and increasing government investments to attract more tourists, awareness of wellness tourism is rising worldwide. In the first instance, hotels have promoted wellness services with only wealthy clients in mind. Service providers have been encouraged to focus on a popular middle-class group with attractive, economical packages by changing demand patterns and growing competition among hotel groups. The rapid growth of the wellness industry has resulted from this trend.

Rising Popularity of Yoga in Germany is Dominating the European Wellness Tourism Market

Wellness trips are currently the seventh most popular holiday type for German holidaymakers on their main holiday of the year. Germany has always been at the forefront of health and wellness trends. Germany has embraced many health and wellness activities that have become popular worldwide as a country committed to healthy living. One of the most famous German pastimes is yoga, which is becoming more and more popular in Germany. Germany continues to be one of Europe's leading wellness holiday destinations, drawing in people who want to prioritize their health and balance their lives.

The number of yoga centers in Germany now stands at around 4,500 nationwide. In addition to yoga, meditation is becoming increasingly popular to relieve stress and improve health. In fact, according to a survey by the German Ministry of Education and Research, only 23% of Germans claim to practice meditation regularly. There are also more and more meditation apps and programs available online.

Europe Wellness Tourism Industry Overview

The European wellness tourism industry is moderately fragmented. Various key players are adopting creative and innovative strategies to expand their market shares and increase their regional presence in the market. By embracing new methods, companies attract more customers and offer better value. Some of the key players in the market are Intercontinental Hotel Group, Marriott International, Hilton Worldwide, Hyatt Hotels, and Radisson Hospitality.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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