



the wellhub

# TRENDS REPORT

2024 YEAR IN REVIEW



DIVE INTO EXCLUSIVE EMPLOYEE WELLNESS  
DATA AND PREDICTIONS FOR NEXT YEAR



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This report offers insights into how employees have been prioritising their wellbeing in 2024 and which trends to plan for in 2025. Our data is based on an analysis of hundreds of millions of “check-ins” from millions of Wellhub subscribers.

In the context of this report, a “check-in” is any time someone has used a service within the Wellhub network — whether it’s a visit to the gym or time spent on a meditation app.

Wellhub provides comprehensive access

to a wide range of options across multiple wellness categories, including Fitness, Nutrition, Sleep, Mindfulness, Therapy and Healthy Habits.

We have uncovered some compelling trends in employee wellness preferences.



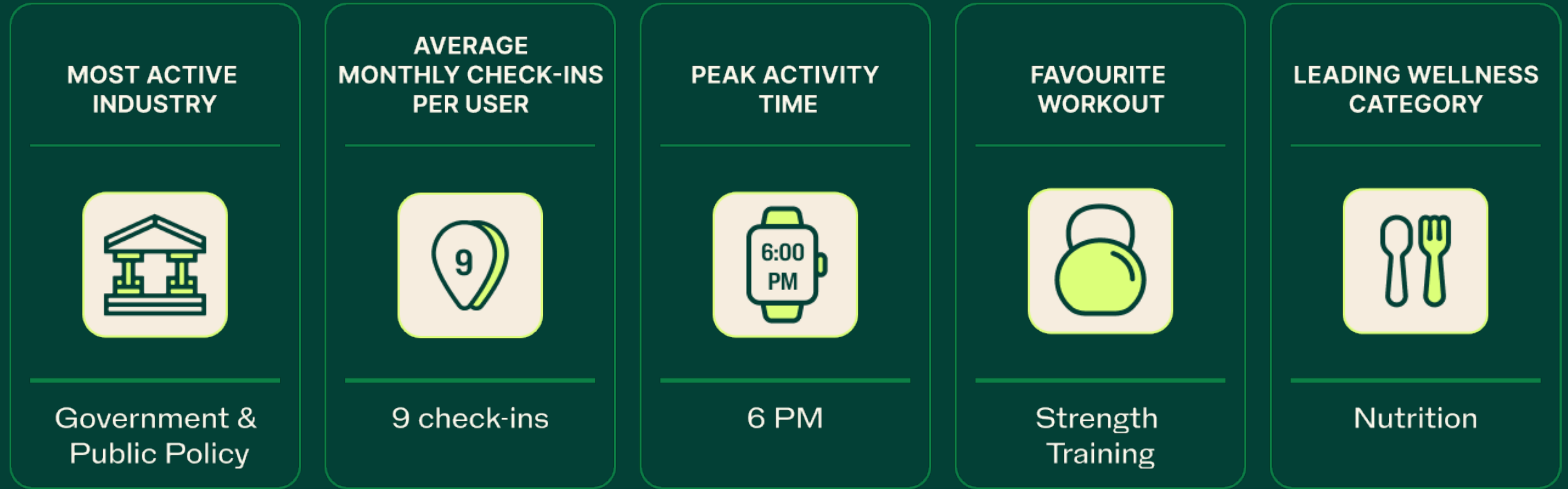
## Here's what we found:

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- ◆ Strength Training remains the most popular workout genre globally, followed by Pilates and Combat Sports.
- ◆ Yoga was the fastest-growing workout genre with a 7% increase in check-ins.
- ◆ Nutrition led the substantial growth in digital wellness categories with a 112% increase in usage, followed by healthy habits at 72%.
- ◆ Employees who used both digital and in-person wellness options checked in twice as often (average of 18 check-ins per month) as those who used in-person options (average nine check-ins) or only used digital (average eight check-ins).
- ◆ Government and Public Sector employees were the most active Wellhub users in 2024.
- ◆ Wellness hour is the new happy hour: Tuesdays at 6:00 PM local time is the peak time for wellbeing activities across the globe.
- ◆ Sunday was the most popular day for users to take a break from their wellness routines, with the fewest check-ins across most countries.



# Key Global Trends from 2024



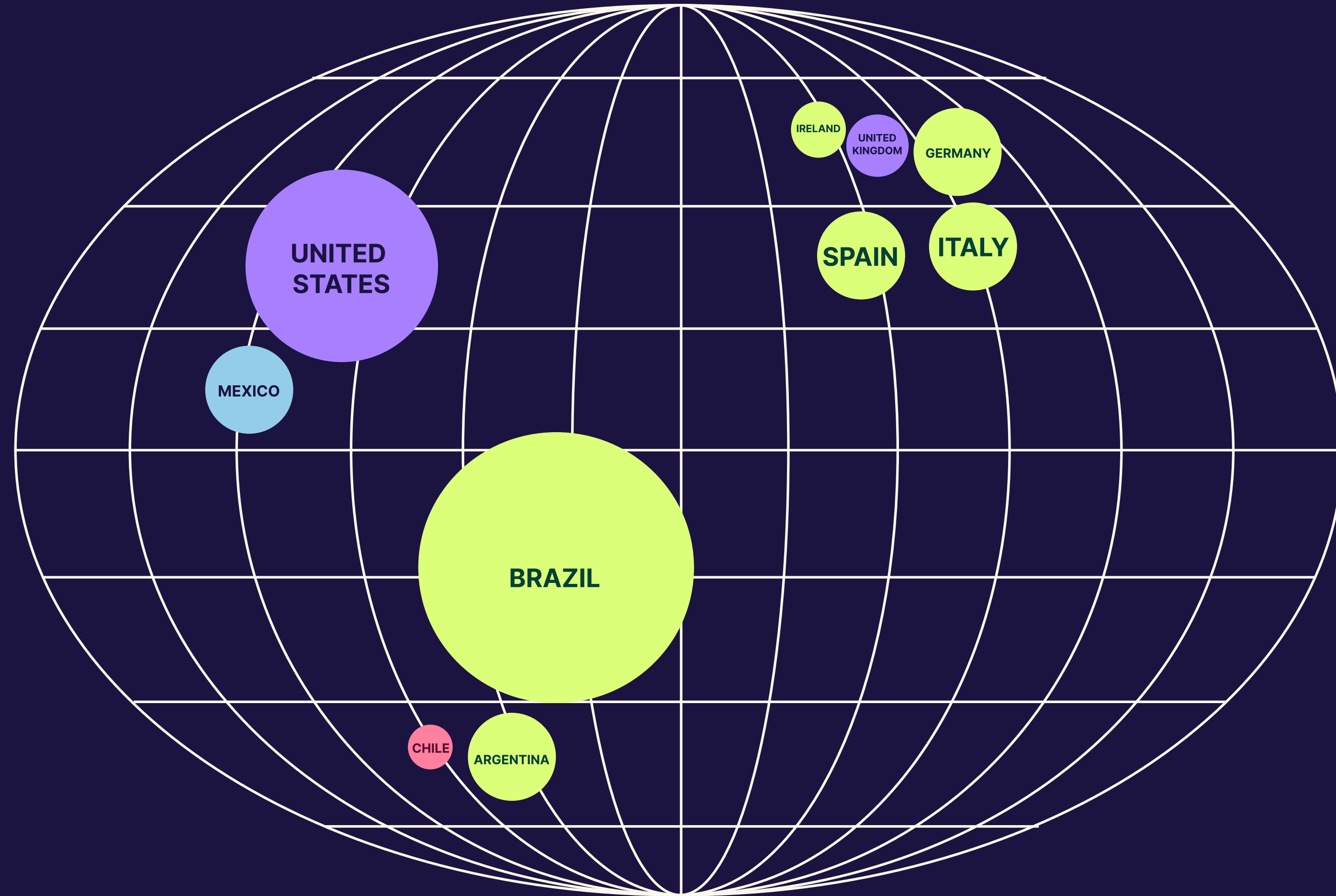
Globally, strength training and nutrition apps dominated the wellness landscape in 2024. The Government industry led the way in Wellhub adoption, with peak activity occurring in the evenings and on Tuesdays.

# ◆ 2

## Employee Wellbeing Around the World

While strength training emerged as the most popular workout genre worldwide, regional variations highlight the diverse approaches to wellness adopted by individuals in different parts of the world.

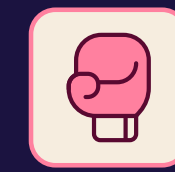
Yoga found favour in the United Kingdom and the United States, aligning with the growing popularity of mind-body practices in these regions. Pilates was a top choice in Mexico, potentially reflecting a cultural emphasis on core strength and flexibility.



Strength Training



Yoga



Combat Sports



Pilates



# Top Workout Trends



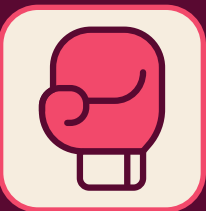




**STRENGTH TRAINING DECLINES  
AS MIND-BODY PRACTICES RISE**

While strength training remains popular, it's facing a decline in interest as employees explore alternatives. In 2024, strength training check-ins decreased by 17% year-on-year compared to 2023.

Low-impact activities are steadily gaining traction. Yoga, currently ranked at #6, saw a 7% increase year-on-year, indicating it's the fastest-growing workout genre on the platform.

## MOST POPULAR FITNESS ACTIVITIES 2024

% change in check-ins YoY

1ST	Strength Training		-17%
2ND	Pilates		0%
3RD	Combat Sports		-8%
4TH	Dance		-10%
5TH	Aquatics		-13%
6TH	Yoga		+7%
7TH	Cycling		+2%

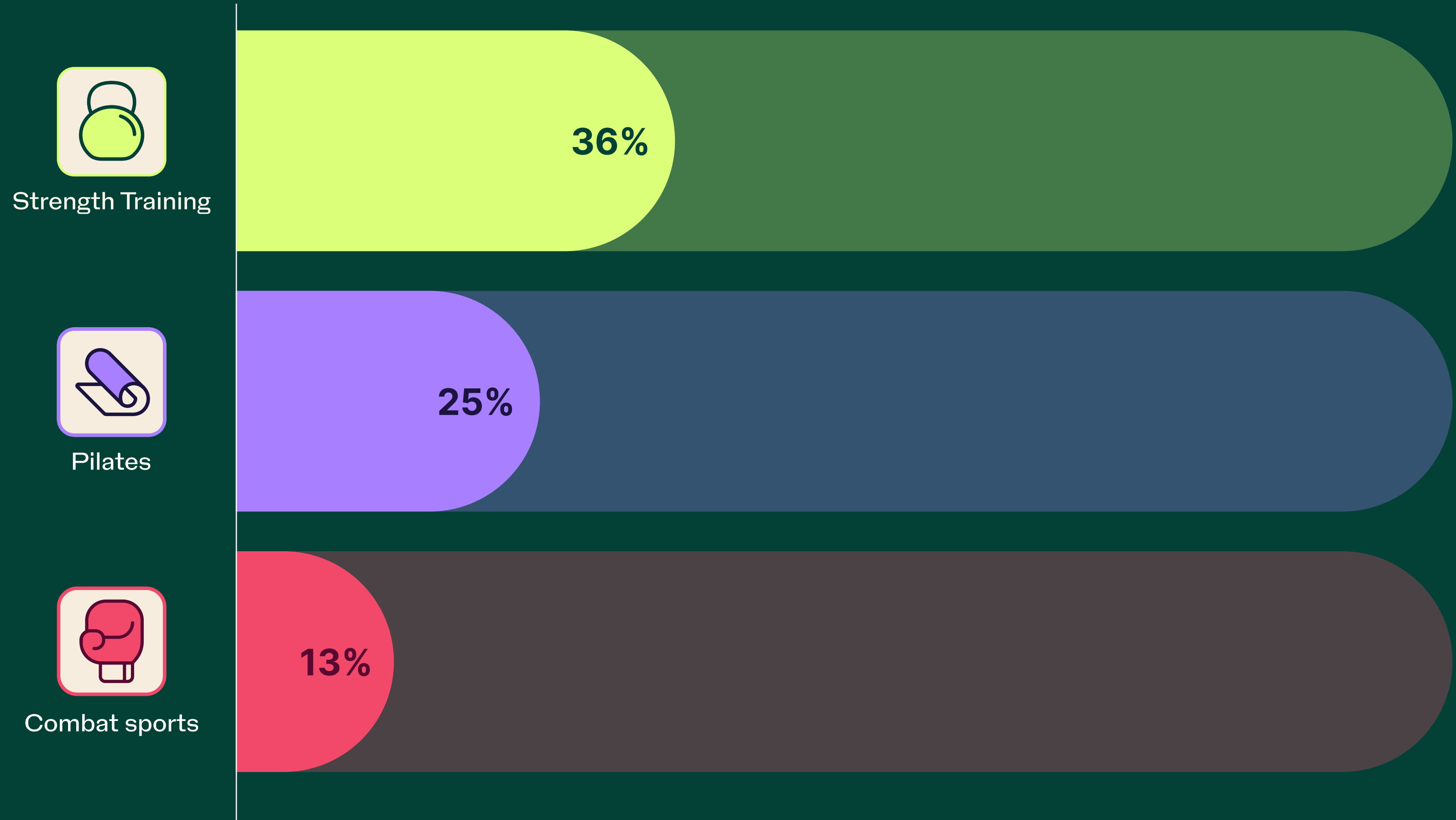
# ◆ 4

## Newcomer Preferences

### PRIORITIZING VARIETY

To encourage more people to participate in wellness initiatives, it's important to offer a variety of options. 60% of Wellhub users are new to gym memberships, and their top starting activities are strength training (36%), Pilates (25%), and Combat Sports (13%).

### TOP ACTIVITY FOR FIRST-TIME USERS



Distribution of First-Time Activity Choices

# ◆ 5

## Most Active Industries

While all industries show a strong commitment to wellbeing, the government/public management sector stands out as the most active group in 2024, logging the highest number of check-ins.

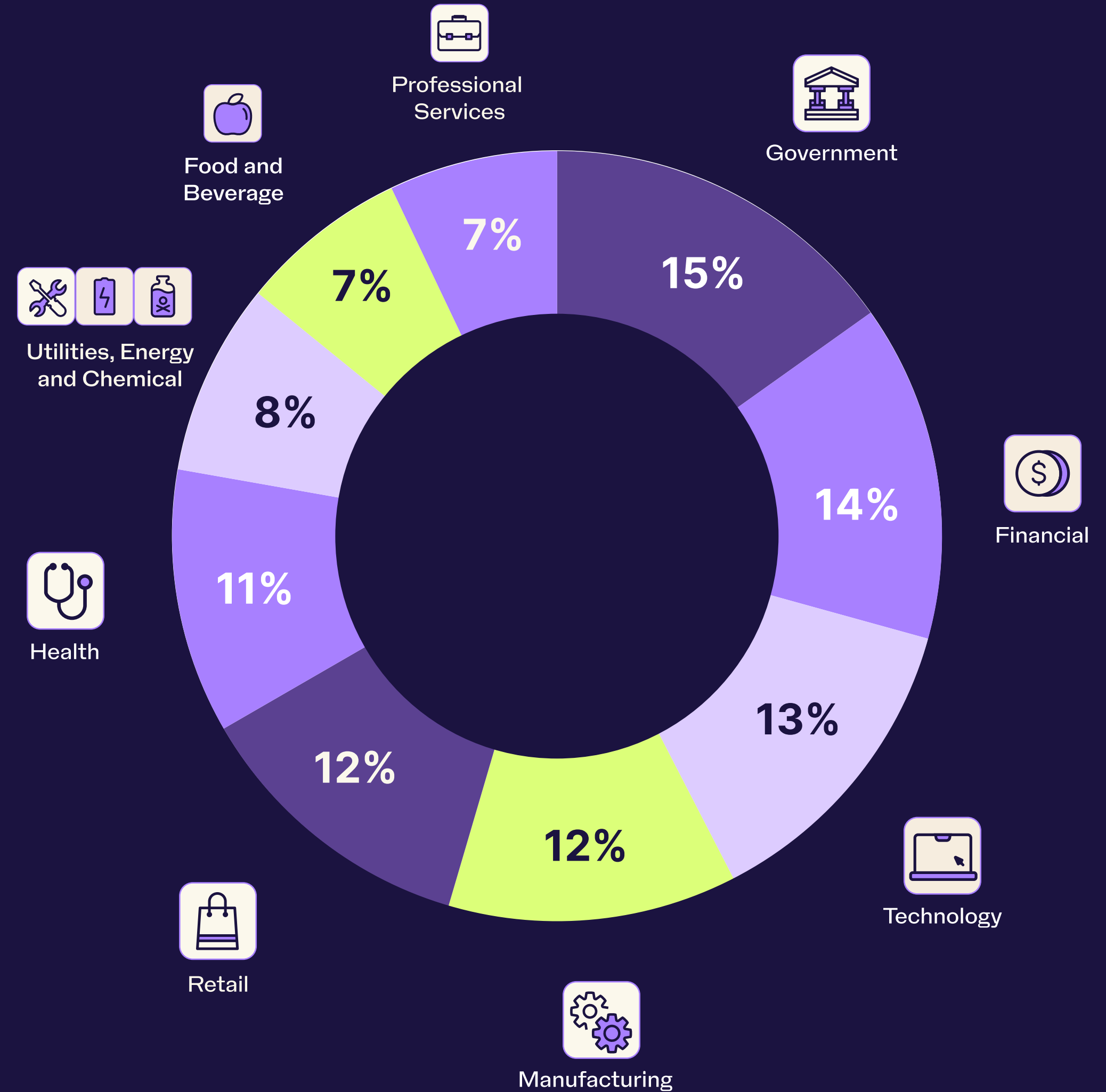
This highlights a significant trend within the public sector: employers are prioritising employee wellbeing by providing access to dynamic wellness programmes and minimising barriers that prevent employees from focusing on their health.

### THE TAKEAWAYS

The landscape of employee wellbeing is transforming:

- ◆ Companies across all industries are embracing employee wellness, and employees are taking a more holistic approach to their wellbeing.

SHARE OF CHECK-INS PER INDUSTRY





# ◆ 6

## Holistic Wellbeing

### THE FUTURE OF EMPLOYEE WELLNESS

In 2024, we've continued to see employees shift towards holistic wellbeing, expanding their focus beyond physical fitness. This trend is evident in the substantial growth across various digital wellness categories on the Wellhub platform.

In particular, our findings indicate a surge in nutritional awareness and sustained engagement with services designed for healthy habit formation.

#### THE TAKEAWAYS

How employees define "wellness" is evolving:

- ◆ *Nutrition, healthy habits, and mental wellbeing are now top priorities for employees.*
- ◆ *Employers must adapt their wellness programmes with diverse wellness activities to meet these needs.*

#### FASTEST GROWING WELLNESS CATEGORIES IN 2024

#### CHANGE IN CHECK-INS COMPARED TO 2023

1ST



Nutrition

112%

2ND



Healthy Habits

71%

3RD



Mind

48%

# The Power of Hybrid Wellness

Wellhub's 2024 data shows users are increasingly combining digital and in-person wellness activities, closing the gap between the two. This blend of traditional gym visits with other wellness options is proving effective.

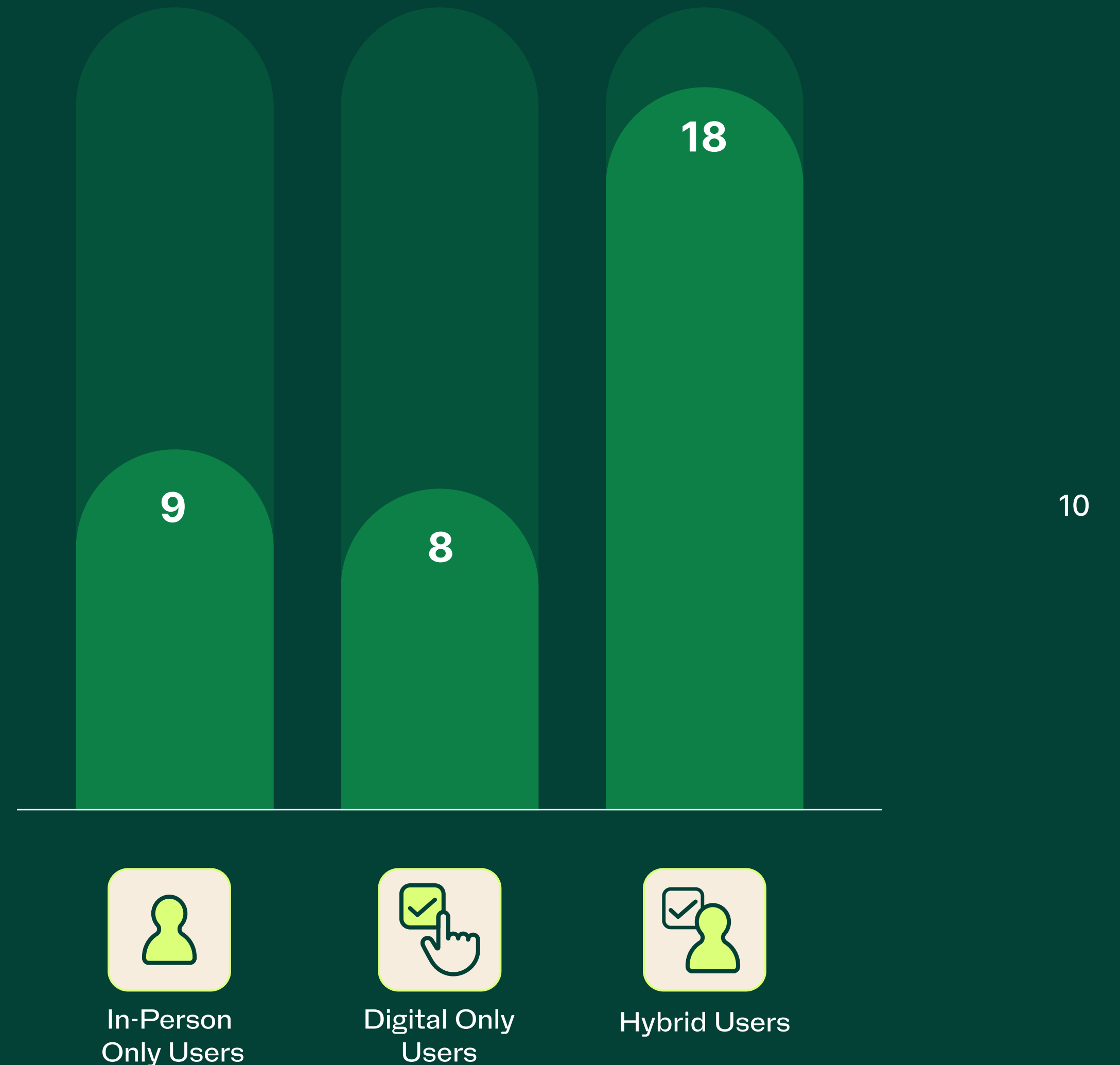
Employees who engaged in both digital and in-person wellness activities demonstrated significantly higher overall engagement levels compared to those who favoured a single approach. This finding underscores the value of hybrid wellness programmes to maximise participation and promote a more holistic approach to wellbeing.

## THE TAKEAWAYS

Flexibility unlocks engagement:

- ◆ *Employees want flexibility in all aspects of their lives, including wellness.*
- ◆ *Hybrid programmes lead to 2x higher engagement and improved retention.*
- ◆ *Offer a hybrid wellness programme to gain a competitive advantage.*

## AVERAGE MONTHLY CHECK-INS PER USER



# Regional Insights

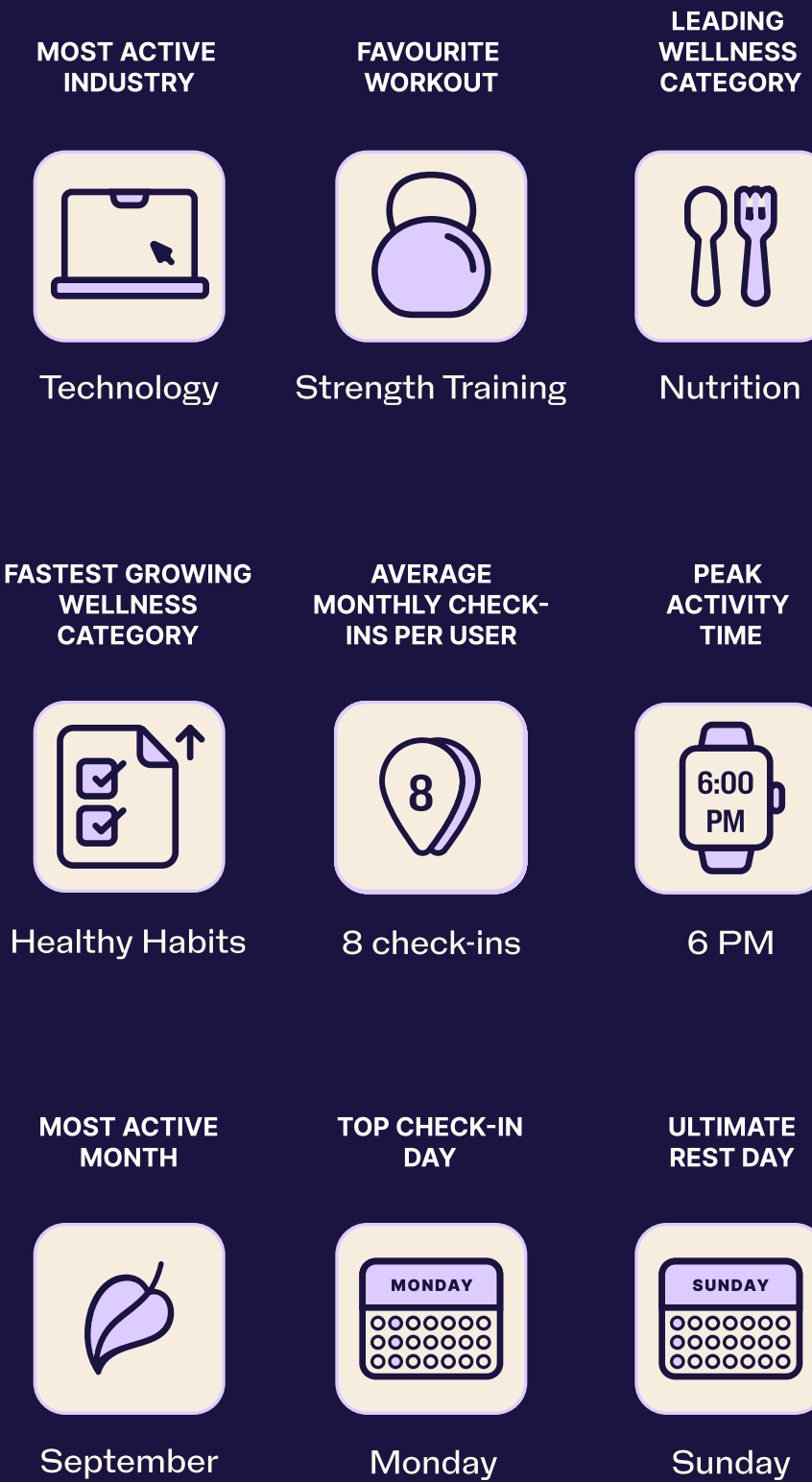
While global trends provide valuable insights, regional variations offer a nuanced understanding of wellness preferences. For example, yoga’s popularity in the UK and US contrasts with the preference for Pilates in Mexico.

## THE TAKEAWAYS

Data is key to optimising your wellness programme:

- ◆ *Regional differences matter, especially for spread-out workforces.*
- ◆ *Leverage data on employee preferences to create a targeted programme.*
- ◆ *Ensure your programme reflects the unique needs of your workforce.*

## ARGENTINA



## BRAZIL



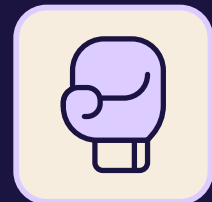
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MOST ACTIVE INDUSTRY



Financial

FAVOURITE WORKOUT



Combat sports

LEADING WELLNESS CATEGORY



Nutrition

FASTEST GROWING WELLNESS CATEGORY



Mindfulness

AVERAGE MONTHLY CHECK-INS PER USER



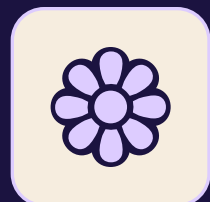
6 check-ins

PEAK ACTIVITY TIME



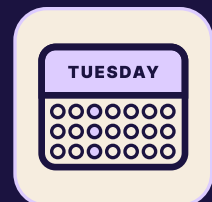
6 PM

MOST ACTIVE MONTH



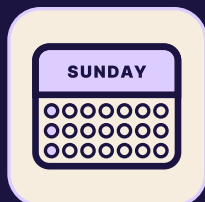
April

TOP CHECK-IN DAY



Tuesday

ULTIMATE REST DAY



Sunday

# GERMANY

MOST ACTIVE INDUSTRY



Technology

FAVOURITE WORKOUT



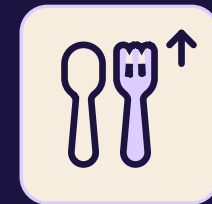
Strength Training

LEADING WELLNESS CATEGORY



Nutrition

FASTEST GROWING WELLNESS CATEGORY



Nutrition

AVERAGE MONTHLY CHECK-INS PER USER



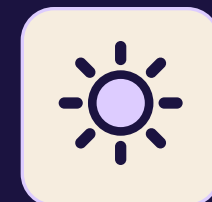
8 check-ins

PEAK ACTIVITY TIME



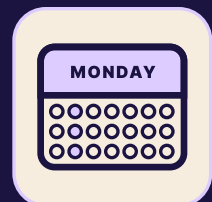
6 PM

MOST ACTIVE MONTH



July

TOP CHECK-IN DAY



Monday

ULTIMATE REST DAY



Saturday

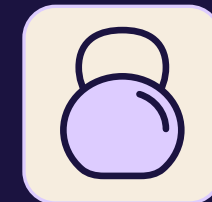
# IRELAND

MOST ACTIVE INDUSTRY



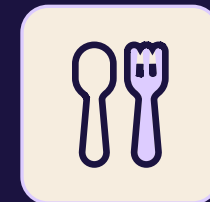
Technology

FAVOURITE WORKOUT



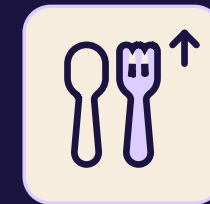
Strength Training

LEADING WELLNESS CATEGORY



Nutrition

FASTEST GROWING WELLNESS CATEGORY



Nutrition

AVERAGE MONTHLY CHECK-INS PER USER



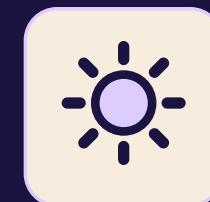
10 check-ins

PEAK ACTIVITY TIME



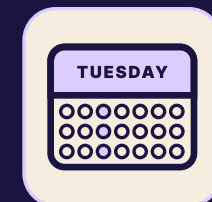
5 PM

MOST ACTIVE MONTH



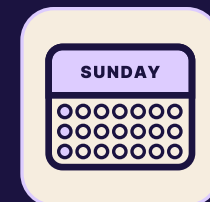
July

TOP CHECK-IN DAY



Tuesday

ULTIMATE REST DAY



Sunday

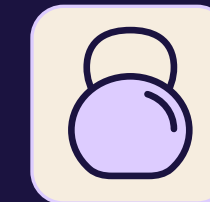
# ITALY

MOST ACTIVE INDUSTRY



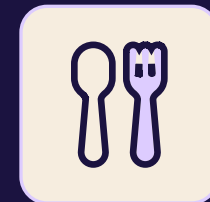
Technology

FAVOURITE WORKOUT



Strength Training

LEADING WELLNESS CATEGORY



Nutrition

FASTEST GROWING WELLNESS CATEGORY



Financial

AVERAGE MONTHLY CHECK-INS PER USER



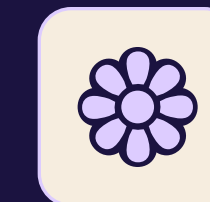
8 check-ins

PEAK ACTIVITY TIME



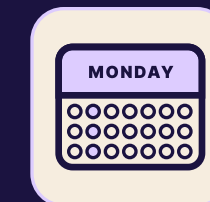
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MOST ACTIVE MONTH



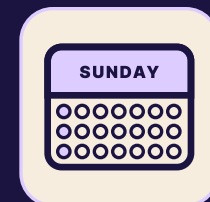
May

TOP CHECK-IN DAY



Monday

ULTIMATE REST DAY



Sunday

# MEXICO

MOST ACTIVE INDUSTRY



Financial

FAVOURITE WORKOUT



Pilates

LEADING WELLNESS CATEGORY



Healthy Habits

FASTEST GROWING WELLNESS CATEGORY



Healthy Habits

AVERAGE MONTHLY CHECK-INS PER USER



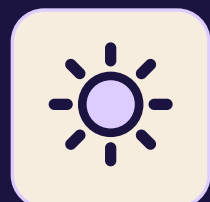
9 check-ins

PEAK ACTIVITY TIME



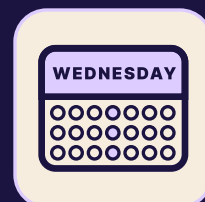
7 PM

MOST ACTIVE MONTH



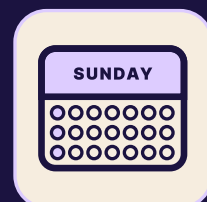
August

TOP CHECK-IN DAY



Wednesday

ULTIMATE REST DAY



Sunday

# SPAIN

MOST ACTIVE INDUSTRY



Technology

FAVOURITE WORKOUT



Strength Training

LEADING WELLNESS CATEGORY



Nutrition

FASTEST GROWING WELLNESS CATEGORY



Healthy Habits

AVERAGE MONTHLY CHECK-INS PER USER



9 check-ins

PEAK ACTIVITY TIME



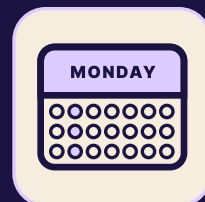
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MOST ACTIVE MONTH



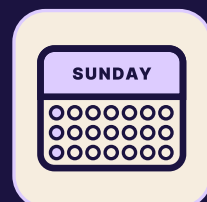
September

TOP CHECK-IN DAY



Monday

ULTIMATE REST DAY



Sunday

# UNITED KINGDOM

MOST ACTIVE INDUSTRY



Financial

FAVOURITE WORKOUT



Yoga

LEADING WELLNESS CATEGORY



Nutrition

FASTEST GROWING WELLNESS CATEGORY



Nutrition

AVERAGE MONTHLY CHECK-INS PER USER



10 check-ins

PEAK ACTIVITY TIME



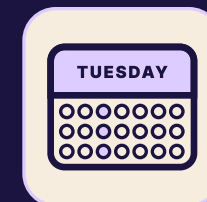
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MOST ACTIVE MONTH



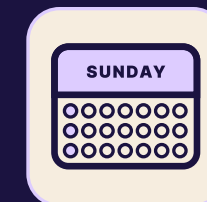
September

TOP CHECK-IN DAY



Tuesday

ULTIMATE REST DAY



Sunday

# UNITED STATES

MOST ACTIVE INDUSTRY



Financial

FAVOURITE WORKOUT



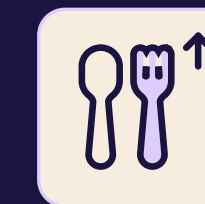
Yoga

LEADING WELLNESS CATEGORY



Nutrition

FASTEST GROWING WELLNESS CATEGORY



Nutrition

AVERAGE MONTHLY CHECK-INS PER USER



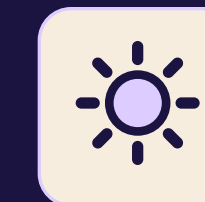
10 check-ins

PEAK ACTIVITY TIME



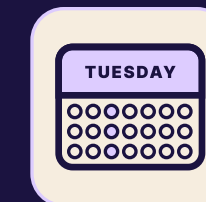
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MOST ACTIVE MONTH



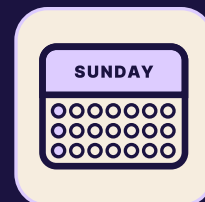
August

TOP CHECK-IN DAY



Tuesday

ULTIMATE REST DAY



Sunday

# ◆ 9

## What's Next in Employee Wellness?

### OUR PREDICTIONS FOR 2025

The employee wellness landscape is dynamic and ever-evolving.

Based on Wellhub's comprehensive data, here are our key predictions for the coming year:

#### ◆ HEALTHCARE WILL TAKE THE LEAD

We've already seen healthcare organisations like Northwell Health and Lifepoint Health step up their employee wellness game in 2024. Expect this to continue as the industry prioritises programmes to combat the burnout crisis and improve employee health in 2025.

#### ◆ THE HOME WORKOUT RESURGENCE

With the return to office policies in 2025, we expect at-home workouts to make a comeback. Digital fitness is exploding (app usage is up 130% in 2024!) because it gives employees the flexibility and control they need – expect to see more remote workouts in 2025.

#### ◆ WORKOUT ANYTIME, ANYWHERE WILL RISE IN POPULARITY

As the lines between work and personal time become increasingly blurred, employees will find ways to fit wellness into their busy schedules. Employees will crave better work-life integration and begin using wellness breaks to be more productive and less stressed. We've already seen a noticeable uptick in midday workouts and we expect this to rise in 2025.

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## Methodology

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The Wellhub Trends Report: 2024 Year in Review analysed Wellhub data comprising over 500 million cumulative check-ins to assess year-over-year trends. For the purposes of this report, the year 2024 is composed of data from 1 October 2023 to 30 September 2024. A check-in is defined as a member's use of services available within the Wellhub

network, ranging from in-person gym access to the use of digital wellness apps. The report uncovers trends in Wellhub member preferences on a global scale, utilising a vast dataset and encompassing the full spectrum of Wellhub partners and their holistic wellness offerings available across 10 countries.