

Assessing the Growth of the Wellness Economy: Macroeconomic Impacts and Trend Dynamics

Lina Nosevič¹

Abstract

Public attitudes toward wellness, well-being, and self-care have changed significantly in recent decades, while the global wellness economy has expanded faster than the overall economy, raising the need to assess its macroeconomic relevance and development trends. This study aims to analyse the macroeconomic impacts and trend dynamics of wellness economy growth by examining how wellness-related activities contribute to output, employment, fiscal revenues, productivity. The research applies a desk-based approach combining scientific literature analysis, systematization, synthesis, comparison, generalization, and statistical analysis of wellness economy indicators for 2019-2025. The analysis focuses on measurement approaches used to assess direct, indirect, and induced economic effects and on identifying the main activity areas in which wellness economy expansion creates the most visible macroeconomic outcomes. The study argues that wellness economy development increases aggregate output and value added through the expansion of wellness services and products, while also generating employment and fiscal effects through supply-chain linkages and multiplier mechanisms. Over time, the sector may strengthen productivity and economic resilience by supporting healthier workforces, human-capital development, investment in facilities and digital platforms, and the emergence of innovative regional clusters, including wellness tourism exports. The contribution of the study lies in framing the wellness economy not only as a consumer lifestyle sector, but as a measurable component of economic development and long-term competitiveness.

Keywords: wellness economy, macroeconomic impact, economic growth, trend dynamics, impact forecasting

Doi: <https://doi.org/10.66414/mlabs.9759>

¹ 2nd Year PhD Student, Klaipėda University, Lithuania. ORCID: 0009-0003-4485-2598