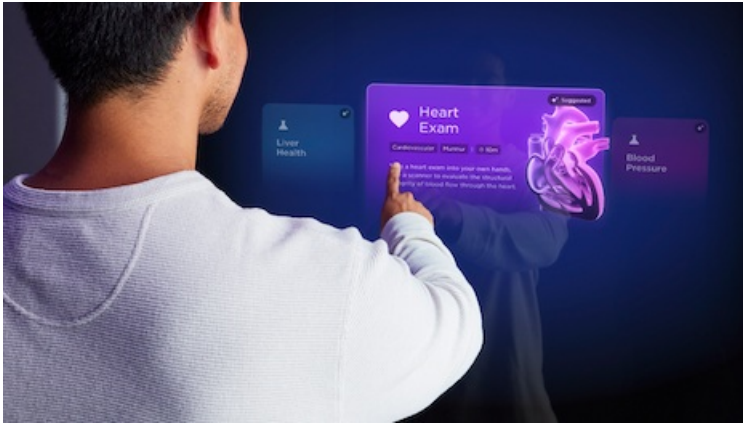


HEALTHCARE

‘Fitness increasingly merging with medicine, tech and longevity in luxury space’: Havas

January 10, 2024



The firm has released its first “Superhuman” report, reviewing how health, wellness and tech have progressed worldwide. Image credit: Havas

By ZACH JAMES

The personal healthcare industry is in the midst of a shift toward a customer-centric, tech-forward ideal, according to findings by global communications network Havas.

As the Consumer Electronics Show (CES) takes over Las Vegas, the firm has released its findings within the first “Superhuman” report. Looking over the state of health and wellness around the globe, at-home technological treatments and consumer electronics’ role in all of the above, the piece paints a picture of prolonged lifespans for those who partake in newfangled techniques.

“Every segment, from travel to entertainment, has undergone this user-centric transformation, and health is the last but the impetus for change is here,” said Eric Weisberg, global chief creative officer at Havas Health & You, in a statement.

“It’s moved from one-size-fits-all to what we see now: total personalization,” Mr. Weisberg said. “In this Superhuman era of consumer-driven health, each one of us has the power to create our own health ecosystem.”

For the report, Havas drew upon a variety of sources, including internal tracking, nonprofits, government data and reporting from outlets such as *Techcrunch* and *Elle*, among others avenues.

Technological integration

One of the biggest trends sweeping luxury is that of wellness, which is in the process of extending from healthcare to everyday use items, such as cars.

The report points out the adoption of the concept by automakers such as Mazda, Hyundai and Toyota, which are integrating technology that can determine whether a driver is medically or physically able to complete their given trek. In the luxury sector, German automaker Mercedes-Benz has similarly accelerated its efforts, positioning its Concept CLA Class EV as a personal wellness space in new marketing ([see story](#)).



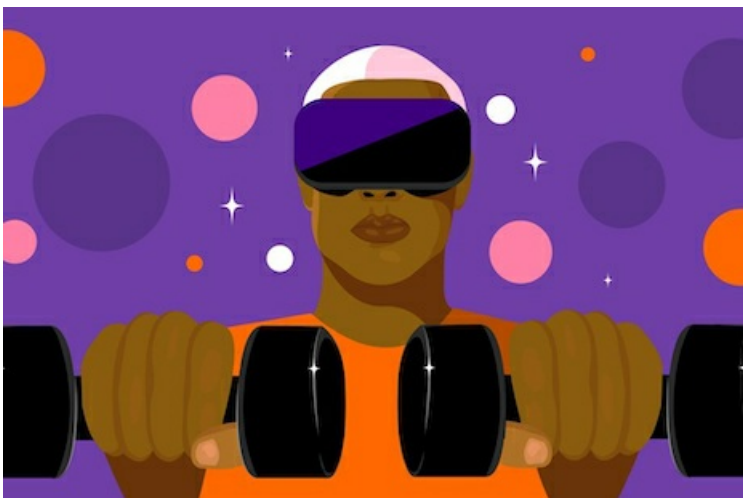
In stills released with Mercedes-Benz's campaign, Roger Federer is shown enjoying the leisurely qualities of the EV. Image credit: Mercedes-Benz

In the home, fitness technology is on the rise, with the market being valued at nearly \$63 billion in 2023, growing 15 percent annually. As the adoption of these items becomes more and more mainstream, the report states that homes are increasingly becoming akin to “holistic healthcare hubs,” furthered by the prevalence of smart home products, such as AI personal assistants and temperature sensors.

Taking these matters further, the wellness real estate segment is slated to grow 17.4 percent between 2022 and 2027, increasing affluent individual's access to high-end personal care within their own property.

Smart bathrooms are said to be the next frontier, as nearly every other household room has been affected by the technological push aside from the most private of spaces. Products such as infrared sauna blankets and electromagnetic field-emitting mats are now being sold in large metropolitan areas, such as New York.

Compounding this, a system to determine water and energy usage through sensors in shower drains and recirculate the liquid for further use is planned for implementation in residential homes, as the technology is currently in use within hotels. Soon, the entire home could be connected to an overarching smart program determining what is best for the homeowner.



Virtual reality is seeing major play within wellness. Image credit: WGSN

Wellness is also expanding elsewhere via new technologies, with uses in entertainment on the rise. Havas has coined the term “Welltainment” to describe the movement, defined by the prevalence and popularity of the smartphone app Calm, podcasts designed to put the listener to sleep and “immersive wellness,” a category that could appeal to luxury as it harps on the experiential.

Virtual reality is the avenue seeing a lot of growth in this immersive space, with therapies and other forms of treatment being formulated for the wearables. As wellness experiences and retreats soar within the luxury sector ([see story](#)), with exclusivity in mind, VR could be a more affordable entry into these sorts of getaways.

User experience

Outside the home, healthcare providers are attempting to modernize consumer experiences, putting the guest at the core of their visit.

A trend is appearing among hospitals in Toronto, that of a user-centric approach, with the medical hubs better resembling a

hotel lobby rather than a doctor's waiting room. Essential oils are dispersed through diffusers, with visitors changing into designer robes as they wait for their callback.

This approach could become more widespread over time, but is currently sparse.

On the inverse, hotels, such as the Four Seasons Resort Maui at Wailea in Hawaii, are offering medical care, such as IV drips, stem cell therapy and blood-oxygen treatments, further blurring the lines between high-end healthcare and hospitality.

Workout hubs are also catering more to individual guests' wellness needs, with medical-grade equipment making its way into luxury fitness centers around the globe. In the same vein, American luxury fitness club Equinox recently appointed a variety of wellness experts to a newly formed health advisory board ([see story](#)).

As more consumers gain access to technology to help them lead more fulfilling and healthy lives, Havas has posed the question of whether all of these emerging products can extend humans' lifespans to 200 years.

Havas' latest trend intelligence report, "Superhuman," is now LIVE!

Access the full Superhuman trend report to learn more about the future of health and wellness here:

<https://t.co/WiQUTZfQL9> #OneHavas #MeaningfulDifference #HavasSuperhuman #FutureofHealth #CES2024 pic.twitter.com/ntKvlouGMi

Havas (@Havas) January 9, 2024

"The Superhuman era we're living in speaks to the paramount meaning of health in people's lives," said Mr. Weisberg, in a statement.

"It's something to protect, invest in, and proactively monitor," he said. "Health has, in essence, become everything."

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