

## RESEARCH

# Longevity shaping future of luxury experiences: The Future Laboratory, Together Group

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*The longevity market will reach \$610 billion by 2025, making it a key driver of innovation across the beauty, hospitality and wellness sectors. Image credit: The Future Laboratory*

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By AMIRAH KEATON

As luxury consumers shift their focus from material goods to holistic wellbeing, a new report highlights how brands must evolve to meet emerging expectations.

**New Codes of Luxury: Longevity & Wellbeing Strategies**, released by The Future Laboratory and Together Group, examines the intersection of beauty, health and hospitality, positioning longevity and wellbeing as the ultimate value propositions in the luxury sector. According to the report, the Global Wellness Institute estimates the longevity market will reach \$610 billion by 2025, making it a key driver of innovation across beauty, hospitality and wellness.

"More than aspirational ideals, longevity and wellbeing are central to the future of luxury, and crossover between beauty, health and hospitality is redefining value," said Dr. Christian Kurtzke, CEO of Together Group, in a statement.

"It is not enough to provide exceptional products or spaces the new imperative is to integrate them into ecosystems that deliver tangible, personal benefits."

## **The rise of longevity and luxury**

New research outlines how affluent consumers are prioritizing self-actualization and personal transformation over traditional markers of wealth.

The report informs readers that more than 77 percent of luxury consumers now favor brands that offer experiential engagement, reinforcing the growing demand for wellness-driven luxury services.

Findings also identify key trends shaping this evolution, including the rise of membership-based wellness models, the integration of longevity programming and the adoption of hyper-personalized health solutions.

Luxury hospitality brands are reimagining their offerings, blending medical-grade wellness services with high-end guest experiences. Examples include Clinique La Prairie's Longevity Hub and the expansion of wellness real estate designed to promote long-term health.

Hyper-personalization is also emerging as a new standard of exclusivity, with luxury consumers seeking diagnostic-driven beauty and wellness programs tailored to their individual health data. Industry leaders like Philippe Zuber, CEO of Kerzner International, note that “guests now collect daily health data, and expect it to be integrated into their wellness experiences.”

### **Beauty, hospitality and health converge**

The report outlines key strategies luxury brands should adopt to remain competitive in this evolving landscape.

Prioritizing data-driven personalization, designing immersive wellness spaces ([see story](#)) and programs ([see story](#)) and bridging the gap between science and hospitality are critical to future success.

From AI Storefronts to Longevity Wellness, Beauty Matter editor Carla Seipp highlights the top trends to watch for the [#beauty](#), [#health](#) and [#wellness](#) industries included in our Future Forecast 2025 report:

<https://t.co/UECTJTIOHE#FutureForecast25>

TheFutureLaboratory (@TheFutureLab) [January 24, 2025](#)

Additionally, brands must rethink their approach to beauty, moving beyond aesthetics to position skincare and wellness as integral components of longevity.

As the luxury market continues to evolve, embracing transformational luxury will be essential for brands looking to remain relevant. The report underscores that true luxury in the coming years will not be defined by exclusivity alone, but by the ability to enhance and extend the quality of life for consumers.