exercising wellness in the age of isolation

a look inside the mind and mystery of Gen Z



the new generational shifts

Why Health & Wellness?

Why Gen Z?

Health and wellness is a multi-trillion dollar industry and there's a lot of money to be made. People talk about Gen Z and Health and Wellness, but their observations are on the surface. We go deeper.

Currently in their formative years, Gen Z, the most diverse generation in history, is about to take over the market.

Who is Gen Z? **1995-2010**

Gen Z is not only buying different things, they're buying things differently.

"Gen Z is one of the first generations (as a cohort) to be fluent in rapid information gathering."

what does h&w mean to Gen Z?



Wellness, as well as physical health, is a state of being that is a direct reflection of your mental health.



For Gen Z, wellness is achieved through being internally driven and create opportunities of introspection to guide your state of being.

-----/

I Make My Decisions Based On What Is Best For Me

Although I feel society's pressures to conform, I prioritize my sense of self - both mentally and physically. I thoughtfully curate a health and wellness experience that connects me to my own goals, making me feel in control.

From: Millennials

Balance

Focus on careful restraint and cultivating discipline

Hope

A permanent state of anticipation and ever-evolving aspiration

Convenience

Frictionless 'plug-in and play' products

Meaning

Attachment to purpose and transparency

Authenticity

Performative rejection of 'mainstream' aesthetics

Release

conscious moderation and permission to let go

To:

Gen Z

Action

dynamic 'doing' and focused ambition

Engagement

opportunities for interactive design and co-creation

Happiness

enjoyment of what feels good and embracing complexity

Reality

genuine self-expression grounded in integrity



Holistic wellness is a fluid, multi directional, holistic system with multiple components

Thought Starters and Applications



Connection

Gen Z uses technology, their intuition and lessons of past generations to filter out the bad and safeguard the good as it relates to their wellness. Staying focused on genuine connections is more and more seen as a baseline necessity for wellness, in order to thrive personally or professionally.



Control

Gen Z wants to feel in control and avoid feeling unnatural or ordinary. Provide them with opportunities to have an open, unique, and authentic relationship with the health and wellness brands and products they interact with.