

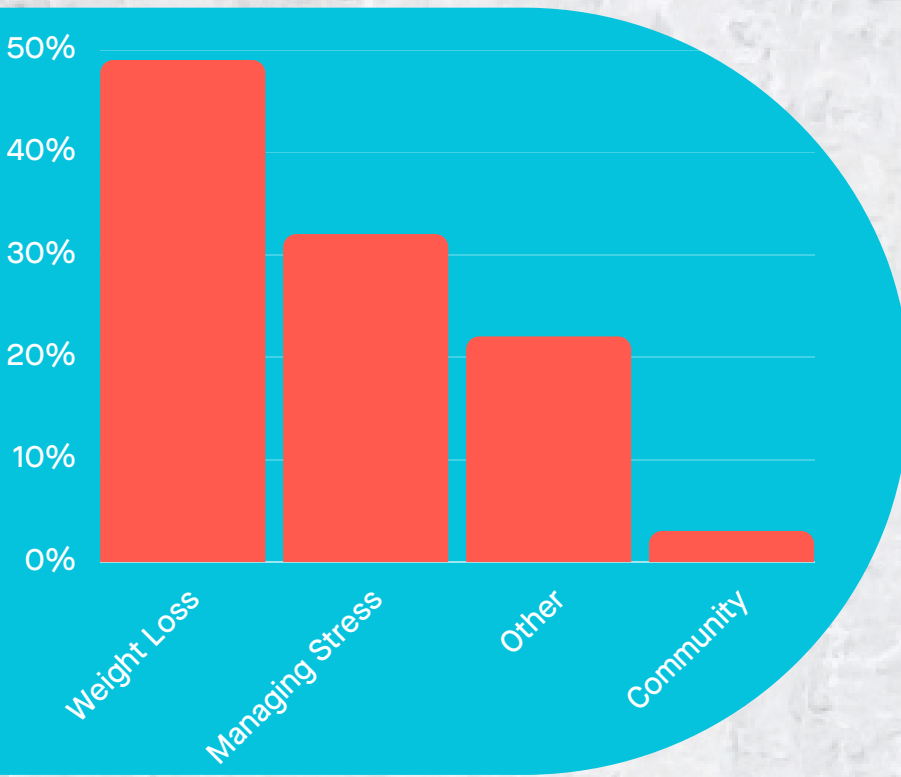
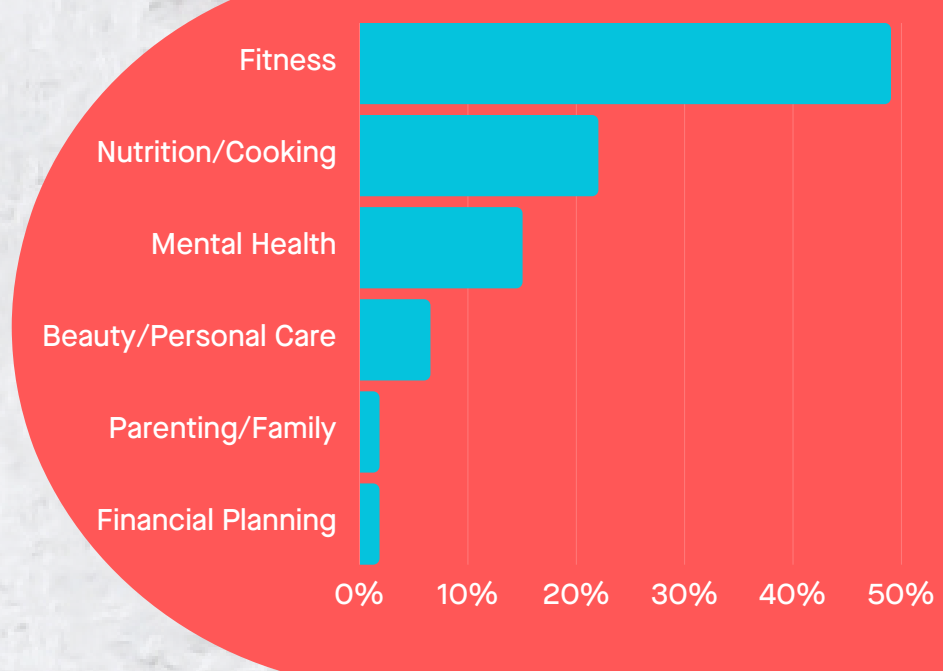


2023 Wellness Trends Report

Key insights captured from data across HealthKick platform usage, and member survey data throughout 2022 provides insight into employee wellness behavior and trends and how employers can meet those needs through their wellness benefit strategy in 2023.

Fitness and Nourishment to Thrive

49% of HK members surveyed cited FITNESS, and 22% identified NUTRITION as their top health and wellness area of interest, further reflected by member behavior on the HK platform where Sweat (fitness) and Nourish (nutrition) categories saw the highest usage in the past 12 months. In contrast, usage of mindfulness and mental health apps declined compared to 2021.



What Moved Them to Move

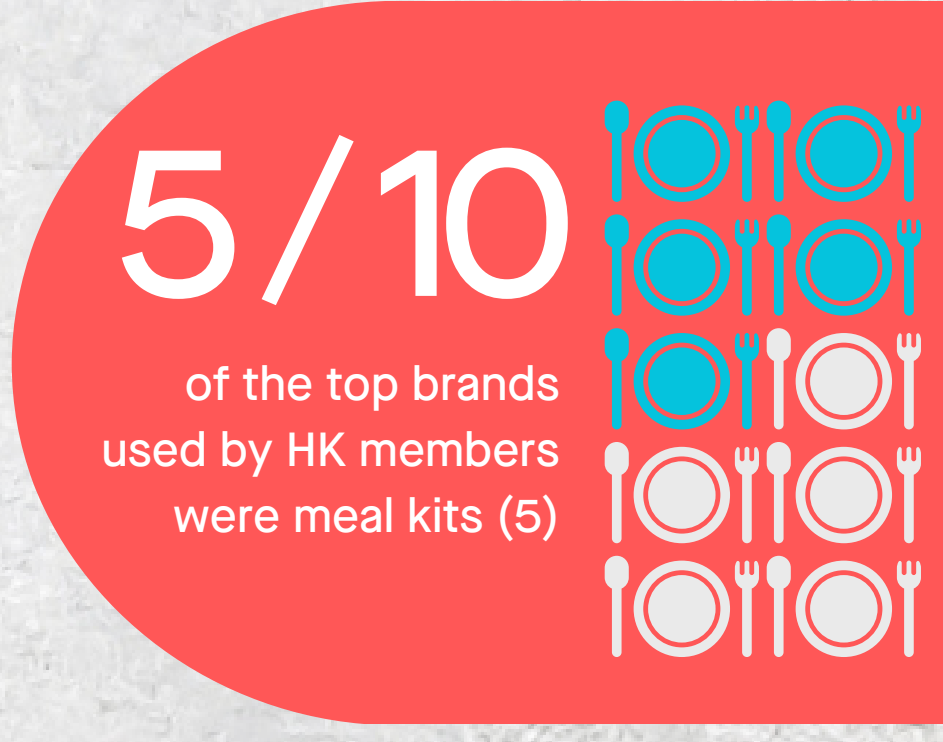
While weight loss is still a top objective for members, significantly, **engaging in fitness to reduce stress** is a top motivator for employees to workout, reinforcing the importance of physical activity as integral to supporting employees' mental health.

Employees surveyed also noted that they worked out to ensure a strong, healthy body and optimal life, emphasizing the mindset shift toward long term health goals versus short term quick fixes.

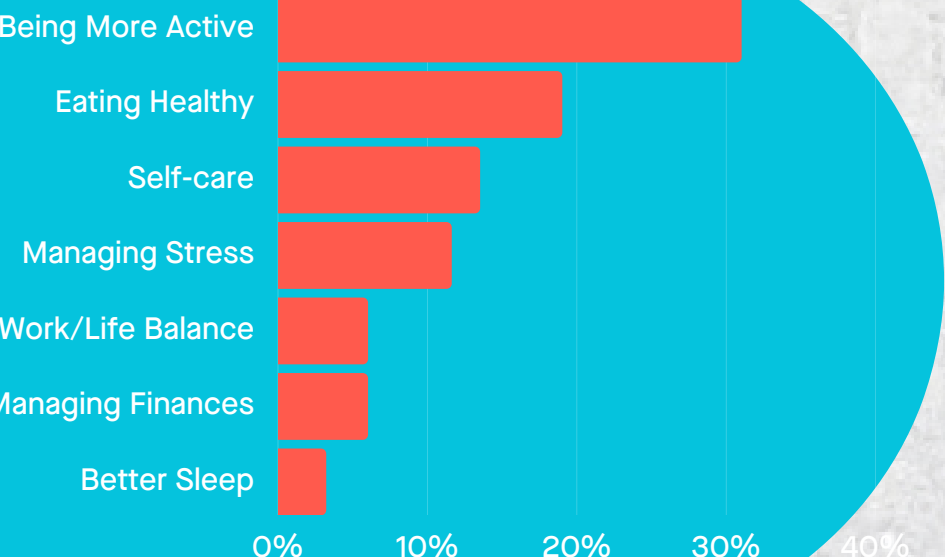
Convenient Nutrition for Hybrid & Remote Work

With the continuation of hybrid and remote work set-ups, usage of at-home meal and grocery delivery, nutritional products, and supplements continued to grow among members in 2022, with employees seeking **access to convenient and accessible healthy food options**. In fact, the Nourish category represented 38% of all purchases by HealthKick members in 2022.

In 2023, employers can support nutritional health with access to practical, healthy meal options for employees working at home.



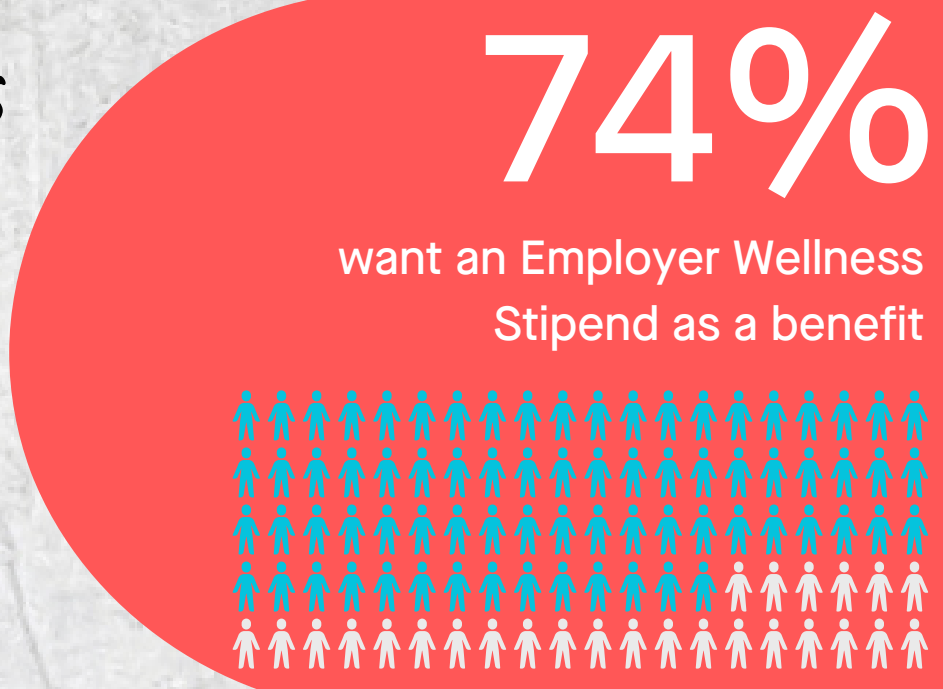
Whole Person Health for Optimized Wellbeing in 2023



With **self-care outpacing managing stress** as a top member goal for 2023, employees are increasingly conscious of how they care for their bodies inside and out, and the effect it has on not only their physical health, but also their mental wellbeing and overall happiness, a trend towards whole person wellbeing we expect to continue to grow in 2023.

Flexibility & Control Over Wellness

74% of surveyed members said an **Employer Wellness Stipend would most help them** achieve their wellness goals in 2023. Employees showed a heightened interest in exploring new wellness routines, activities and services throughout 2022, driven by a need to have more control over their own wellness journey.



Addressing the Needs of Employees Into 2023

Goodbye Expectation, Hello Exploration

To effectively support a diverse global workforce with different wellness needs, employers must consider benefits that allow each employee to have choice, flexibility and more control over their personal wellbeing journey.

A Whole Person Approach to Mental Health

While mental wellness apps and coaching are one component of mental health support, to comprehensively address this need, employers must also offer options for employees to stay active and eat better with a mind/body focus accessible to their lifestyles.

A Spotlight on Self-care for 2023

In 2023, employers need to play an essential role in ensuring their employees feel cared for in all aspects of their lives. This means empowering employees to explore new, holistic ways to care for their whole self and providing resources to do so.

About HealthKick

Want to learn more about all that HealthKick can offer? **BOOK A DEMO TODAY!**

HealthKick's wellness benefits platform makes living well an everyday adventure with personalized access to over 250 top health and wellbeing brands, so all employees can find their feel-good. We stay on top of fast-moving trends to curate classes, services, and experiences, so employees at industry leading companies like Boston Consulting Group, Burberry, and Peloton can discover the wellbeing practices and resources that move them.

*Results based on HealthKick platform usage data from over 50k members and 228 member survey responses.