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Strategy. Design. Marketing



# Embracing Interior Wellness & Care Culture:

## Key Insights for Health and Wellness Professionals

In the wake of the pandemic, wellness and self-care have become enduring fixtures of modern life. Consumers continue seeking ways to reduce stress, boost mood, and combat isolation from the comfort of home. This monumental shift reveals tremendous potential for forward-thinking wellness brands ready to guide clients in creating sanctuaries tailored to emerging priorities.

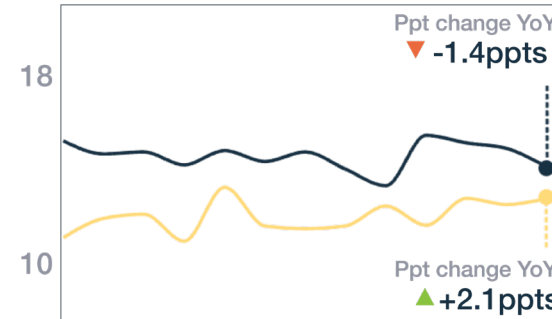
By diving into the data around penetration rates, social conversations, and regional differences, we uncover actionable insights to inform product selection and marketing strategies. We spotlight key opportunities around crafting mindful interiors, elevating home essentials, and capturing wellness gifting occasions.

The possibilities are endless for those looking to facilitate holistic well-being through considered spaces. Our team is ready to support wellness professionals in embracing this culture shift. Let's connect to envision the future of healing environments—ones that cater to the diverse needs of today's wellness-seekers. The time is now to provide enrichment through thoughtful interiors.

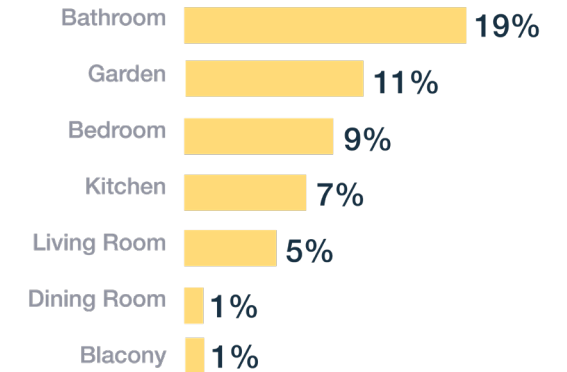
# Wellness

What you need to know

## Penetration (Apr 2021 - Apr 2022)



## Trending topics



## Growth opportunities

Outdoor wellness

Upgraded basics

Meditative decor

Wellness gifting

Scentscaping

## Key Rooms

Bathroom Bedroom

Kitchen Garden

## Top Themes

Self-care Sleep support

Creating atmosphere



# The Enduring Wellness Culture

## Self-Care Seeking Long-Term

## Staying Power

The pandemic led many to re-examine daily habits and prioritize overall wellbeing. Consumers continue to seek stress reduction, mood enhancement, and ways to combat isolation through at-home self-care. This trend has stabilized with 15.6% penetration, with Conservatives showing the biggest increase.

Interest is also rising among Innovators, signaling wellness will remain a priority amid inflation. Products facilitating mindful spaces and self-care practices will see momentum for years to come. Wellness is becoming engrained as an essential lifestyle element rather than a passing fad.



Magic Linen



Goodland



sense

# Evolving Social Conversations

## Unique Lenses on Wellness Priorities

Analysis of social media conversations reveals “wellness,” “sleep,” “self-care,” and “spa” dominate across demographics. However, Innovators focus more on transforming homes into meditative spaces through lighting, oils, and meditation.

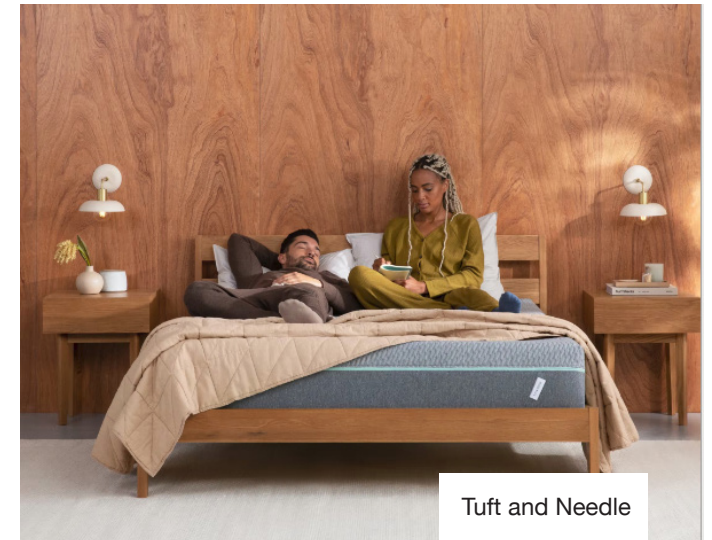
Conservatives and Mass audiences center on self-care. Catering to these nuances can inform tailored marketing and product selection. Meet distinct wellness lenses by offering solutions aligned with diverse priorities.



Weltevree



Insight Timer



Tuft and Needle



# Crafting Mindful Interiors

## Holistic Wellbeing Through Considered Spaces

Creating environments that support mindfulness is crucial for satisfying consumer demand. Integrating natural materials, plants, meditation tools, and immersive soundscapes enhances mental well-being.

Outdoor garden spaces also nurture wellness by connecting people with nature. Make biophilia and multi-sensory immersion central to interior wellness strategies.



Devol Kitchens



Kohler



Snowe Home

# Elevating Home Essentials

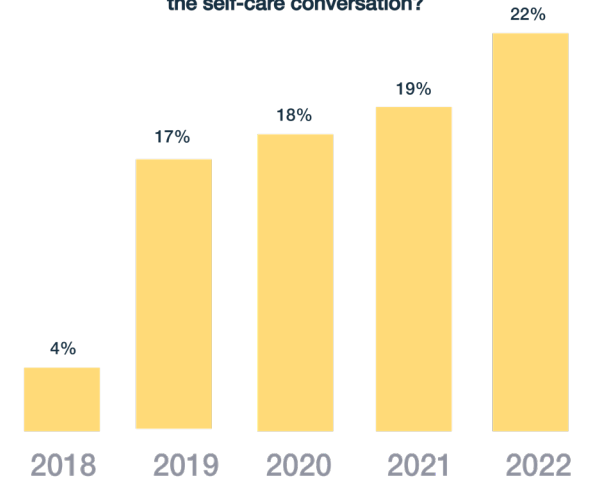
## Investing in Little Luxuries

Despite inflation, consumers are investing in high-quality home essentials like bedding and bathroom textiles. Tactile, durable linens that feel good help create a sanctuary.

Prioritizing sleep and bathing-related products aligns with evolving priorities. Position luxe essentials as achievable wellness splurges amid financial constraints.



How much is the bathroom mentioned in the self-care conversation?





# Capturing Wellness Gifting

## Thoughtful Presents to Pamper Loved Ones

Wellness-inspired gifts resonate for occasions like Mother's Day. Consumers seek presents supporting sleep, meditation, and gardening. Curated gift sets with candles, incense, and DIY candle kits tap into the self-care trend.

Tap into demand for nurturing gifts that support wellbeing. Make gifting easy with ready-to-give sets tailored to wellness interests like aromatherapy and gardening.



The Sun and My Soul



Dusk



Bodha



The deep human need for mind-body wellness will endure as consumers continue seeking stress relief and enrichment. Our team of researchers and strategists is ready to help wellness brands capitalize on this monumental culture shift.

The possibilities are endless for brands ready to guide clients in creating sanctuaries that holistically nurture well-being from the interior out. By tapping into data-led insights around key opportunities, we can craft experiences as enduring as consumers' pursuit of wellness.

Let's connect to envision the future of healing spaces tailored to emerging consumer priorities surrounding self-care, sleep, and mindfulness.



The image features large, stylized green letters 'U' and 'J' on a white background. A small white dot is positioned above the 'J'. The 'U' and 'J' have rounded, friendly-looking shapes. The 'U' is on the left, and the 'J' is on the right. The 'J' has a white dot above it, which is positioned to the right of the 'U'.

**Let's work together.**