

Future of Wellness

2025 Edition

**Future
Snoops**

x

SPATE



About us

The next era of trend intelligence isn't about spotting what's next—it's understanding why it matters, and how to shape it. Future Snoops moves beyond predictability into possibility—with expert insight, proprietary AI tools, and bespoke partnerships that turn cultural signals into creative clarity and commercial success. We don't predict a single future; we create space for many to flourish, and empower creators to wayfind through.

Categories we cover

- Women's
- Men's
- Kids
- Youth
- Accessories
- Active + Outdoor
- Swim + Intimates
- Home + Interiors
- Beauty + Wellness
- Sustainability
- Culture
- Color
- Materials + Textiles
- Pattern + Graphics

Find out what Future Snoops can do for your industry, brand or business:
futuresnoops.com/request-demo
hello@futuresnoops.com



↳ A futures agency that helps creators and businesses turn cultural signals into creative clarity and commercial success.

↳ Proven forecasting across 50 countries and for the past 25 years—and counting.

↳ With expert insight, proprietary AI tools, and bespoke advisory services, we help brands uncover possibilities, know why they matter, and carve a path as original as they dare to be.

↳ We are made up of passionate individuals based in six global offices - headquartered in New York City and London

About Spate

Spate is your machine intelligence solution for finding the next big consumer trend. Spate is a Y Combinator-backed company, founded by two ex-Googlers Yarden Horwitz and Olivier Zimmer who started Google's Trendspotting division and spotted trends such as face masks, turmeric and cold brew (ie Google Skin Care Trends Report, Google Food Trends Report).

How do we do this? We tap into publicly available consumer data (anonymous and aggregated) to identify exciting shifts in consumer behavior.

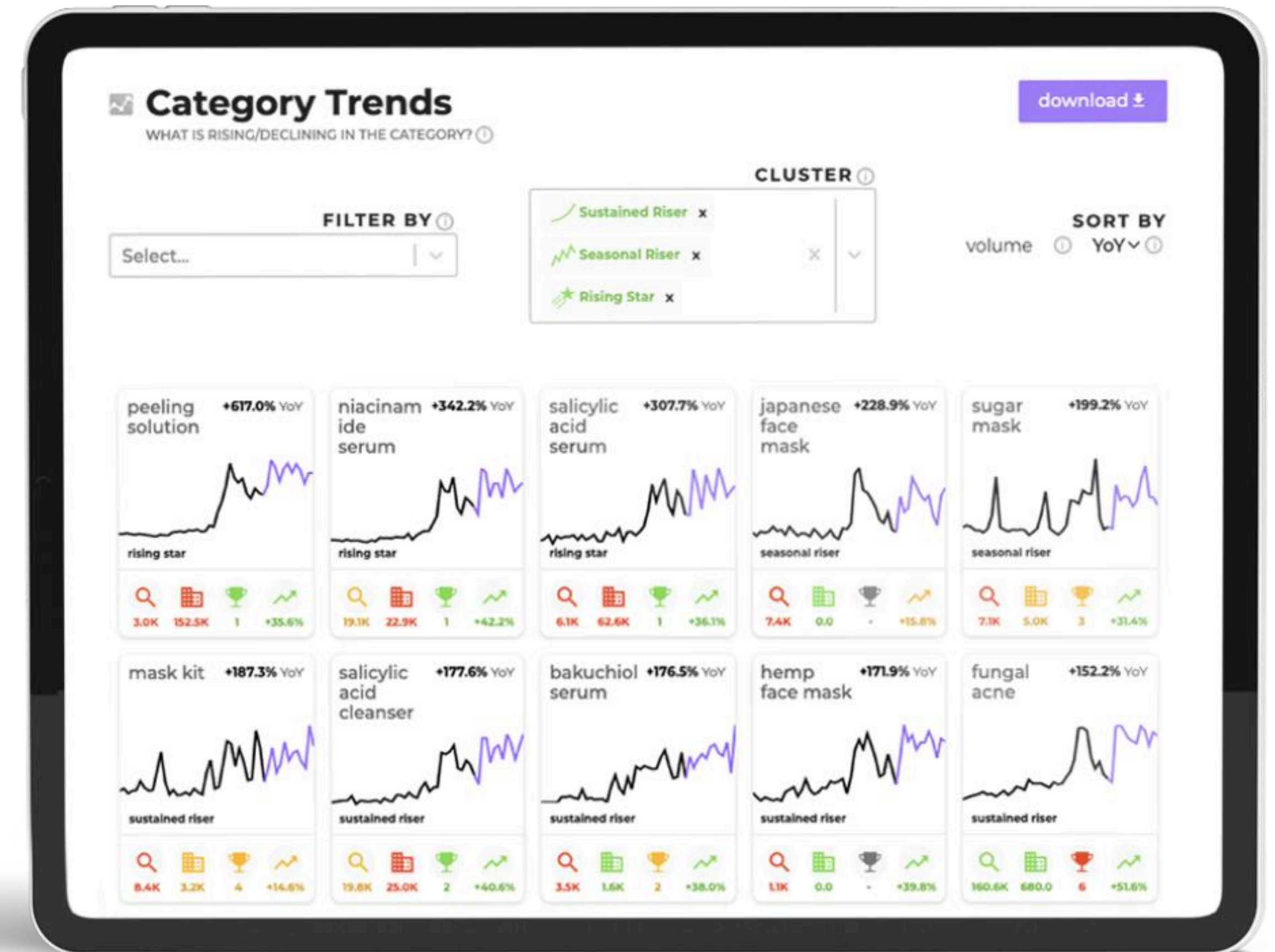
The Spate dashboard analyzes over 20 billion online search signals, and over 60 million beauty, wellness and food-related TikTok videos to answer three crucial questions across these industries.

→ What's the next big trend?

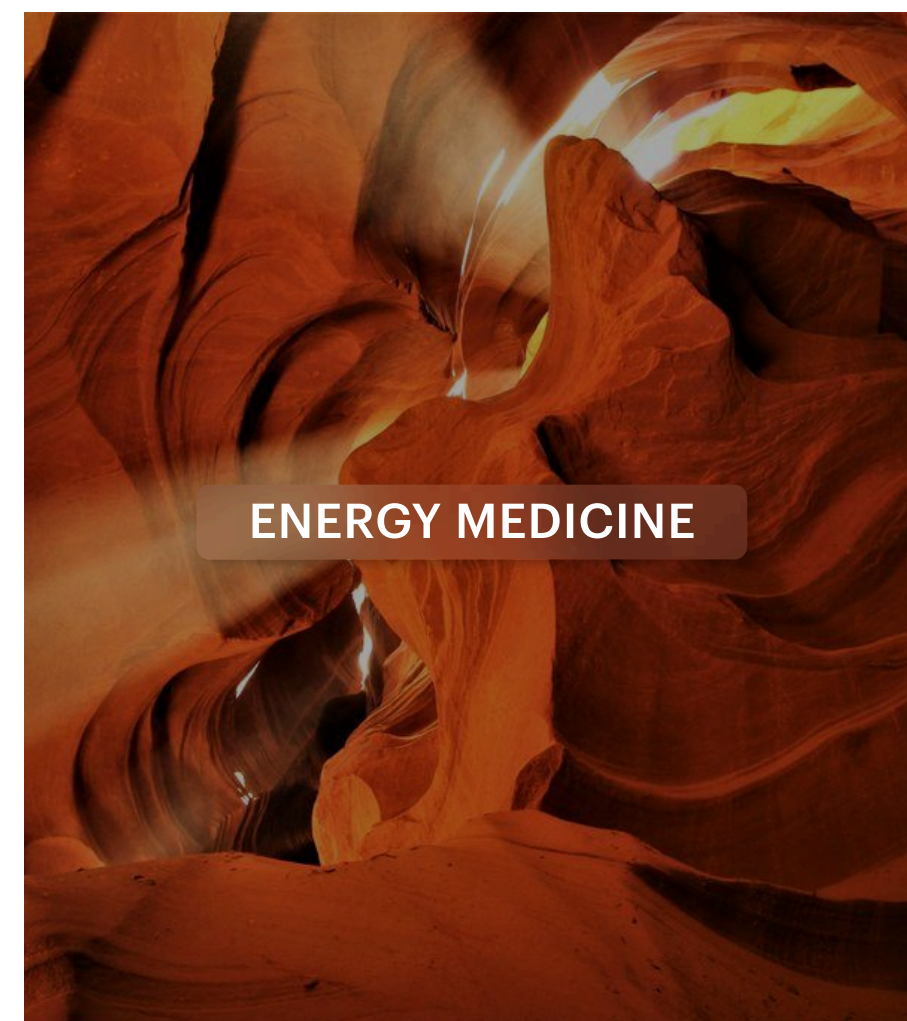
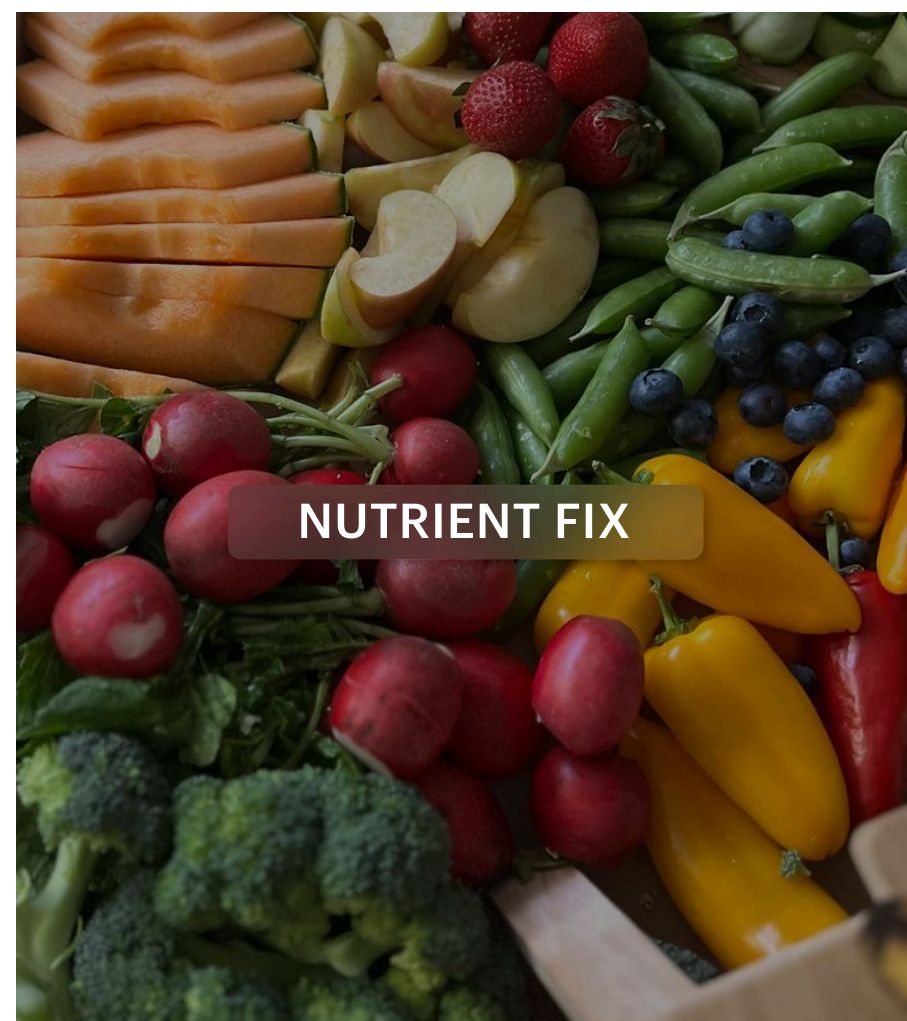
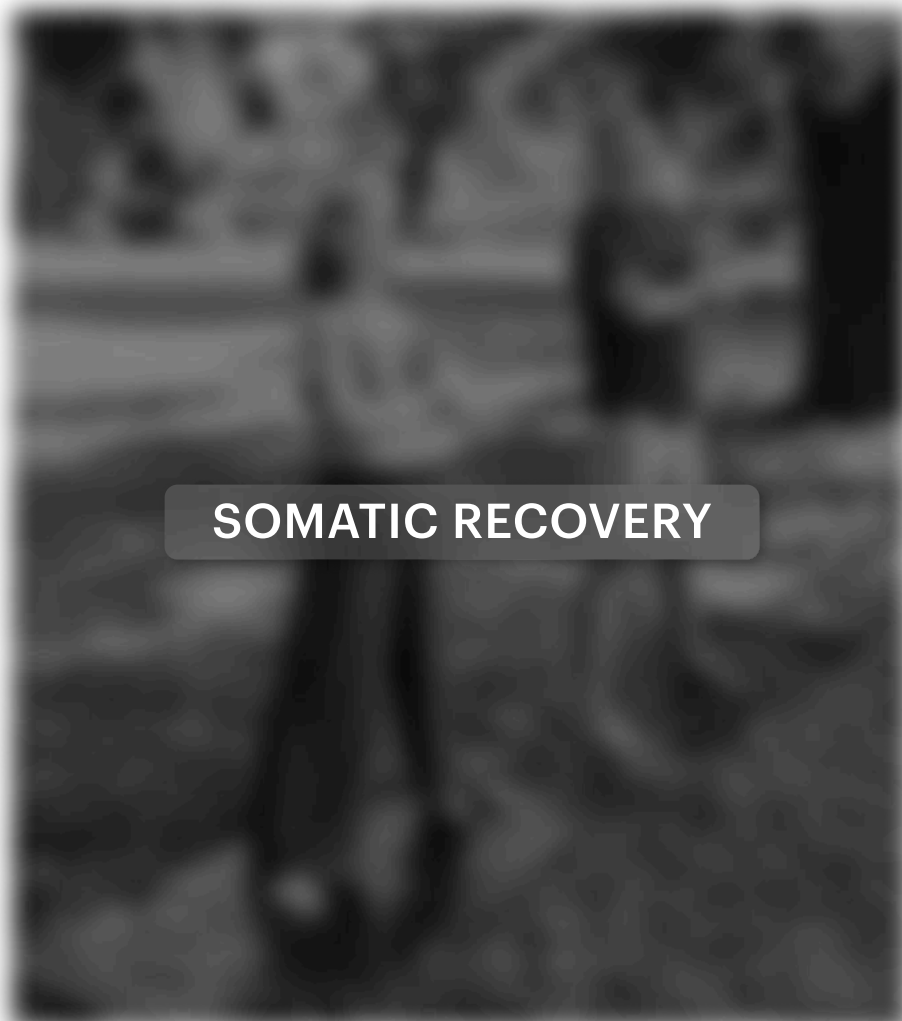
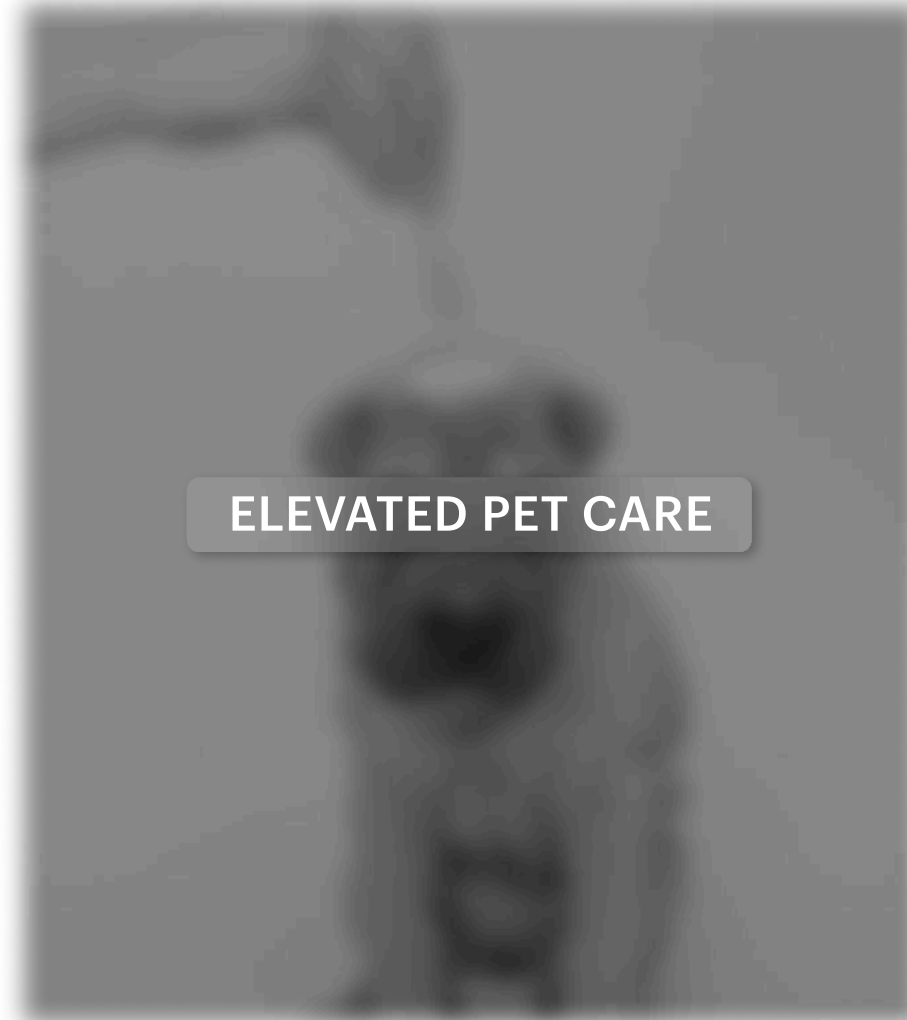
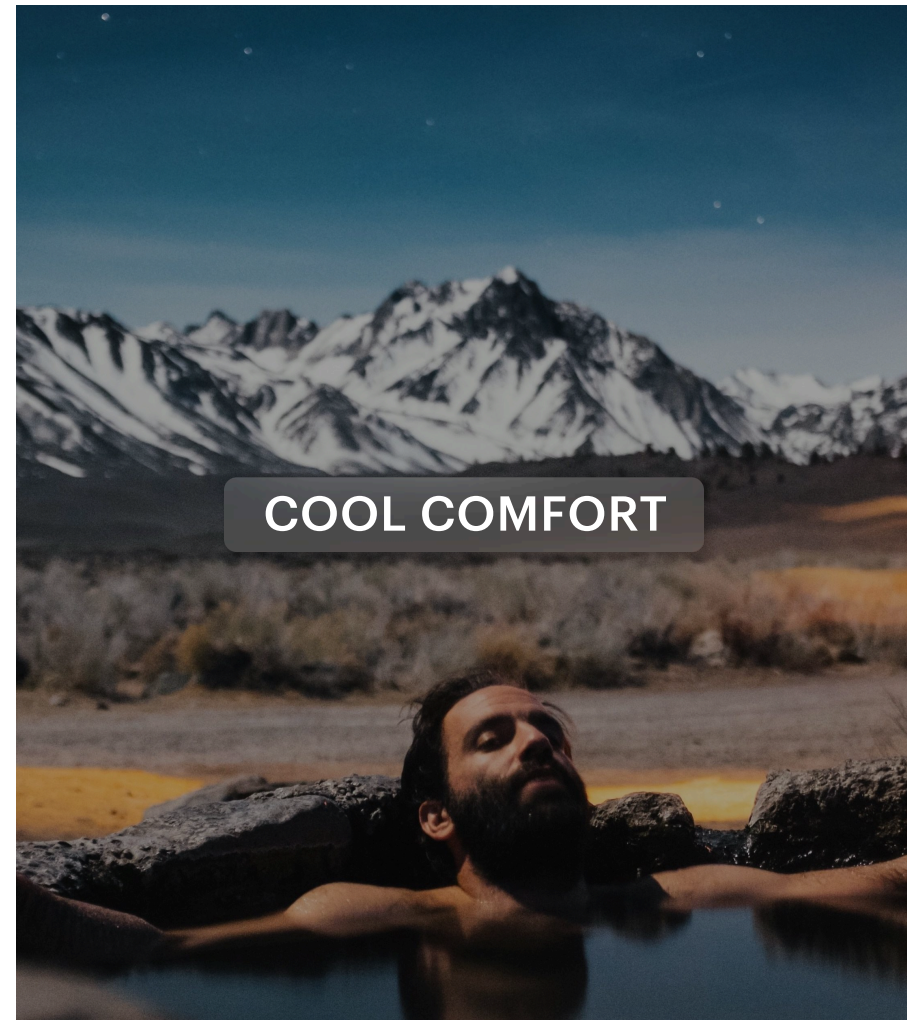
→ Who's owning the space?

→ How to position the trend?

Learn more about Spate:
spate.nyc



Index



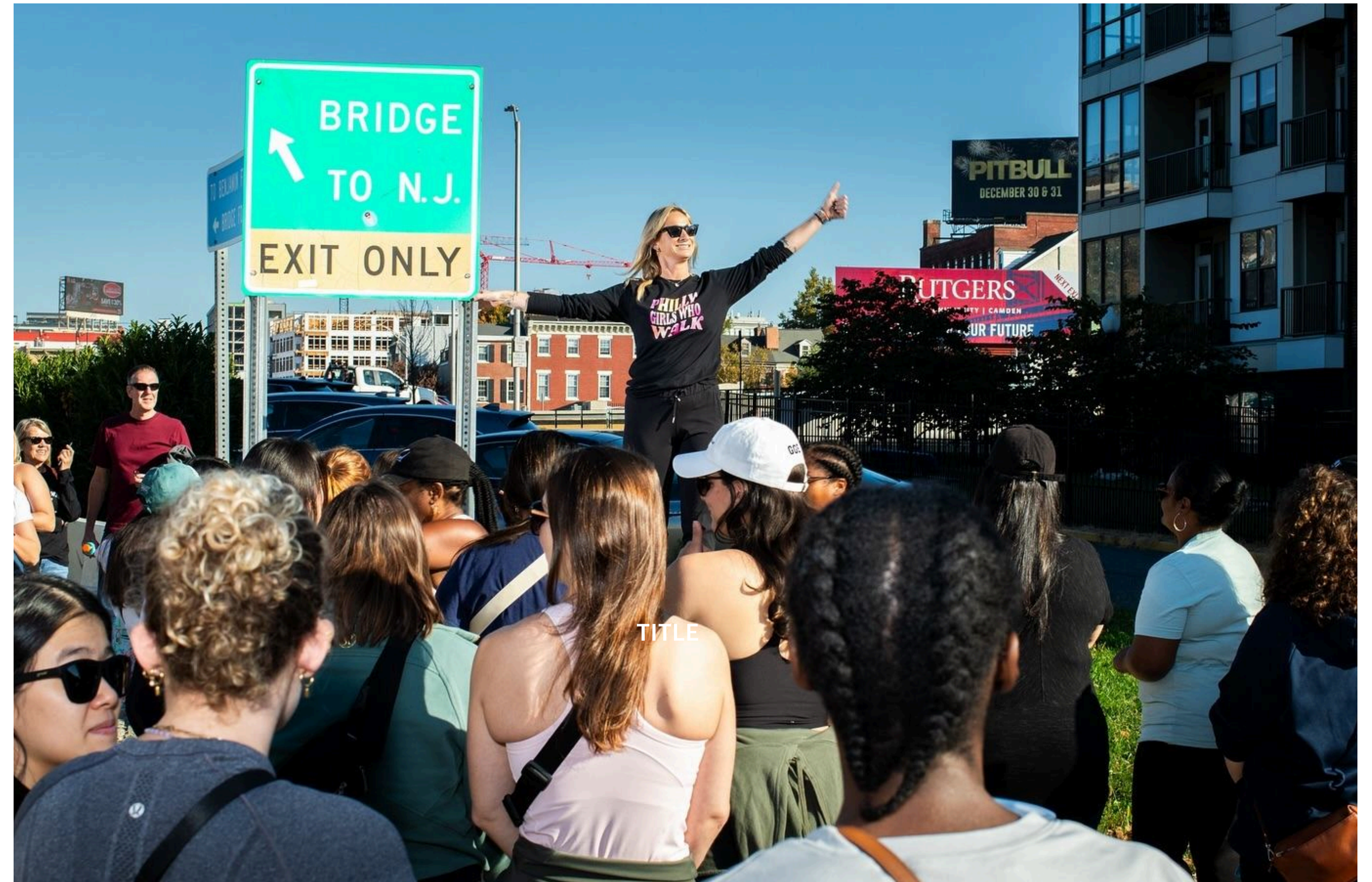


Collective Healing

Emerging Opportunities

Fitness clubs will become the new social scene.

As younger consumers move away from drinking culture and embrace fitness as a form of social interaction, we expect to see local fitness clubs becoming the new weekend hotspot. Philly Girls Who Walk is a female started club from a remote, sober-curious worker who wanted to create a safe space for women to meet others in the area and support their health and wellness in the process. The group has gained immense popularity in the area since it started in 2022, with multiple events a month, partnerships with health and wellness brands, and over 1,000 active members.



Emerging Opportunities

Community collectives will be essential for healing and recovery post climate disasters

As the global community continues to face unprecedented climate disasters, community collectives will help provide services, relief, and support for those in affected areas. We see this emerging in areas now, including Asheville, North Carolina where organizations like United Way of Asheville and Buncombe County support their local communities affected by Hurricane Helene. The community-led organization supports rebuilding efforts, student and youth support, and offers food bank services.



Emerging Opportunities

Global cities will implement community-led programs to fight loneliness

The loneliness pandemic has hit citizens everywhere, with many global countries reporting high levels of loneliness amongst adults and the World Health Organization declaring loneliness a “global public health concern”. Some cities are working to combat loneliness amongst its residents by utilizing community-led programs, including Barcelona’s “Barcelona Against Loneliness” initiative. The initiative aims to address loneliness in children to elders by organizing a 10 year Municipal Strategy Against Loneliness plan that lays out lines of action and specific objectives, from deploying resources to transforming public spaces.



Data Insight

In partnership with Spate, we explore growth in these sectors using their trendspotting data insights.

Sources: Popularity index - US Google Search + TikTok Views from Jan 2024 to Dec 2024 vs. Jan 2023 to Dec 2023

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TikTok: TikTok US - from Dec 29, 2024 to Jan 26, 2025 vs. Dec 1, 2024 to Dec 29, 2024

Community Building

Consumers prioritize community more than ever. The term #communitybuilding shows +49.5% YoY growth in popularity on TikTok alone.

+49.5%

YoY growth

Communal Activities

Community activities see a rise in searches, like community gardens with an average monthly search of 23.0K on Google, highlighting consumer interest in community building.

23.0K

Monthly searches

Run Clubs

Run clubs become a highly popular trend for wellness and socialization with a score of 319.0 in average monthly popularity, reflecting its strong influence. Its popularity continues to rise on TikTok, showing +148.8% YoY growth.

+148.8%

YoY growth

A man with a beard and long hair is relaxing in a hot spring, leaning back on a large rock. The water is clear and blue. In the background, there are rolling hills and a range of snow-capped mountains under a clear blue sky. The overall scene is peaceful and serene.

Cool Comfort

Emerging Opportunities

Spas and resorts will transition to nighttime treatments & experiences.

Rising global temperatures force wellness experiences to adapt and resorts find new ways for customers to enjoy treatments. There's a growing shift towards more nighttime wellness services at spas and resorts, like the Four Seasons' Night Spa Ritual which offers a 90 minute experience under the stars that includes a warm river stone massage in a serene outdoor, river-front space.



Emerging Opportunities

Cold plunges will be a new avenue for social wellness clubs.

With summer 2024 being the hottest on record according to the National Oceanic and Atmospheric Administration, consumers are utilizing cold-centric wellness treatments as a way to socialize during the heat of summer. Coffee & Chill is a social wellness club that helps consumers build connections through wellness with inflatable cold plunge pools, refreshing wellness beverages, and more to create a fun, welcoming space that prioritizes cooling wellness.



Emerging Opportunities

Heat stress will be a main concern for consumers.

According to the World Health Organization, heat stress is the leading cause of weather-related deaths. As more hot days are expected due to climate change, heat stress is expected to impact more and more consumers, exacerbating underlying issues such as cardiovascular and respiratory complications and kidney disease. Brands are therefore creating climate adaptive solutions to address this growing health concern. Chiller Body is one such brand who designed rechargeable cooling hat inserts to mitigate heat stress.



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Cooling Trends

Cooling trends are on the rise as search terms such as "cooling + blanket" receives 60.9K average monthly searches on Google, while "cooling + mattress" receives 24.1K average monthly searches.

60.9K

Monthly searches on Google

Heatstroke Concerns

Heat-related health issues are increasing due to rising global temperatures. Heatstroke received a 150.0 average monthly popularity score, with searches for heatstroke increasing +3.3% YoY on Google, showcasing consumers' rising concerns.

+3.3%

YoY on Google

Nighttime Wellness

Nighttime activities grow in popularity, highlighting consumer interest in nighttime rituals and wellness experiences. Stargazing, for example, sees +16.3% YoY growth in TikTok popularity, receiving a 133.0 average monthly popularity score.

+16.3%

YoY growth

A man with a beard and extensive tattoos is sitting on a wooden bench in a sauna, wearing a grey towel. He is looking towards a woman sitting on a higher bench. The woman is wearing a dark blue swimsuit and is also looking towards the man. The sauna has horizontal wooden slats on the walls and benches. The lighting is warm and soft.

The Modern Bathhouse

Emerging Opportunities

Bathhouses will go mobile for a unique spa experience.

Combining popular water-mobile experiences like hot tub boats with the benefits of a Scandinavian sauna, The Sauna Float in Connecticut offers a unique bathhouse experience to consumers. The project was inspired by design studio owner Peter Boldt's time in Sweden and allows consumers to experience a portable place for a hot sit and cold plunge.



Emerging Opportunities

Beauty & wellness collections will be influenced by bathhouse culture.

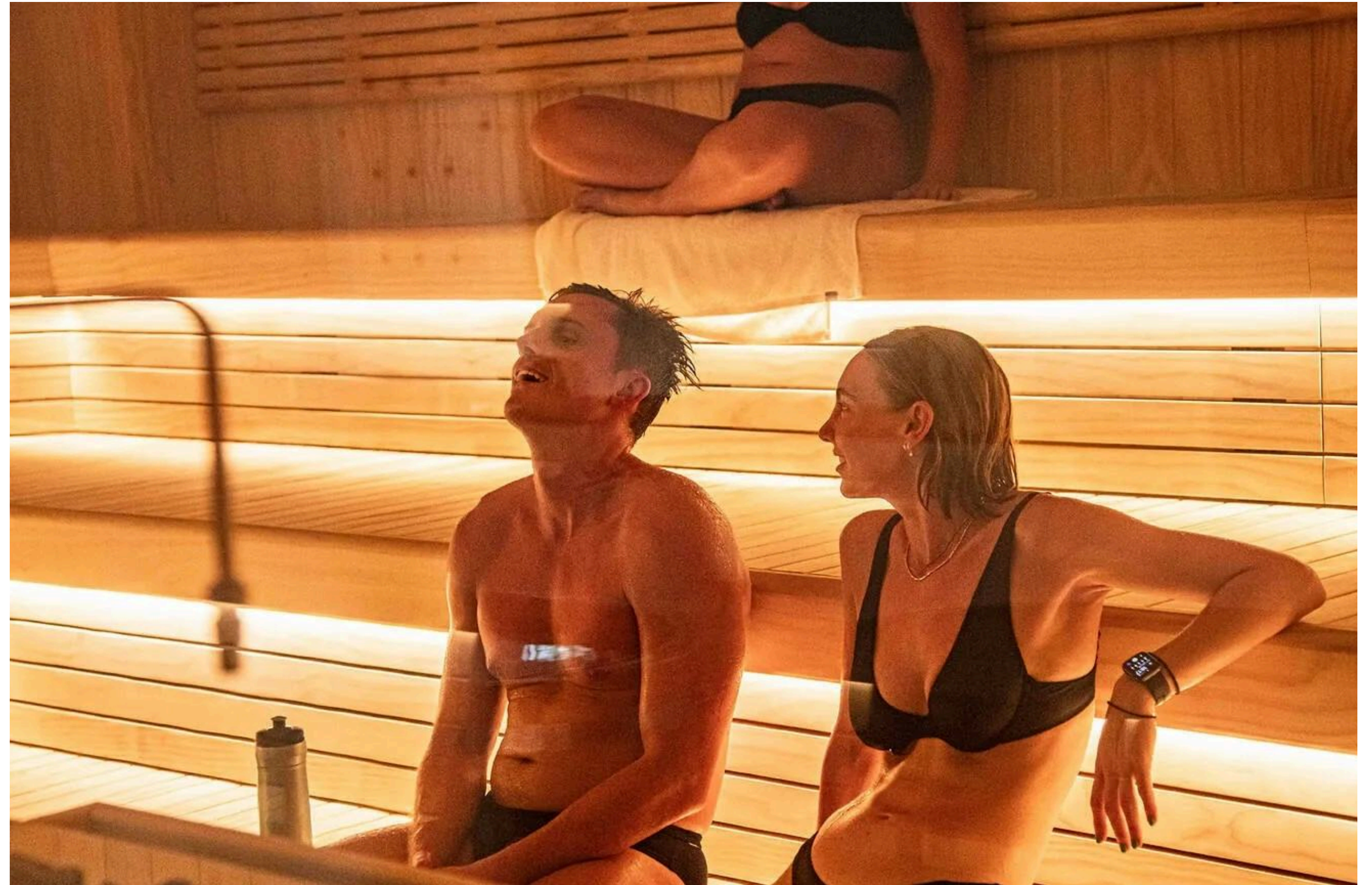
With growing interest in bathhouse culture, beauty and wellness products and collections find inspiration from traditional ingredients and rituals that align with the self-care practices of bathhouses. Jo Malone's London's Care Collection, for example, was influenced by the ancient Roman baths and follows a similar ethos of the self-indulgent bathing practices by using ingredients that have been scientifically proven to benefit the body and mind.



Emerging Opportunities

Social bathhouses will become more accessible.

The social bathhouse trend gains popularity in response to key issues affecting consumers including the loneliness epidemic, the sober curious movement, and the growing need for accessible wellness “third places”. Social bathhouses offer consumers a place of refuge, connecting like-minded people while promoting wellness, but there’s a growing need for more accessible saunas and bathhouses, which is being addressed by companies like [Xtra Clubs](#) whose Sydney suburb Bondi Junction location offers an affordable weekly rate for their easily accessible wellness facilities.



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Bathhouse Culture

Bathhouse culture experiences high popularity through online searches, averaging a monthly popularity score of 753.0 and +63.5% YoY growth in popularity on Google.

+63.5%

YoY on Google

At-home Saunas

At-home and portable saunas gain more consumer attention with rising interest in adapting home environments to become wellness oases. "Sauna + home" received 119.9K average monthly searches on Google, while "sauna + portable" received 55.2 average monthly searches.

119.9K

Monthly searches on Google

Social Wellness

Overall, social wellness is on the rise as consumers seek out more health-focused activities especially as younger generations are pushing for more sober, wellness-oriented third places. Therefore, we see social wellness gain +40.4% YoY growth in popularity on Google.

+40.4%

YoY growth

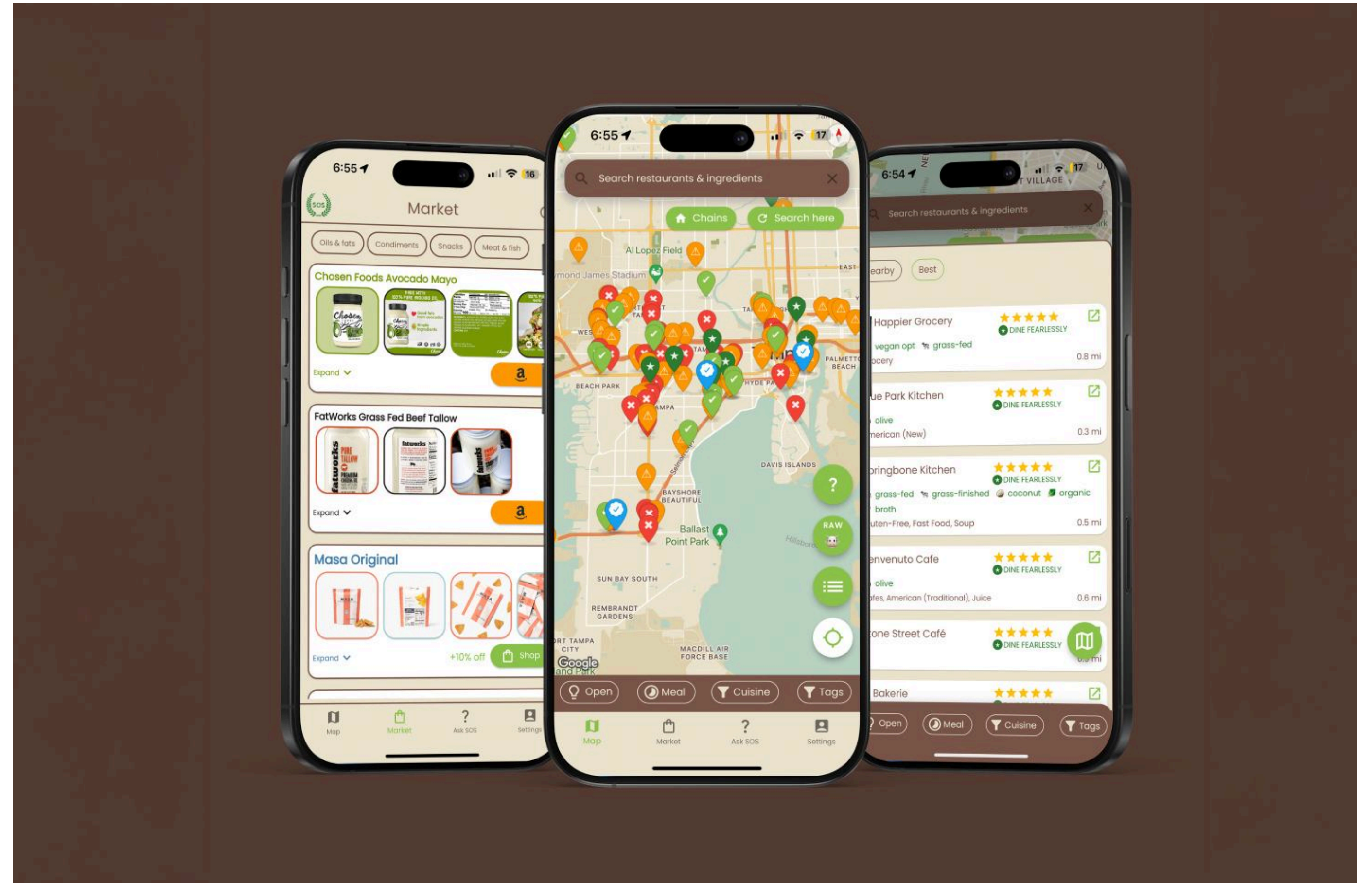


The Nutrient Fix

Emerging Opportunities

Diners will be more conscious of seed oils.

With rising concerns of seed oils being hidden in restaurant food, apps like Seed Oil Scout make it easier for consumers to find restaurants that align with the dietary needs. Seed Oil Scout is a community driven map that highlights restaurants' ingredients and sourcing, focusing on seed oil usage as consumers are increasingly looking for food cooked with healthy oils. Restaurants can even gain Seed Oil Safe Verification to stand out to health-conscious consumers.



Emerging Opportunities

Meal kits will be tailored for hormone-balance support.

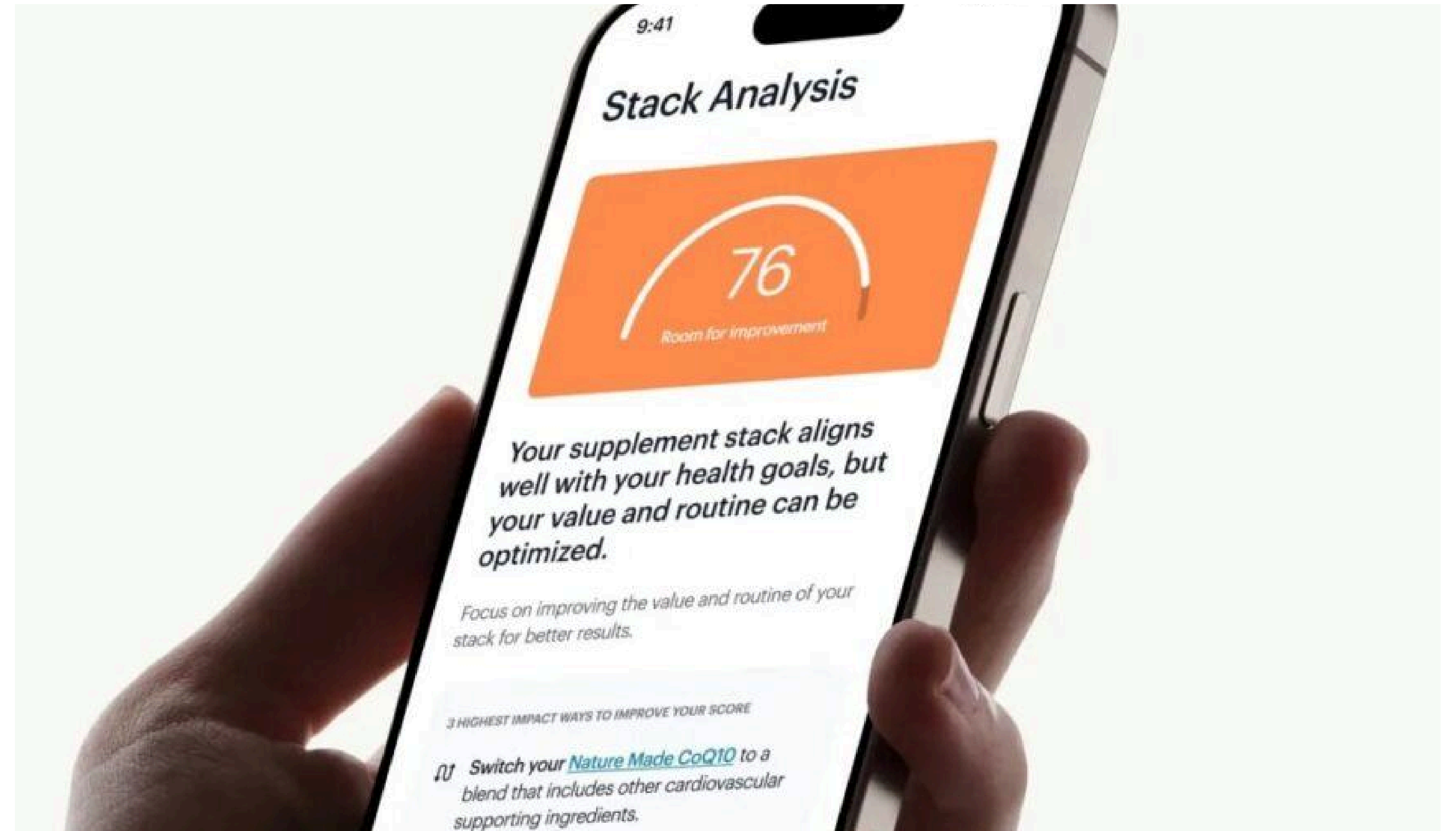
As subscription meal kits continue to remain popular amongst consumers, new services emerge that are tailored to address health and nutrition concerns like hormone balancing. [Chiyo's Hormone Balance Program](#) is designed for women to enhance their dietary journey by aligning nutrients that support a healthy menstrual cycle, blood sugar regulation, or managing health diagnoses like PCOS or endometriosis.



Emerging Opportunities

Apps will emerge to provide supplement ingredient transparency.

Supplement transparency continues to be a major concern amongst consumers as there's growing awareness around supplement usage and formulation. In response, new apps help consumers make the best decisions for themselves based on their health goals, ensuring they get the exact nutrients they need. SuppCo is a supplement tracker that provides ingredient transparency while also creating tailored supplement "stacks" curated by functional medicine experts to empower consumers to find effective prescription med alternatives.



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Seed Oils

Consumers become increasingly concerned about the ingredients going into their food, and there's a particular focus on seed oils as the term has an average of 1.1K monthly popularity score and "seed oil + health benefits" garners 3.2K average monthly searches on Google.

3.2K

Monthly searches on Google

Food Dyes

Increased evidence of consumer concern around ingredients in their food is seen with the rise of searches for additives like food dyes, as food dyes has a 107.0 average monthly popularity score and 196.4K average monthly searches on Google

196.4K

Monthly searches on Google

Healthy Food

Incorporating healthy food is top of mind for wellness-oriented consumers, as we continue to see +12.9% YoY growth in popularity on Google for the term "healthy food".

+12.9%

YoY growth

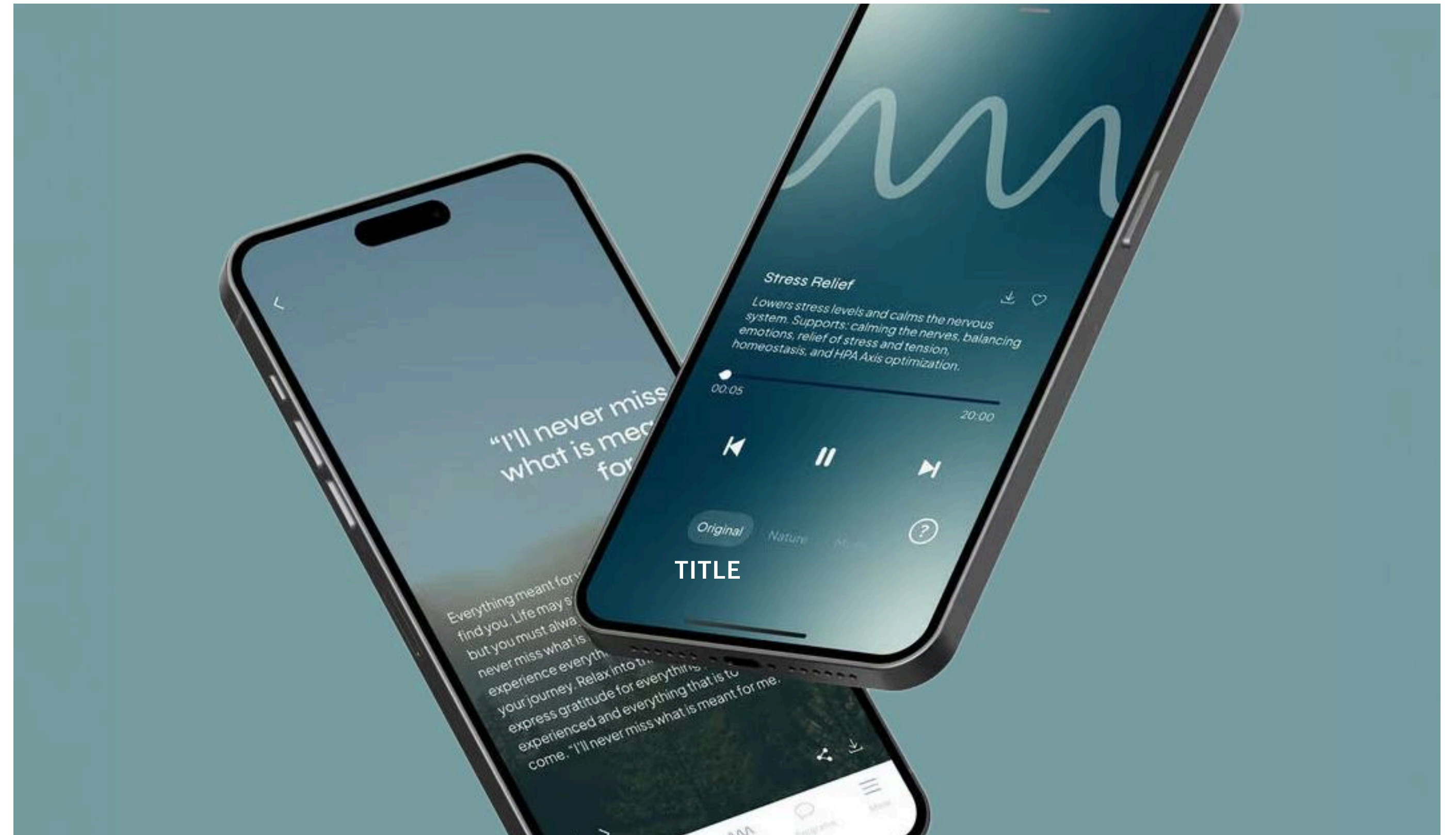


Energy Medicine

Emerging Opportunities

Consumers will turn to sound frequency for mental health support.

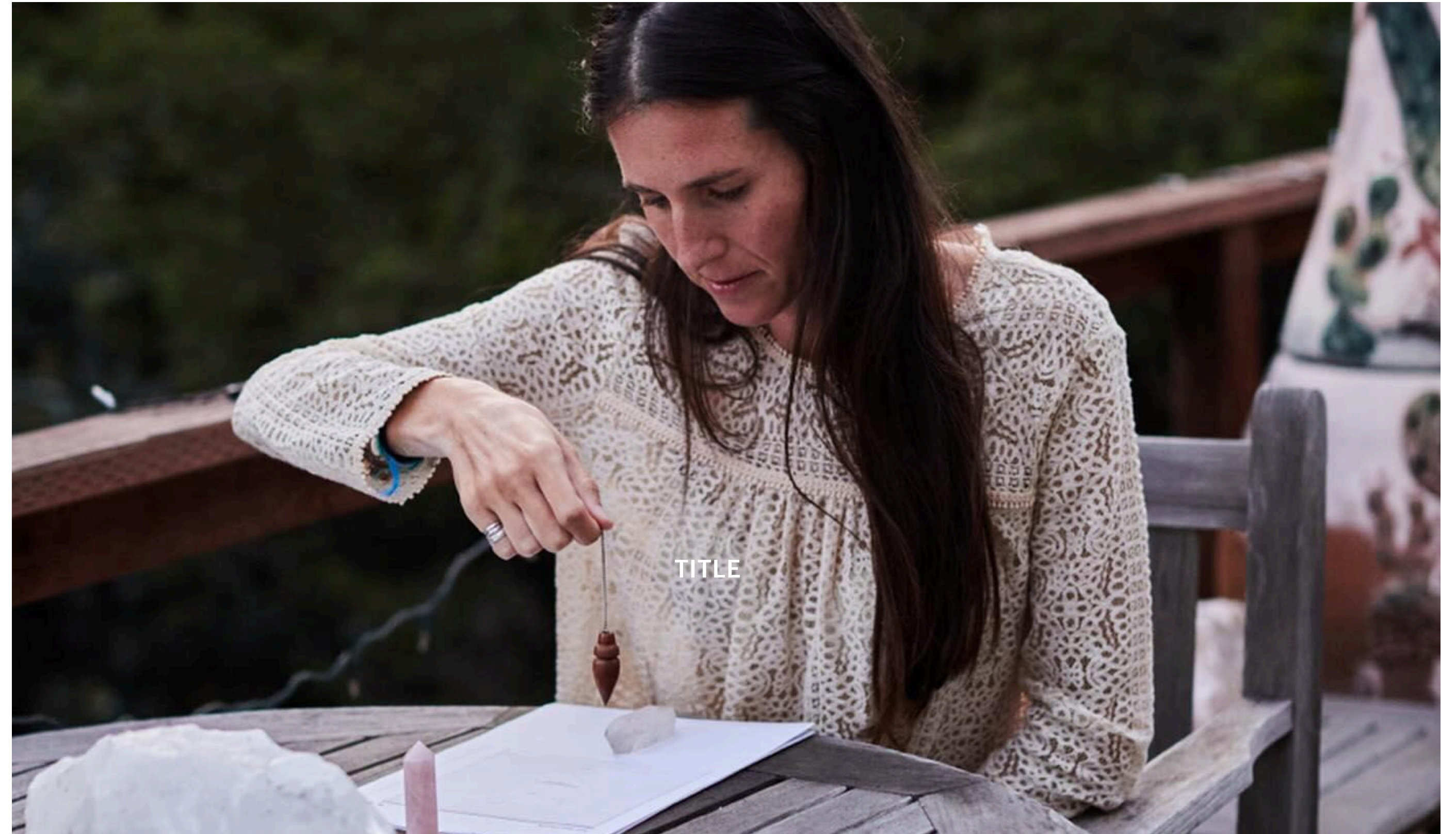
With digital mental health platforms on the rise, the Soaak mobile app uses scientifically-backed sound frequency audio developed to boost energy levels and mood while lowering depression and anxiety. The compositions can be played in the background of other audio for a customizable experience, and curated 21-day programs provide expert advice along with sound frequency therapy.



Emerging Opportunities

"Geomancy" will emerge as the next big category for home wellness.

Connecting to Earth's healing energy becomes an emerging trend amongst spiritually-curious wellness consumers, leading to an interest in geomancy, or dowsing. This ancient art of geographical energy detection is adopted by energy healers like Marguerite Nesteruk, founder of [Resonating Earth](#). Nesteruk uses dowsing to locate negative energy lines in people's homes or spaces and perform Earth Acupuncture to bring harmony back to the flows of energy.



Emerging Opportunities

Earth frequency devices will make grounding at home easier.

Grounding is the popular practice of going barefoot outside to connect to the earth's natural frequency, which can improve sleep, anxiety, pain, and inflammation. Mattress covers from Down to Ground can mimic grounding throughout the night, connecting to the earth through electrical sockets where a conductive wire connects straight into the ground and creates a direct link from earth to body.



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Energy Medicine

Spiritually-curious consumers dive into the emerging trend of energy medicine, which has gained +36.3% YoY growth in popularity on Google and 4.5k average monthly searches.

+36.3%

YoY growth

Frequency Healing

Frequency healing within wellness starts to gain traction with more consumers exploring the benefits of the practice, and we see an increase in searches for it with +70.8% YoY growth in popularity on Google.

+70.8%

YoY growth

Earth Healing

Consumers are intrigued by Earth's natural energy and its ability to support their own wellbeing, leading to a rise in energy healing—which has a high popularity average score of 889.0 monthly popularity and +42.3% YoY growth in popularity on Google.

+42.3%

YoY growth



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