

Building a Thriving Business in the $6.3 Trillion Health & Wellness Market

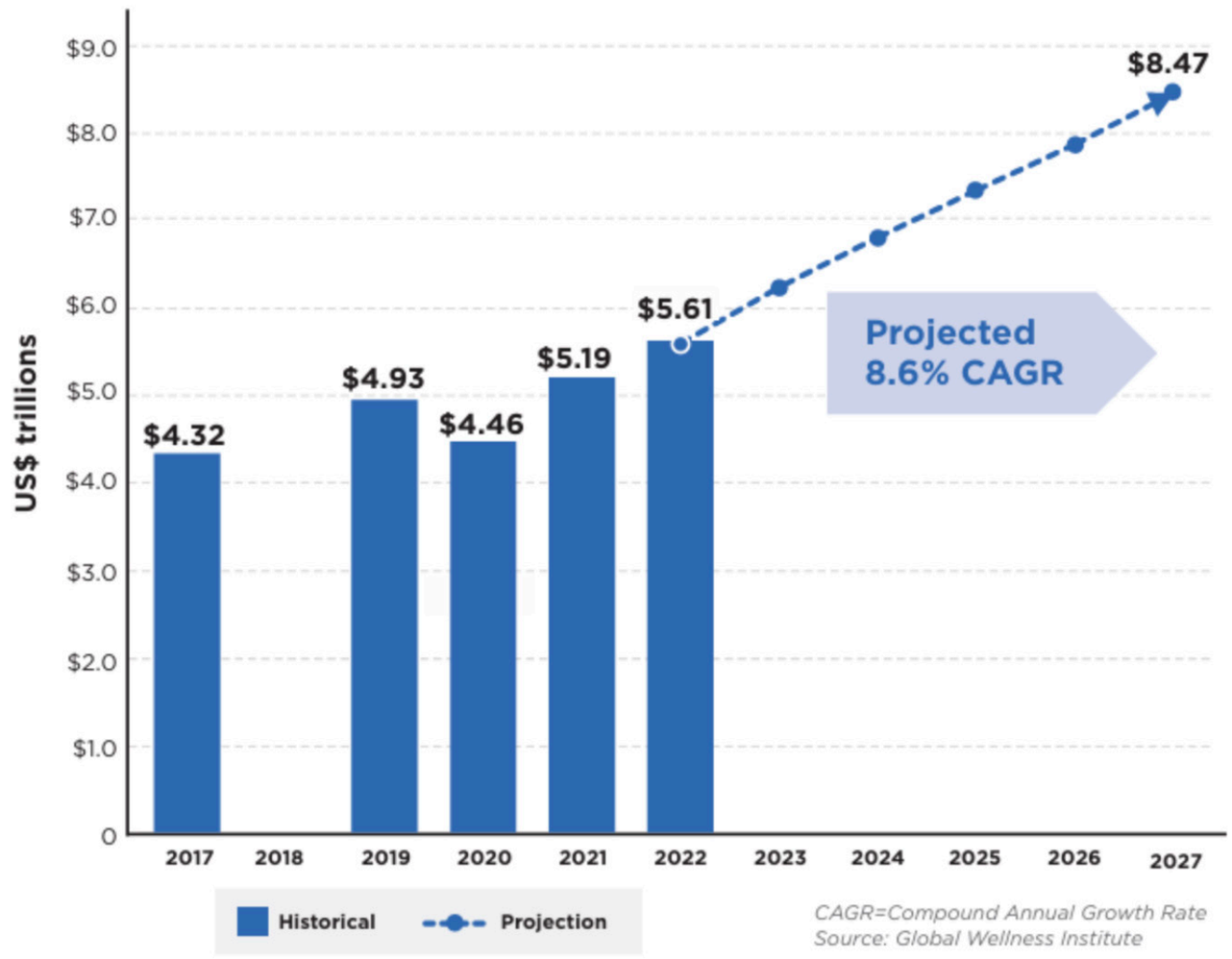
ThriveCart

The global wellness economy has reached $6.3 trillion and is expected to hit $9 trillion by 2028 – nearly double its 2019 size (Global Wellness Institute, 2023). It's one of the fastest-growing global markets, expanding significantly faster than the overall economy. Much of this growth is driven by a demand for accessible, easy-to-understand guidance on healthier living. 82% of consumers now define wellness as a top priority (McKinsey, 2024), which means spending has moved from a discretionary luxury to an essential part of the household budget.

The traditional healthcare system often fails to meet the expectations and information needs of consumers, delivering content that can feel inaccessible or out of touch. Content creators play a pivotal role, translating scientific research into actionable, evidence-based suggestions that empower their followers to make informed decisions about their health.

With 5.41 billion social media users worldwide (Piktochart, 2025), the potential for impact and entrepreneurship is massive, but it requires a commitment to strategic implementation and authentic connection.

Global Wellness Economy Market Size and Growth Projections, 2017-2027



Source I Global Wellness Institute



Why healthcare content is untapped potential

The wellness market's rapid expansion signals a deeper mindset shift in how people define health. Consumers are no longer satisfied with occasional checkups or solutions that address their symptoms but not their actual health concerns. People are taking ownership of their well-being, seeking credible guidance that fits into their daily lives and aligns with their long-term goals.

Preventative health consciousness: Consumers are moving from reactive treatment to proactive health management. They're increasingly focused on longevity and maintaining a high quality of life as they age. Because of this, there's a growing desire for education that helps prevent problems instead of just treating them after the fact.

Data-driven tracking and personalization: A 2024 survey from PA Consulting found that 90% of consumers are interested in personalized wellness products, and over half are willing to share personal health data in exchange for better customization. People want recommendations that feel relevant to their needs, not generic, one-size-fits-all advice.

This intersection of prevention and personalization is reshaping how people seek information. The demand for accessible, evidence-based health and well-being content is growing faster than the healthcare system can deliver it, creating a clear opening for creators who can bridge that divide with empathy and expertise.

90% of consumers want personalized wellness products

OVER 50% would share personal health data to get it

Source I PA Consulting

GLOBAL WELLNESS ECONOMY: $6.8 trillion in 2024



Source I Global Wellness Institute

What healthcare desperately needs

The traditional healthcare system can offer excellent clinical care, but it wasn't built for everyday education, motivation, or lifestyle support. As a result, three key opportunities have emerged – spaces where creators can extend the reach of trusted health education while building a sustainable and profitable business.

Common issues healthcare providers face include:

Low patient motivation (reported by 88% of providers), insufficient time during consultations (31%), and lack of knowledge about lifestyle interventions (63%).

Source | National Library of Medicine

1. Translating science into everyday understanding

Clinical research is written for precision, not public accessibility. Creators turn complex medical language into clear, relatable insights that help people understand the nuance behind the science so they can take meaningful action.

2. Expanding access outside the doctor's office

With limited time and resources, many providers simply can't offer ongoing education in between visits. Creators fill that space by offering practical tools, consistent encouragement, and evidence-based guidance that's available anytime, anywhere.

3. Building trust through inclusion and empathy

Not everyone feels adequately seen in healthcare settings. For example, women and Baby Boomers are least likely to perceive that they are receiving equal treatment (Ipsos, 2023). By listening to their audience and responding to what they hear, creators foster connection and trust, helping wellness feel personal instead of objectively prescriptive.



Strategic positioning: From creator to authority

In the modern creator economy, expertise isn't defined by credentials alone. Audiences now recognize that lived experience and empathy can be just as powerful as formal education when they're paired with honesty and a commitment to accuracy. Creators who balance transparency, ownership, and rigor are the next generation of wellness authority figures.

Establish credibility without clinical credentials

Creators without a traditional medical background can still demonstrate rigor by operating with professional discipline. Here's how:

- **Clarify your background** and limits of expertise.
- **Collaborate with licensed professionals** for fact-checking or co-created content.
- **Explain your research process** and sources.
- **Share lived experience** to make your content relatable.

Build direct audience relationships

Strong positioning isn't just about what you say, but **where and how you say it**. Once your credibility is established, the next step is creating stability through an intentional platform strategy. You need to ensure your work reaches the right people, no matter how social media algorithms shift.

> **Lived experience is a distinct and valuable form of expertise in healthcare and research, fostering trust, improving therapeutic alliances, and leading to more relevant outcomes.**

> **Authenticity and transparency are now primary predictors of consumer trust in digital content, often outweighing traditional credentials.**

> **Consumer data indicates a decline in credential-based trust, with a preference for authentic, relatable voices, though accuracy remains essential.**

> **Micro-influencers build strong trust and parasocial relationships through authenticity and relatability, while empathy combined with accuracy enhances health communication effectiveness.**

> **Honesty and ownership, including transparent disclosure of processes, are stronger signals of reliability and trustworthiness than formal expertise alone.**

Sources | Paper ASIA, National Library of Medicine, Communica, ScienceDirect

Creators need to own their audience

Algorithms might amplify you one week and hide you the next. Building direct, off-platform channels is the best way to maintain stability, autonomy, and long-term scalability. Owning your audience gives greater control over communication and monetization, without being punished by changing engagement rules.

Strong foundations often include:

- Email newsletters for consistent communication and deeper storytelling.
- Private memberships, communities, or channels to build connection.
- Digital products or online courses offered through ThriveCart that turn your insights into income.

Prioritize engagement over follower count

Within social media platforms, follower count has become a vanity metric. Engagement rates, such as views, comments, and shares, signal trust and attention, which brands now prioritize when choosing collaborators. According to Forbes (2025), 61% of consumers trust recommendations from individual creators more than from brands.

For creators, that trust becomes leverage. A loyal, interactive audience drives conversions and strengthens negotiation power with sponsors.

Instead of one-way posting, design content that invites conversation, like polls about common struggles or Q&As that debunk myths. Create recurring formats that thrive on interaction. When followers know you'll host a Q&A each Sunday afternoon, for example, they show up ready to participate. Regular interactive formats encourage return visits and strengthen community identity.

69.2%

of Millennials are using social media in 2025, making them the most active generation across platforms.

Across age groups, staying connected with friends and family is the top reason for using social media.

39%

of Facebook users make direct purchases on the platform, the highest among all social media.

76%

The majority of Instagram users in the U.S. fall in the 18-29 age bracket.

Sources | Piktochart

Case studies



A growing divide exists between what consumers want from wellness education and what traditional healthcare systems can deliver. Because of this, audiences are turning to independent experts whose credibility comes from consistency, transparency, and results.

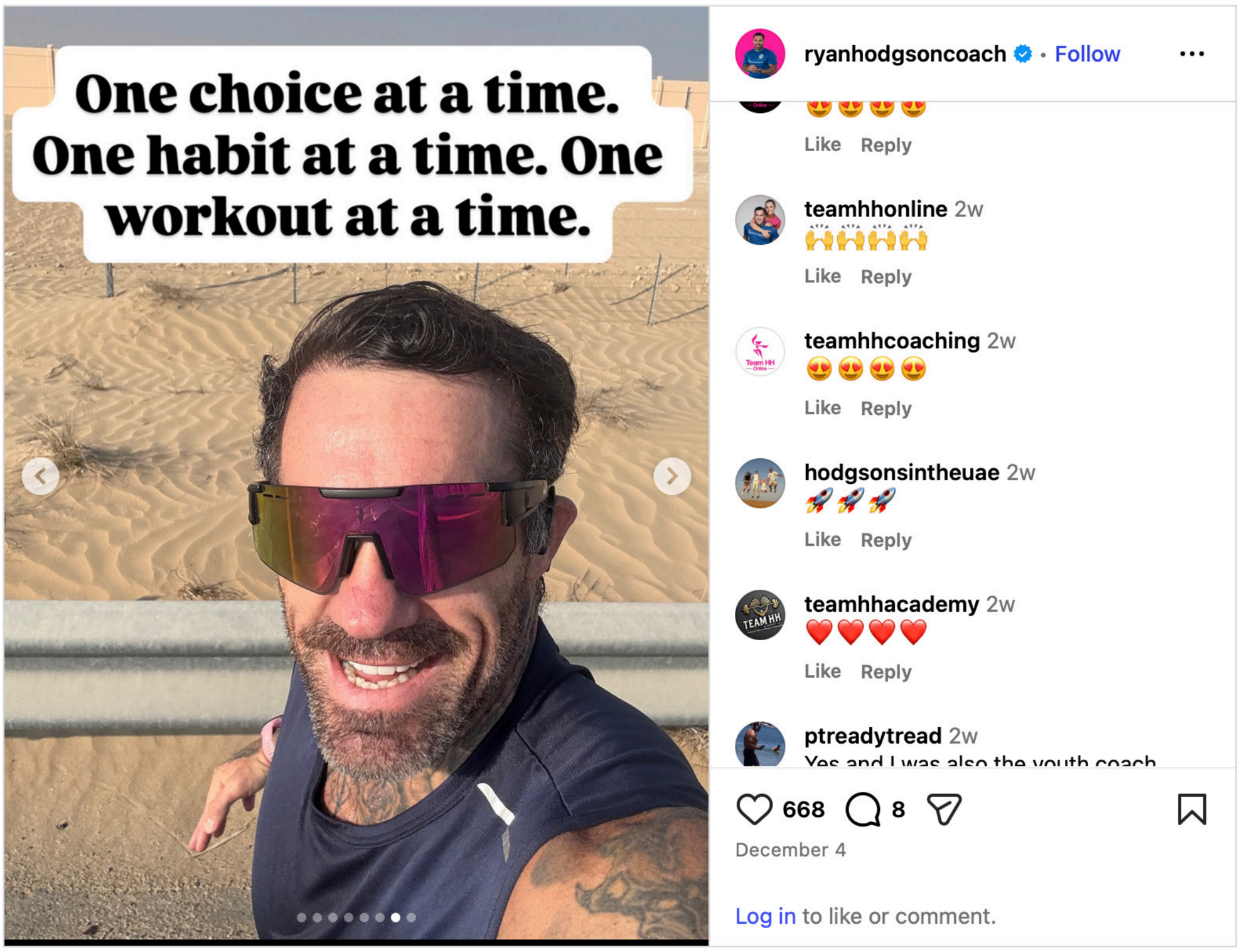
The next era of wellness creators must be able to take a human-focused approach to providing research-driven insight. The following case studies highlight how successful creators have found that balance and turned it into lasting impact.



Case study 1:
How blending home and work life turned into a thriving business

Creator: Ryan Hodgson // Men's fitness coach

ryanhodgsonfitness ryanhodgsonfitness



After more than a decade of creating content, Ryan Hodgson has built a thriving coaching brand by combining professional credibility with an authentic view of fatherhood. His initial 'post and hope' strategy has evolved into highly targeted messaging for career-focused dads seeking realistic health advice.

Keep it simple and fun

Ryan breaks down complex health concepts "like I'm talking to myself"– plain, direct, and entertaining. He blends humor and approachability to make learning less intimidating.

Lesson: Translate your expertise into simple, relatable education that fits seamlessly into daily life.

Consistency over trends

Ryan has watched the industry shift toward higher production quality, but believes that longevity comes from being genuine. He shares that "trends are cool for engagement and a boost, but I think being yourself lasts longer and builds real relationships."

Lesson: Stay steady in who you are and how you present yourself as a creator, even when the algorithms are constantly changing.

Case study 2:
How personal storytelling builds a deeply engaged audience

Creator: Lauran Saunders // Prenatal nutritionist

lifecycledietitian prenatal.rdn



Registered dietician Lauran Saunders launched her private practice in 2021 and has since built a trusted online presence. She credits consistency as the biggest factor in her success, “showing up over and over, even if it’s in a small way.”

Utilize your lived experience

Drawing on her graduate training, Lauran turns complex health information into practical advice for women who are trying to conceive, pregnant, or postpartum. She shares, “In healthcare, you rarely have endless time with clients or patients, so I had to learn to identify what mattered most and explain it in a way anyone could understand.

It became even easier once I personally went through trying to conceive, pregnancy, and postpartum. Experiencing those stages myself gave me a deeper understanding of what women truly want to know and how to explain it in a way that feels practical, compassionate, and easy to apply.”

Lesson: Lead with empathy and shared experience to build trust and foster a sense of belonging.

Build trust through connection

A background as a registered dietician provides Lauran credibility. However, her greatest strength is her ability to connect with others. She tries to “personally respond to everyone who reaches out, whether they’re asking a quick question, sharing a story, or just saying hi.”

Lesson: Treat your audience like community, not followers, to strengthen connection and boost engagement.

Case study 3:
Why consistency beats virality

Creator: Rebekka Wall // Adult sleep coach

sleepwiseinseattle



Integrating education with personal insight

Since 2022, sleep coach Rebekka Wall has been translating sleep science into something her followers can understand. Her mission is "to offer small, simple, sustainable education and tools for women" through "bite-size pieces that can actually make a difference."

An evolving identity

When Rebekka began creating content, her goal was growth, and so she posted content that would attract new viewers. Now that she has an established base, Rebekka still shares educational content, but also sprinkles in more daily life posts "to show it is attainable for a busy woman." These days, her online revenue mainly comes from product reviews and sleep tool partnerships.

Lesson: Your online presence evolves as you settle into a groove. It may take time to find your niche.

Consistency builds credibility

Although content creation remains secondary to her clinical work, Rebekka has maintained a steady online presence. She posts three times a week, offers a weekly Q&A, and aims to respond to every question and comment.

Lesson: Consistency creates accessibility. Showing up regularly gives people the support they can't always find in traditional healthcare.

Content strategies that convert: From engagement to revenue

Content trends and financial data all point to creators filling the clinical information gap. As we saw from the case studies, creators who build authority through lived experience and professional discipline are defining what trustworthy wellness education looks like.

Authenticity is the foundation of connection, but connection alone won't sustain a business. The next challenge for established creators is to turn their influence and engagement into a reliable income.

Consumer research in 2025 found that nearly 80% of people were planning to adopt new fitness and wellness products or services by the end of the year (The Consulting Report, 2024). This kind of high demand demonstrates significant potential for creators who provide content that teaches, converts, and scales within the expanding wellness economy.

Implementation-first approach

New wellness creators often start by inspiring their audiences through motivational, storytelling, or mindset content. But lasting impact comes from helping your audience move from awareness to application. An implementation-first approach guides followers through systems that make results measurable and repeatable.

Creators who adopt this model position themselves as educators, not just influencers. The goal becomes helping followers achieve their desired transformation instead of just showcasing aspirational content.

Implementation-first creators turn their most useful frameworks into resources such as downloads, templates, and guided courses hosted through ThriveCart, allowing followers to first learn and then apply their new skills.

Content-to-product pathways

Once creators have created frameworks that turn education into implementation, the next step is designing pathways that connect free education with paid offerings.

Rather than treating your free and paid content as separate worlds, look at them as different stages in the same journey. For example, a short-form video about a shoulder workout can spark curiosity, while a downloadable guide walks followers through a week of workouts, and a paid membership provides them with an ongoing exercise routine.

50%

Only half of consumers rate their physical health as "good"

45% Less than half are satisfied with their current sleep quality/quantity

47% Are satisfied with their diet/nutrition

This layered approach builds trust through consistent value. Followers experience real improvement before they ever make a purchase, which increases their long-term loyalty. It also keeps your free content valuable while subtly positioning your paid resources as the next logical step for those now-loyal followers.

Evidence-based content creation and research citation

Credentials alone don't prove authority. Many successful wellness creators have no medical background, or have previous training with no relevance to their current niche. Today's consumers want to know where information comes from, how it was verified, and why it matters. If you can do that, you've gained their trust.

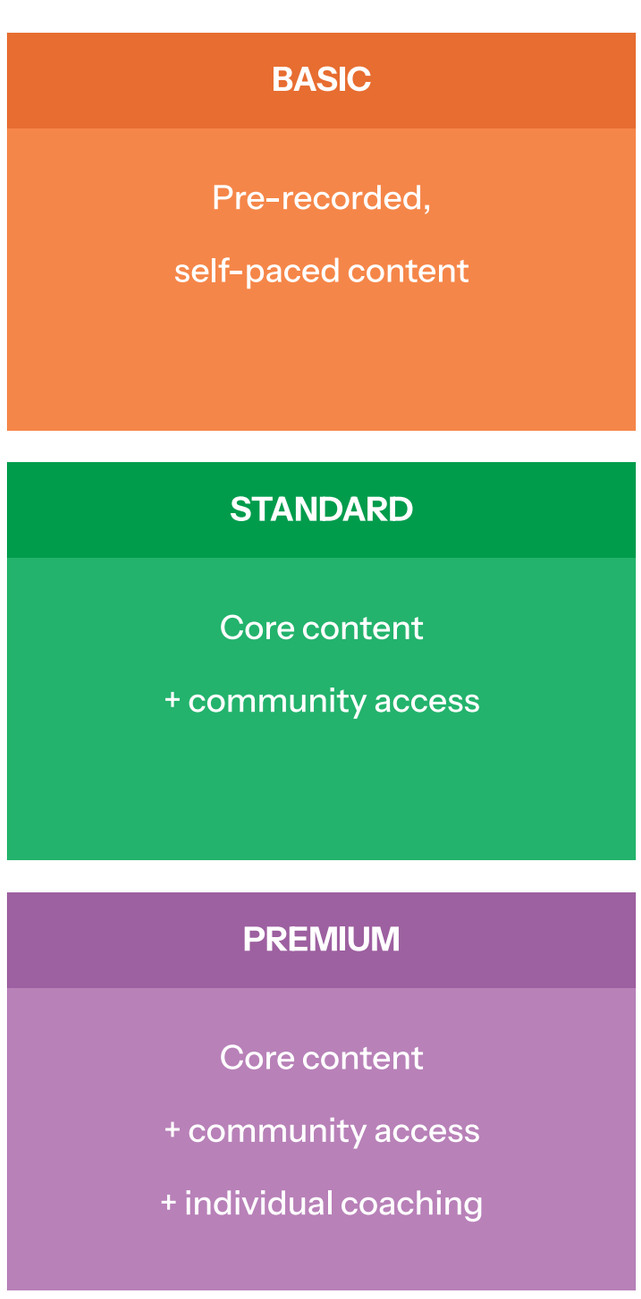
To stand out as an evidence-based content creator:

- Cite peer-reviewed research, government data, and clinical guidelines from institutions such as the NIH, CDC, WHO, and leading universities.
- Explain how scientific nuance applies to individual experience.
- Clarify the scope of your expertise and the boundaries of your advice.
- Package your insights into repeatable, recognizable formats such as "Myth vs. Truth" posts that clarify misinformation, or a "One Small Change" series that translates science into action.

Pricing strategies for different types of content

Consumers understand that pricing reflects the value of your offer, and are more than willing to pay for products or services that help them achieve their desired results.

Research from VerifyEd (2025) shows that successful course creators typically implement a three-tier pricing structure:



Creators using ThriveCart's one-click upsells, order bumps, and subscription tiers can increase average order value while keeping the checkout process simple. Subscription-based models, such as memberships or cohorts, create a predictable monthly income and foster long-term relationships with your audience.

To maintain financial stability and ensure long-term success, you must also consider your ethical transparency and legal responsibility.

Ethical and legal considerations: Protecting your business and building trust

In the wellness industry, legal literacy protects both the brand and the audience. Although some legal considerations may not apply to creators without a medical license, others still do. On top of this, a creator's ethical approach goes hand in hand with how followers view their truthworthiness and reliability.

Owning ethical responsibility

Independent educators and wellness creators have a growing influence on how people access and interpret health information. Understanding regulations such as HIPAA and FTC advertising guidelines ensures that influence is used responsibly.

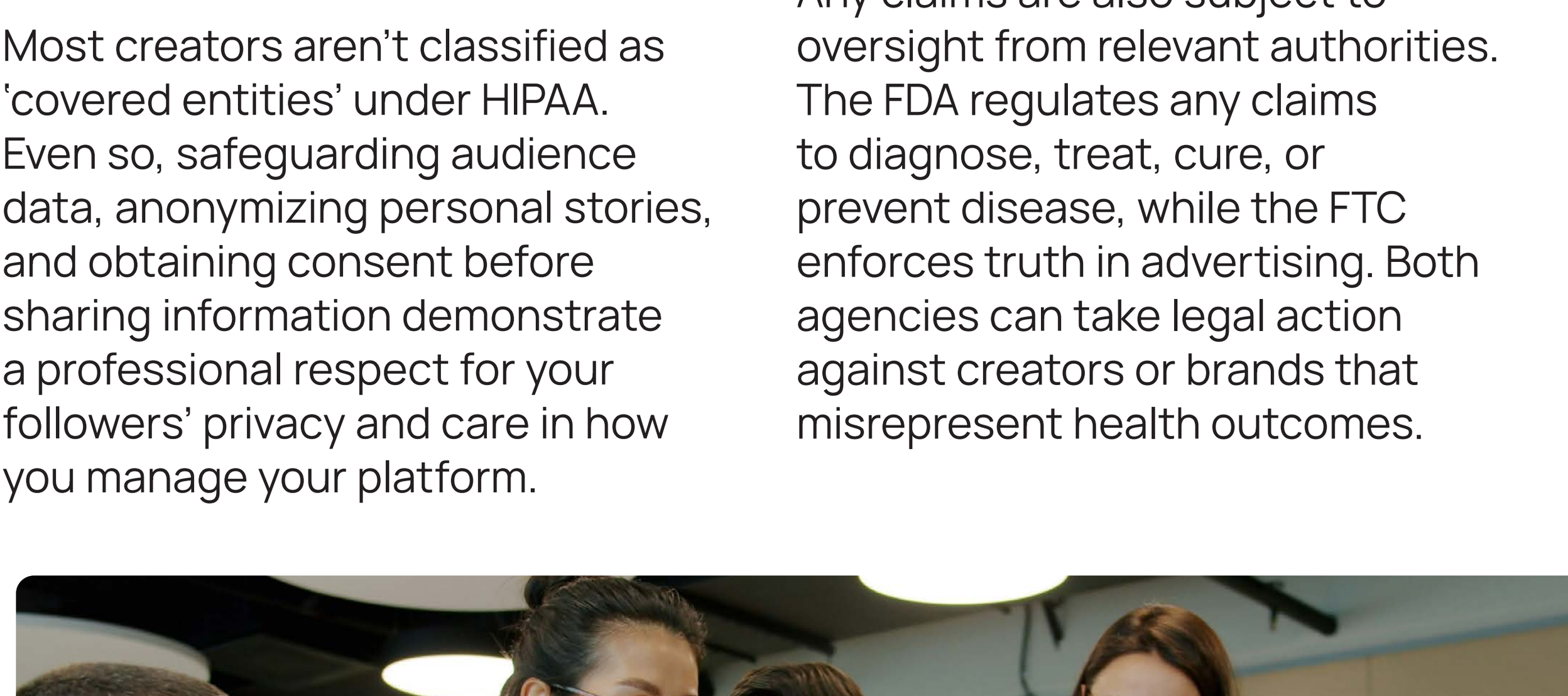
Most creators aren't classified as 'covered entities' under HIPAA. Even so, safeguarding audience data, anonymizing personal stories, and obtaining consent before sharing information demonstrate a professional respect for your followers' privacy and care in how you manage your platform.

Navigating claims and consumer confidence

Every statement about results or outcomes shapes how followers perceive your credibility. Effective creators describe outcomes accurately, explain the basis for their claims, and show how research supports their guidance. You should:

- Use measurable language and identify clear outcomes.
- Name the research and data that inform your wellness suggestions.
- Update claims as research evolves. Revisit your older content to ensure it reflects current evidence.

Any claims are also subject to oversight from relevant authorities. The FDA regulates any claims to diagnose, treat, cure, or prevent disease, while the FTC enforces truth in advertising. Both agencies can take legal action against creators or brands that misrepresent health outcomes.



Best practices to protect your business

Disclaimers, disclosures, contracts, and transparency can reduce legal exposure and build trust with your audience. Ensure that you:

Disclose sponsorships and affiliate partnerships so financial relationships are visible.
Set clear expectations for outcomes based on data.
Use digital tools to manage content types and maintain secure records.

Many types of creator activity require disclaimers or disclosures. These include sponsored posts, affiliate links, paid partnerships, online courses, and any form of wellness education that could be interpreted as health advice.



Sample Disclaimer Templates

Results Disclaimer	Individual results will vary. The examples or testimonials shared are not guarantees of specific outcomes. Results depend on personal effort, consistency, and a variety of individual factors.
Affiliate/Sponsorship Disclaimer	Some links or products mentioned may be part of affiliate partnerships. This means I may earn a small commission if you make a purchase through those links, at no additional cost to you. I only share products and services that I personally use, trust, or believe may provide value to my audience.
Data and Privacy Statement for forms, email opt-in, etc	Any personal information collected through this site will be used only for communication and delivery of educational materials. All data is stored securely and never shared or sold.

75% of young adults buy wellness products through social media

Here's where creators should focus next

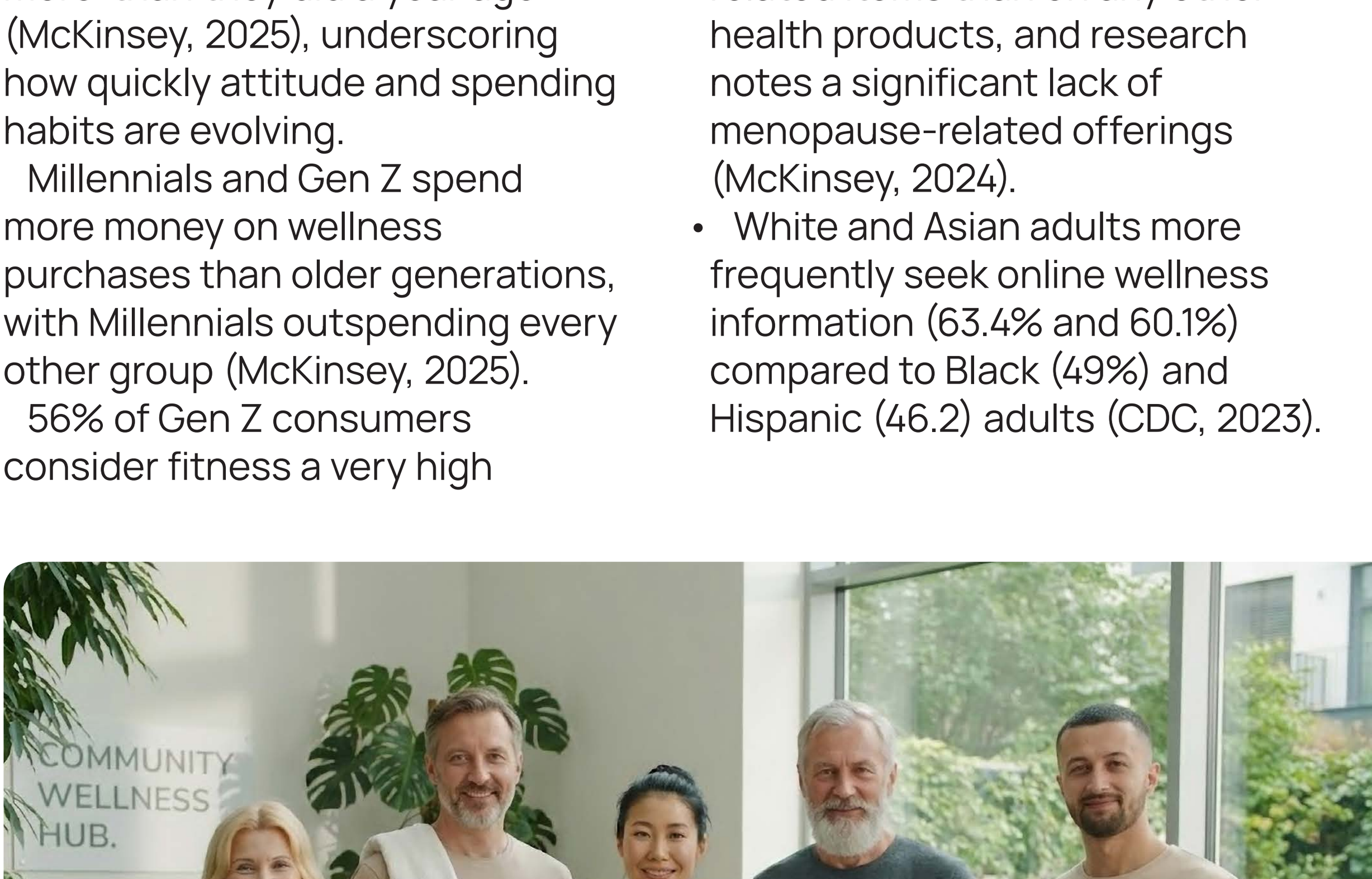
Wellness spending isn't equally distributed – it's concentrated among specific generations, audiences, and needs. Understanding who's driving the most growth helps creators position their content and offerings where demand (and revenue) are rising.

Age and generation trends

- In the U.S., nearly 30% of Millennials and Gen Zers report prioritizing wellness 'a lot more' than they did a year ago (McKinsey, 2025), underscoring how quickly attitude and spending habits are evolving.
- Millennials and Gen Z spend more money on wellness purchases than older generations, with Millennials outspending every other group (McKinsey, 2025).
- 56% of Gen Z consumers consider fitness a very high priority, compared to just 40% of overall consumers (McKinsey, 2024).
- While 47% of Americans have made a purchase because of social media. This jumps to 75% of adults between ages 18-34 (MRI-Simmons, 2024).

Gender and ethnicity trends

- CDC research (2023) found that women are more likely than men to search for wellness information online (63.3% vs. 53.5%).
- Women spend more on menopause and pregnancy-related items than on any other health products, and research notes a significant lack of menopause-related offerings (McKinsey, 2024).
- White and Asian adults more frequently seek online wellness information (63.4% and 60.1%) compared to Black (49%) and Hispanic (46.2) adults (CDC, 2023).



High-opportunity niches where content creators thrive

As the wellness market matures, growth is clustering around a few distinct areas. These niches offer the strongest potential for creators who combine credibility with clarity.

Mental wellness

Mental wellness is among the fastest-growing wellness categories, with a 12% compound annual growth rate (Global Wellness Institute, 2024), and is one of the few niches to maintain a steady upward trajectory.

Today, 90% of Americans believe that mental and physical health are equally important (MRI-Simmons, 2024). People are turning to experts who can offer evidence-based strategies that reduce stress and improve quality of life. Recent studies show that mindfulness courses achieve a 60.9% completion rate (Zhu et al, 2025), markedly higher than average online course completion rates of 23.64% (Celik & Cagiltay, 2024).

Sleep optimization

Sleep consistently ranks as the second-highest health and wellness priority, yet it remains an area with the most unmet needs.

Almost four in ten Americans grade their sleep health as a D or F (National Sleep Foundation, 2025).

The global sleep economy was projected to hit $585 billion in 2024, according to the National Sleep Foundation. However, the bulk of this spending goes toward products, not education. This leaves a massive opening for creators who can make the science of sleep understandable and actionable. In fact, a recent six-week virtual sleep course reported a 70% completion rate (Scott et al, 2024), well above average course completion rates.

Holistic health integration

Consumers are increasingly taking an integrated approach to health, understanding that their physical, mental, spiritual, and social functioning all work together to influence their overall well-being. However, only 57% of individuals report good holistic health (McKinsey, 2025). People are seeking creators who can merge nutrition, mindfulness, movement, and functional health in a way they can understand and apply.

> **Scott et al.’s (2024) research on “The Sleep Course” revealed 70% lesson completion rate and 79% satisfaction rate - 4.7X higher than typical MOOC completion rates (3-15%) and 3X higher than average online course completion (23.64%).**

5 common pitfalls and how top creators avoid them

The same opportunities that make wellness creation impactful – education, accessibility, and trust – also carry the most risk when they're handled without care. Successful creators recognize these challenges and create a plan to prevent them.

1. Oversimplifying complex science

Creators fill a critical gap by translating research into understandable language. But those planning to increase their content volume may be targeting a wider range of topics not normally in their wheelhouse. This can cause them to fall into the common trap of making content more accessible by oversimplifying the data until it loses context or accuracy.

What works: Balance deeply complex topics with more surface-level content. Allocate more time to creating and reviewing especially scientific posts, and reach out to medical professionals for review.

2. Prioritizing virality over value

Nearly half of creators who respond to the pressure of viral trends end up regretting it (Adobe, 2025). Prioritizing reach at the expense of depth can dilute the substance of your message and cause followers to question the reliability of the content.

What works: Create a framework that supports both short-term visibility and long-term positioning. Aim for 60% evergreen education content, 30% personal storytelling, and 10% trending posts. Sustainable growth comes from a deeply engaged audience, not a constantly expanding one.

3. Lack of consistency and systems

Without a defined content creation system, it's easy to slip into a habit of only publishing surface-level content, or skipping your evidence-based frameworks that ensure scientific accuracy. In time, this can cause followers to turn to other creators who are delivering more consistent, research-informed education.

What works: Establish a content calendar and pillar frameworks to consistently create and schedule content. Repurpose each key insight into multiple formats (such as posts, newsletters, and short videos) to maintain visibility without increasing your workload.

4. Weak brand differentiation

With over 50 million professional creators across the globe (SproutSocial, 2025), audiences are drawn to those who make them feel understood. Creators who speak directly to those overlooked perspectives build deeper loyalty and a stronger sense of belonging.

What works: Define the audience you serve and shape your brand around their needs and questions. Helping your unique group of

followers feel seen will boost your influence and your income – Linktree research reveals that niche creators consistently outearn non-niche creators.

5. Poor monetization strategy

48% of content creators struggle with unreliable income (MBO Partners, 2023). Relying on sponsorships and affiliate marketing makes it difficult to remain stable when the algorithms fluctuate and can impact the sustainability of your business.

What works: Build a diversified revenue stream that includes events, memberships, and courses through online solutions like ThriveCart Learn+.

Channels that earn creators revenue

	Niche creators	Non-niche creators
Premium newsletters	3%	2%
Online courses	10%	3%
Paid downloadable resources	10%	5%
Ads	13%	9%
Influencer marketing	14%	9%
Affiliate marketing	15%	10%
Own physical products	23%	18%



The future of wellness content creation

The wellness market isn't just growing, it's maturing. With 84% of U.S. consumers naming wellness as a top priority, this shift is creating a new era of entrepreneurs. We believe that content creators sit at the center of this evolution, translating complex health science into actionable, human-centered education.

Creators who can combine storytelling skills, science-based insight, and scalable systems have the biggest opportunity to capture this market. Five key trends define where the industry is headed:

1. The rise of the educator-creator

Audiences want instruction, not inspiration. The creator role is shifting from influencer to educator, teaching practical, evidence-based skills that drive behavior change.

2. Personalization as an expectation

According to Deloitte, by 2030, healthcare will center around the consumer. Audiences want bespoke offerings that reflect their specific goals and lifestyle. The desire for personalized care is creating more opportunities for highly niche creators.

3. Community over count

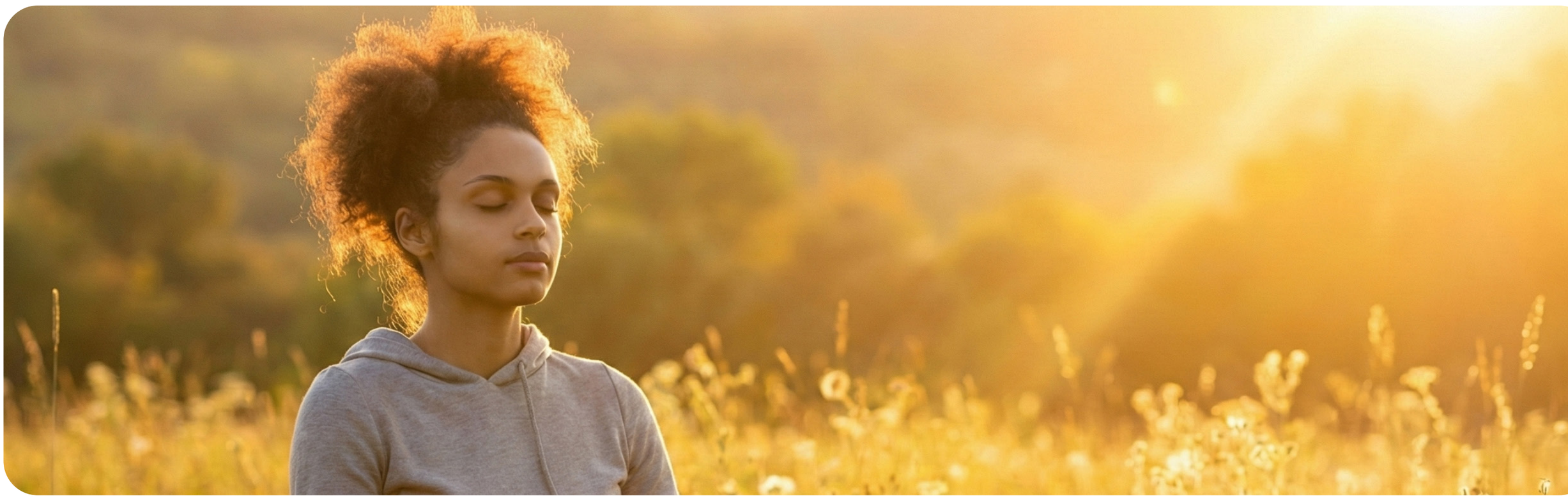
Engagement now matters more than exposure. Brands are prioritizing creators who have built genuine, sustained relationships with their followers, even if the follower count is small. Creators are also building community off of social media platforms. Newsletters, memberships, and courses provide direct, enduring connections.

4. Evolving ethical standards

Regulatory frameworks around AI-generated and sponsored health content are still developing. Creators who already operate with transparency and integrity will set the benchmark as regulations evolve and will find it easier to adapt to any legal requirements.

5. Humanity remains key

AI can streamline workflows and automate processes, but long-term success continues to depend on authentic human connection. Audiences trust creators who share their lived experience, show empathy, and admit when they were wrong.



The bottom line

Much of the authority in wellness is shifting from institutions to individuals. Creators who treat their platforms like learning environments are shaping how millions of people approach health in the coming decades. The ones who make the biggest impact will focus on three things:

- Evidence-based frameworks that make information trustworthy.
- Personalized guidance that makes learning relevant.
- Meaningful conversations that help followers feel seen.

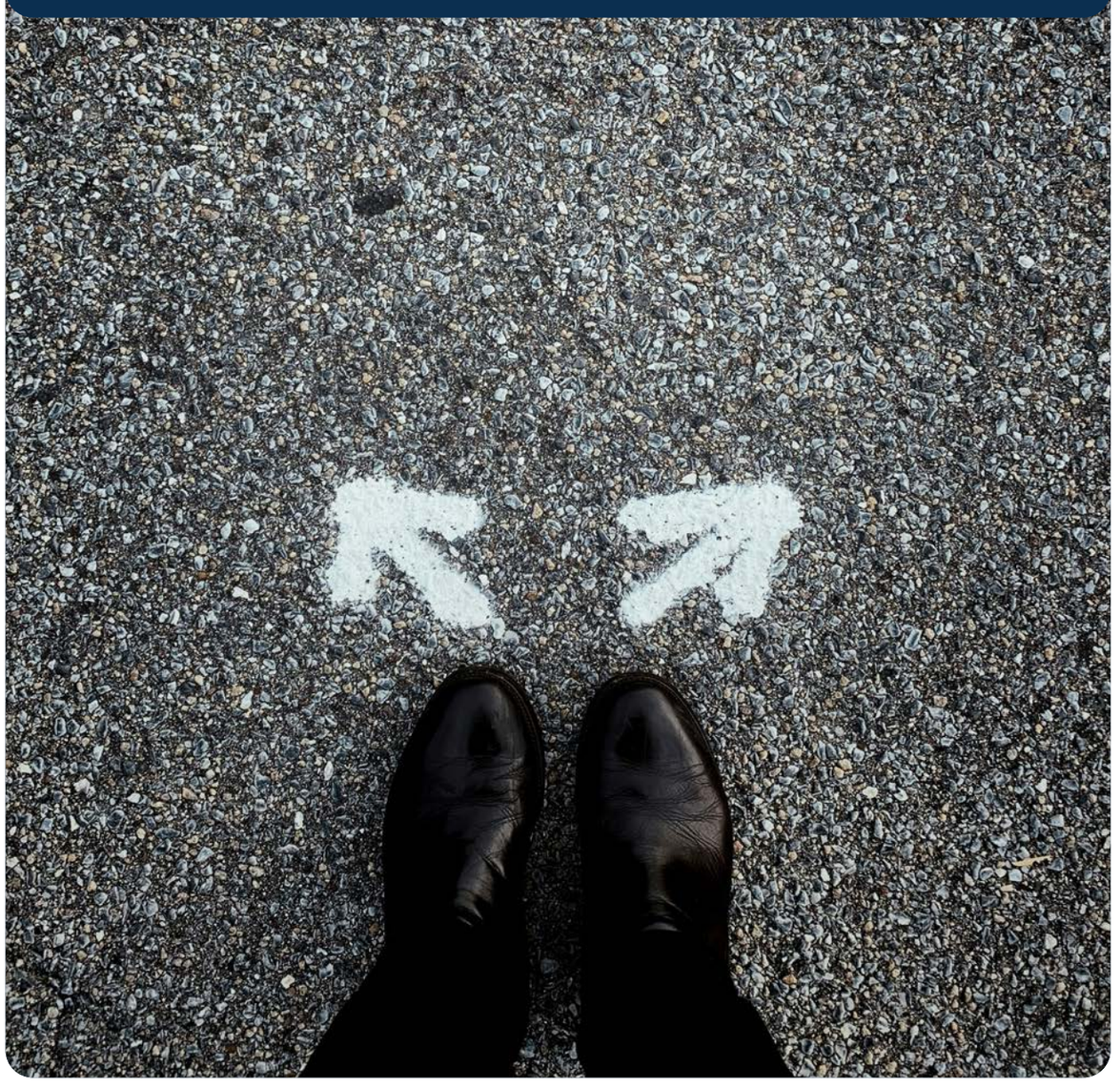
When creators bring all these pieces together, the result is a business that makes a true difference.



Discover how to build a $100k course in just 60 days, with real-world advice (the flops as well as the successes) from entrepreneur and coach, Jenni Maroney.

Watch the video

Choose your path forward:



Ready to join the platform that supports 4 million students across 12 million courses? ThriveCart offers secure global checkouts and payments, configurable landing pages and funnels, easy subscription and affiliate management, reporting and analytics, and a learning management system (LMS) for content creation and hosting. All in a single business-in-a-box platform.

New to the creator space? Looking for more revenue-generating ideas? Or simply keen to dive deeper into everything that being a creator entails? Explore more with our Creator Economy Industry Report.

Sign me up for ThriveCart

I want the white paper

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