



The Megatrends Defining Wellness in 2019

Leslie Barrie, Skift - Jan 17, 2019 2:00 am

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Take**

Find out what's on the rise and worth tracking in the wellness industry this year with these Megatrends, from mind- and body-focused co-working spaces to health biohacking to the continued buzz around CBD.

— *Leslie Barrie*

Skift Wellness launched its first newsletter this past fall, after we realized there wasn't a place that spoke about the modern business of wellness and looked at the industry through a journalistic, critical lens.

Over the past few months, we haven't only explored the latest and greatest in wearable technology, boutique fitness studios, and athleisure. We've also examined how other industries — be it travel, work, beauty, or food and beverage — have attempted to break into the wellness sector, whether that's a legacy diet brand redefining its mission or a startup looking to change the way offices work.

In conjunction with our Skift Megatrends 2019 package, we've also been tracking all that's coming up in wellness. Our Wellness Megatrends 2019 list includes what innovation and marketing tools will shape the wellness economy in the United States, as well as globally. Expect to find which wellness tech trends will be on the rise, what challenges await the buzzed-about CBD industry, as well as how meditation apps can continue to capitalize on the growing category.

These are the 10 Megatrends that will help define wellness 2019.

CBD

ALL INDUSTRIES WANT IN ON THE CBD TREND, BUT CHALLENGES REMAIN

CBD, or cannabidiol, the non-hallucinogenic compound that comes from the cannabis plant and is known for its potential calming effect, became one of the most talked-about wellness products of 2018. Now, in 2019, it could potentially become the most used wellness product. That's thanks in part to the recent passing of the Farm Bill, which will make it easier for farmers to grow hemp (a type of cannabis) and removes hemp from the federal controlled substances list.

Thus, 2019 will bring a wave of CBD-infused products, including everything from food and beverages to beauty and spa treatments — practically every industry will try to find a way to incorporate the “it” wellness ingredient.

The Spa at The Logan Hotel in Philadelphia, for example, just launched CBD treatments, including a CBD body and scalp massage, as well as CBD manicures and pedicures. “I've worked with a variety of CBD oils and salves and have found that there is a profound holistic state of relaxation that begins almost immediately when used alongside massage and reflexology treatments,” said Lanez Perry, The Logan Hotel's spa director.

Bigger brands like Coca-Cola have been considering taking the plunge into CBD, which might threaten to make CBD seem “uncool” among the wellness set. But smaller brands don't seem to mind these giants entering the space. “Larger companies adopting cannabinoids into their offerings only helps to legitimize their use,” said Missy Bradley, brand director at [Stillwater Brands](#), which makes CBD-infused teas and gummy supplements.

However, it won't be all rosy for companies looking to add CBD to their lineup; they may face issues bringing products to market. “It is still a new functional ingredient that lacks a developed supply chain,” said Bradley. Quality is also a pain point. “Poor CBD quality is something that has plagued the industry in the past, and much of the CBD in the market has come from overseas — customers and retailers will want non-GMO, organic, clean-label CBD products that they can trust,” said Bradley.

So, the new year will likely bring new CBD products — and new hurdles for what could be a \$22 billion industry by 2022, according to a forecast from [Brightfield Group](#), a market research company.