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# WELLNESS OF ALL / WELLNESS FOR ALL

*WELLNESS FOR MEN &  
GAY MEN*



**HTWW**  
**Life**





# ACKNOWLEDGEMENTS

This is special summary of the final report from the exploratory study **Wellness of Men / Wellness For Men**, a pioneering initiative of HTWWLife enjoying support from 26 global experts representing the healthcare, wellness, hospitality, leisure and travel industries.

Men from 45 countries shared their wellness insights and practices. Some 10% of the respondents categorised themselves as gay. This short report highlights the key insights we learned from that sample.

*László Puczkó*  
INSPIRATION

László Puczkó  
CEO & Co-founder

*MS*

Melanie Smith  
Co-founder







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# WELLNESS = BODY & MIND

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# THE MEANING OF WELLNESS

The most common associations :

- Health & Healthy
- Mental & Mind
- Physical & Body









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# WELLNESS IS PHYSICAL

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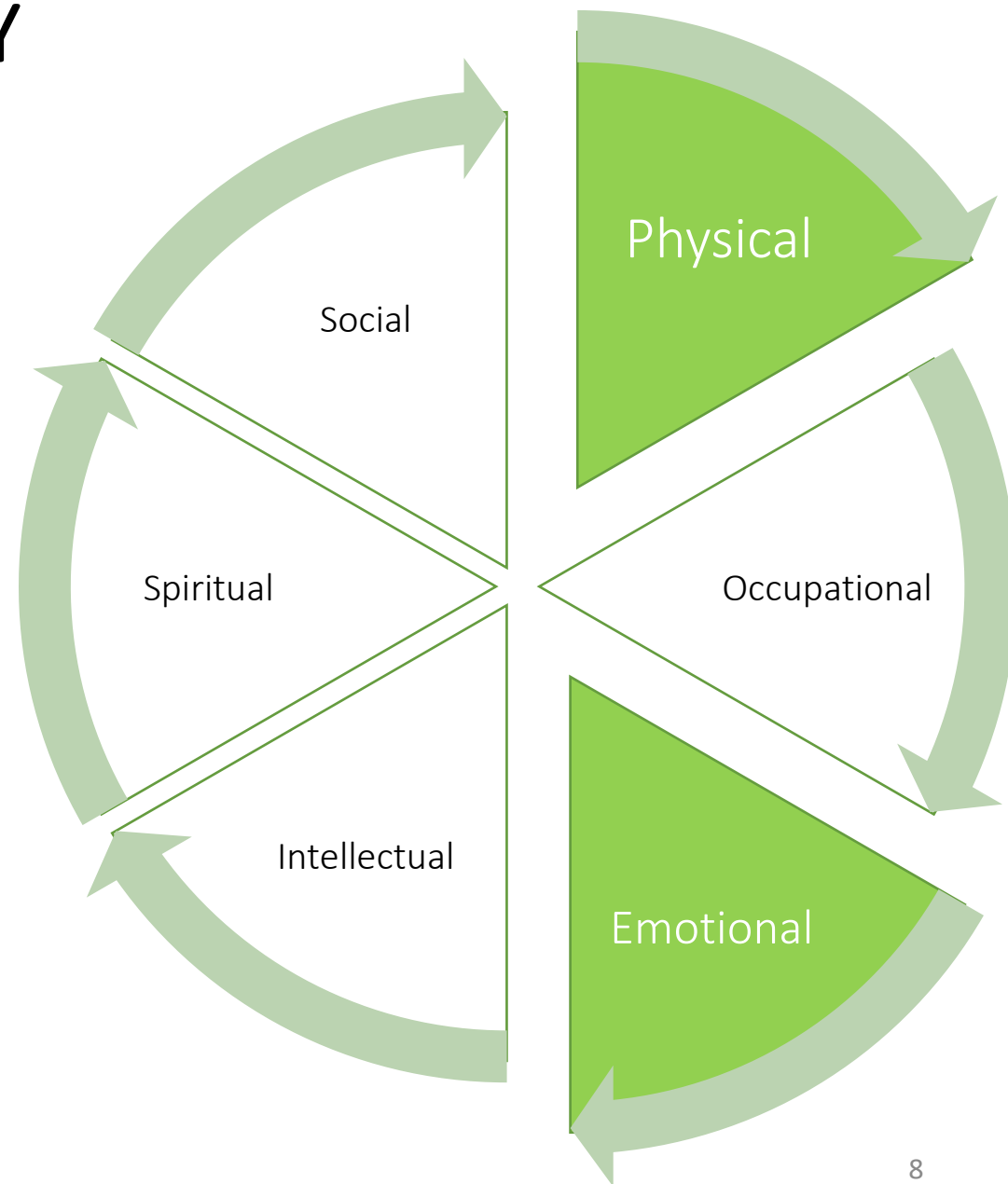
# WELLNESS IS PHYSICAL

## BY DOMAINS



# WELLNESS IS NOT ONLY PHYSICAL FOR **GAY MEN**

- Emotions are almost as important for **gay men** as the physical attributes.
- Strong correlation between age and the assumed importance of spirituality.
- Gen Z and Gen X show the most balanced report on the role of the six wellness pillars.

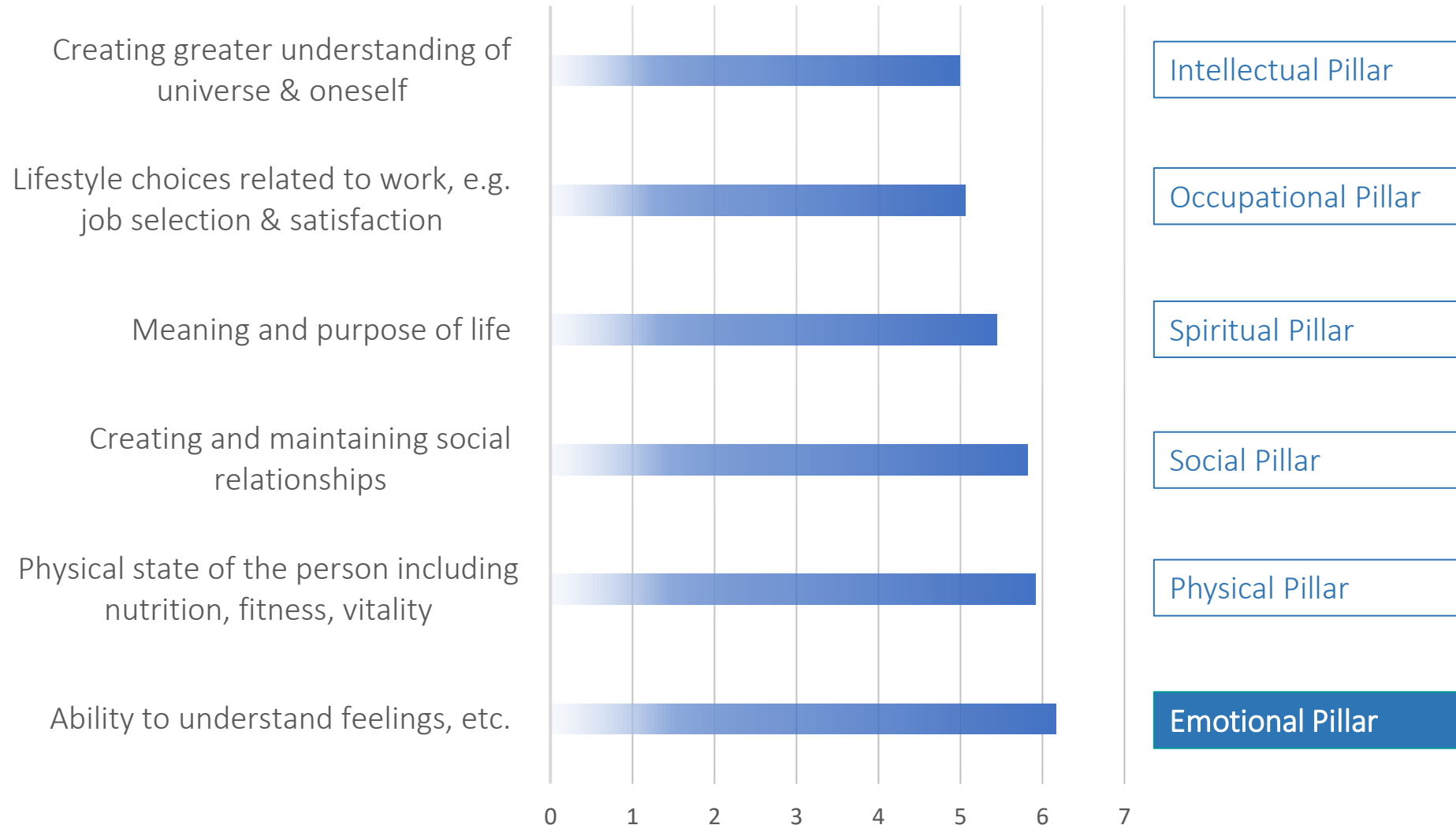




# WELLNESS IS EMOTIONAL (FOR WOMEN)

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# WELLNESS IS EMOTIONAL (FOR WOMEN)







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# MEN ARE WELL

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# MEN ARE WELL

I suffer from a chronic illness

I am taking supplements/vitamins on a regular basis

I feel stressed

I am concerned with my wellness (or health) on a regular basis

I have a balanced diet

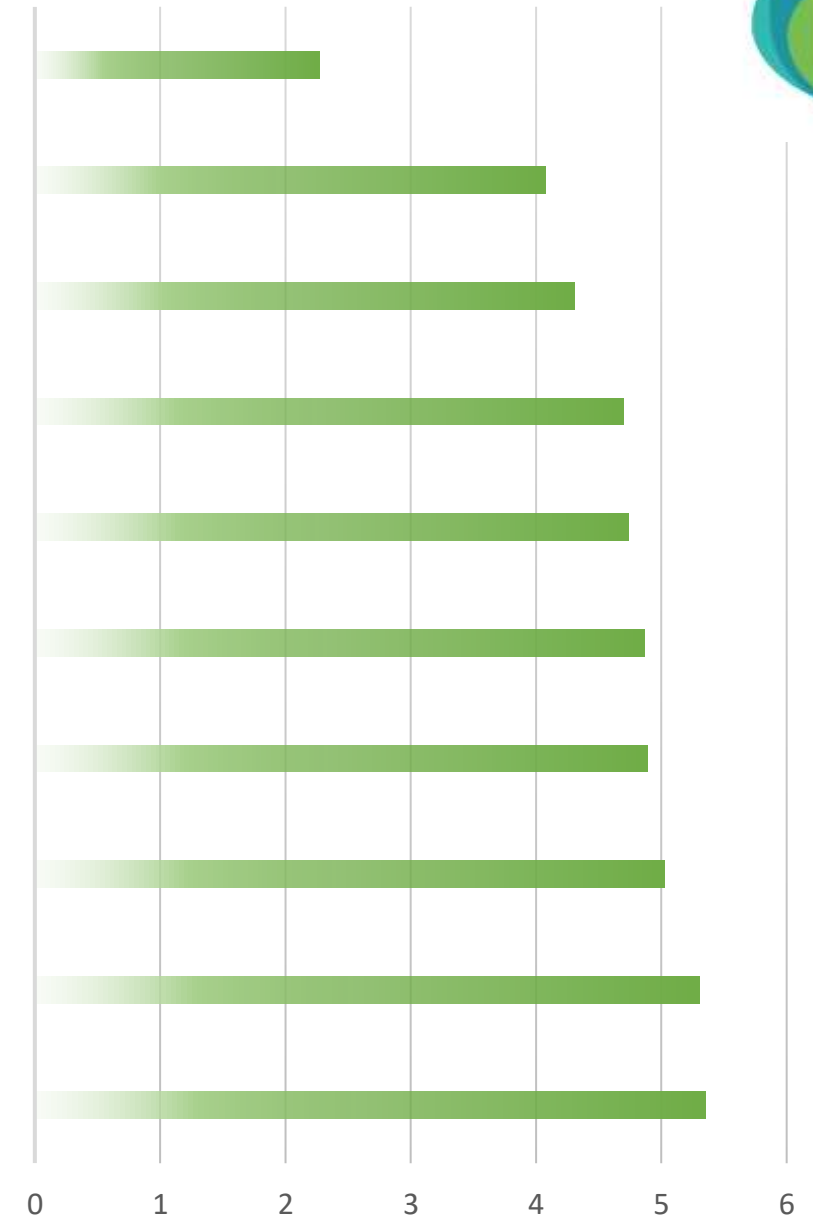
I am having health check ups at least once a year

I exercise regularly

I sleep well

I feel well most of the time

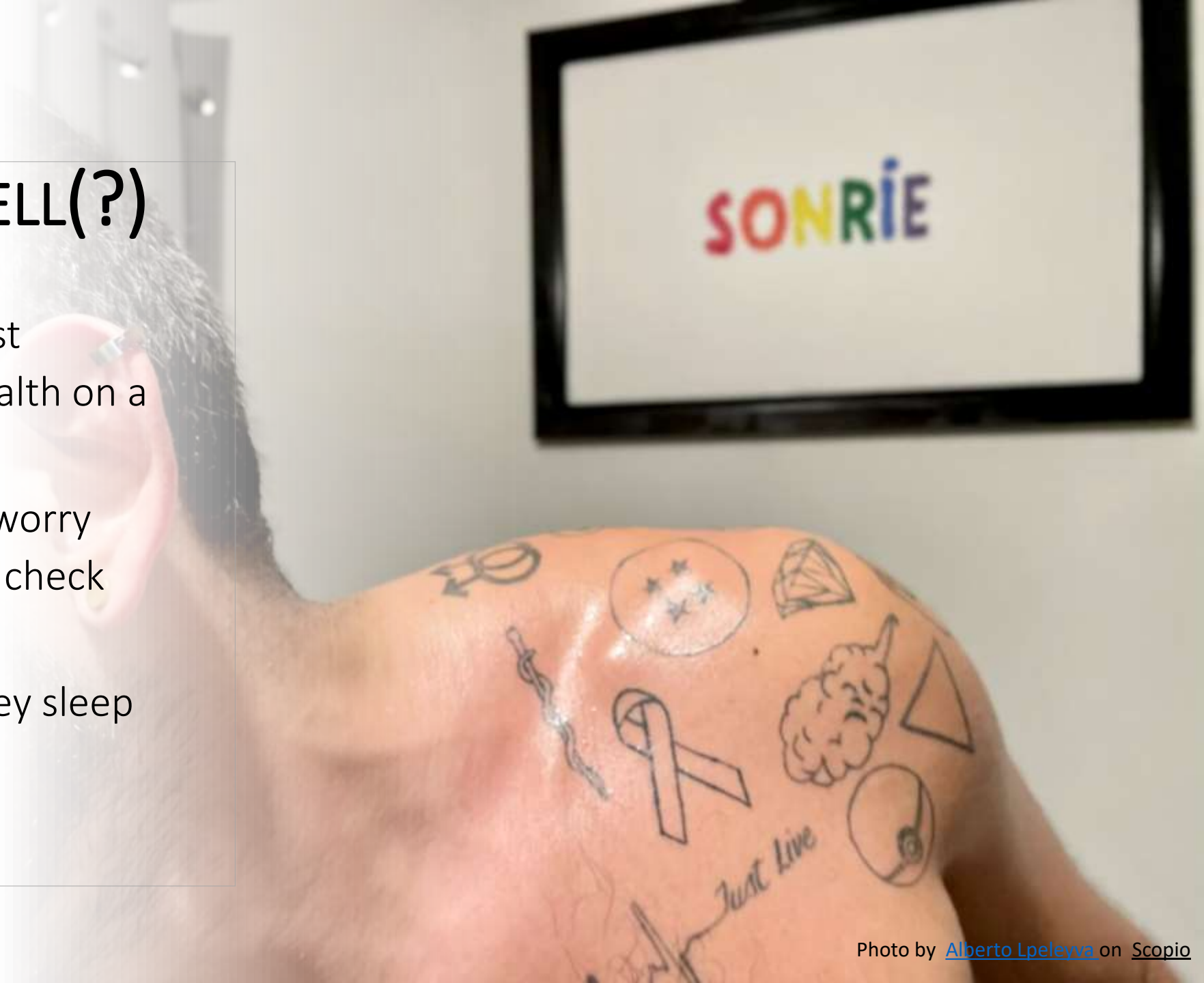
I am in good health





# ARE GAY MEN WELL(?)

- Gay men seem to be the most concerned about their health on a regular basis
- They do seem to link the worry about health with regular check ups.
- Less than 50% say that they sleep well!
- 44% exercises regularly





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# WORK MEANS STRESS

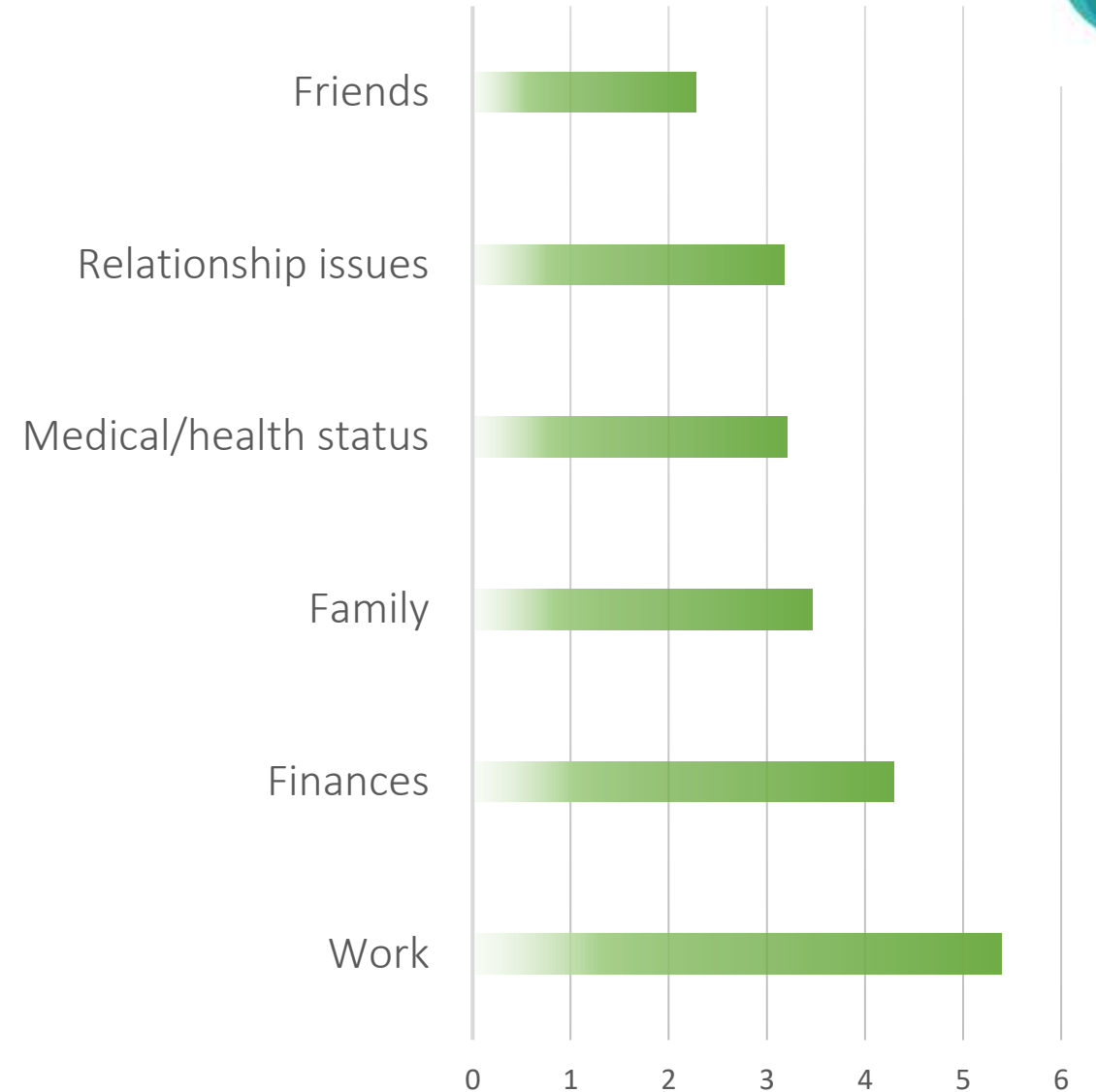
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# WORK IS NO 1 SOURCE OF STRESS

- 4% stated that work is not a stress factor at all
- Every other potential stress factor plays way less role, i.e. not more than 15% of men mentioned these as source of stress.





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# GROOMING AS LEISURE?

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# REGULAR LEISURE ACTIVITIES (GAY MEN VS. SAMPLE)



<input checked="" type="radio"/> Grooming/Barber Services
<input checked="" type="radio"/> Fitness/Working out in Gym/Fitness/Wellness Centre
<input checked="" type="radio"/> Fitness/Working out at home
<input checked="" type="radio"/> Body Treatment/Massage in Spa/Wellness Centre
<input checked="" type="radio"/> Saunas/Steam Rooms
<input type="radio"/> Bathing at Hot Spring/Thermal Spas
<input type="radio"/> Mind-body Activities at Home (e.g. yoga)
<input type="radio"/> Manicure/Pedicure
<input type="radio"/> Facial Treatment in Spa/Wellness Centre
<input type="radio"/> Traditional Healing Approaches (e.g. Ayurveda, TCM)
<input type="radio"/> Workplace Wellness Provisions
<input type="radio"/> Mind-body Activities at Gym/Fitness/Wellness Centre
<input type="radio"/> Alternative Therapies (e.g. Colour, Sound)
<input type="radio"/> Nutritional & Detox Programmes
<input type="radio"/> Psychological Therapies (e.g. Life Coaching)
<input type="radio"/> Wellness Festivals
<input type="radio"/> Unusual Wellness Programmes (e.g. Beer Yoga)

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# MUSIC MEANS RELAXATION

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# MEANS OF RELAXATION (GAY MEN VS. SAMPLE)

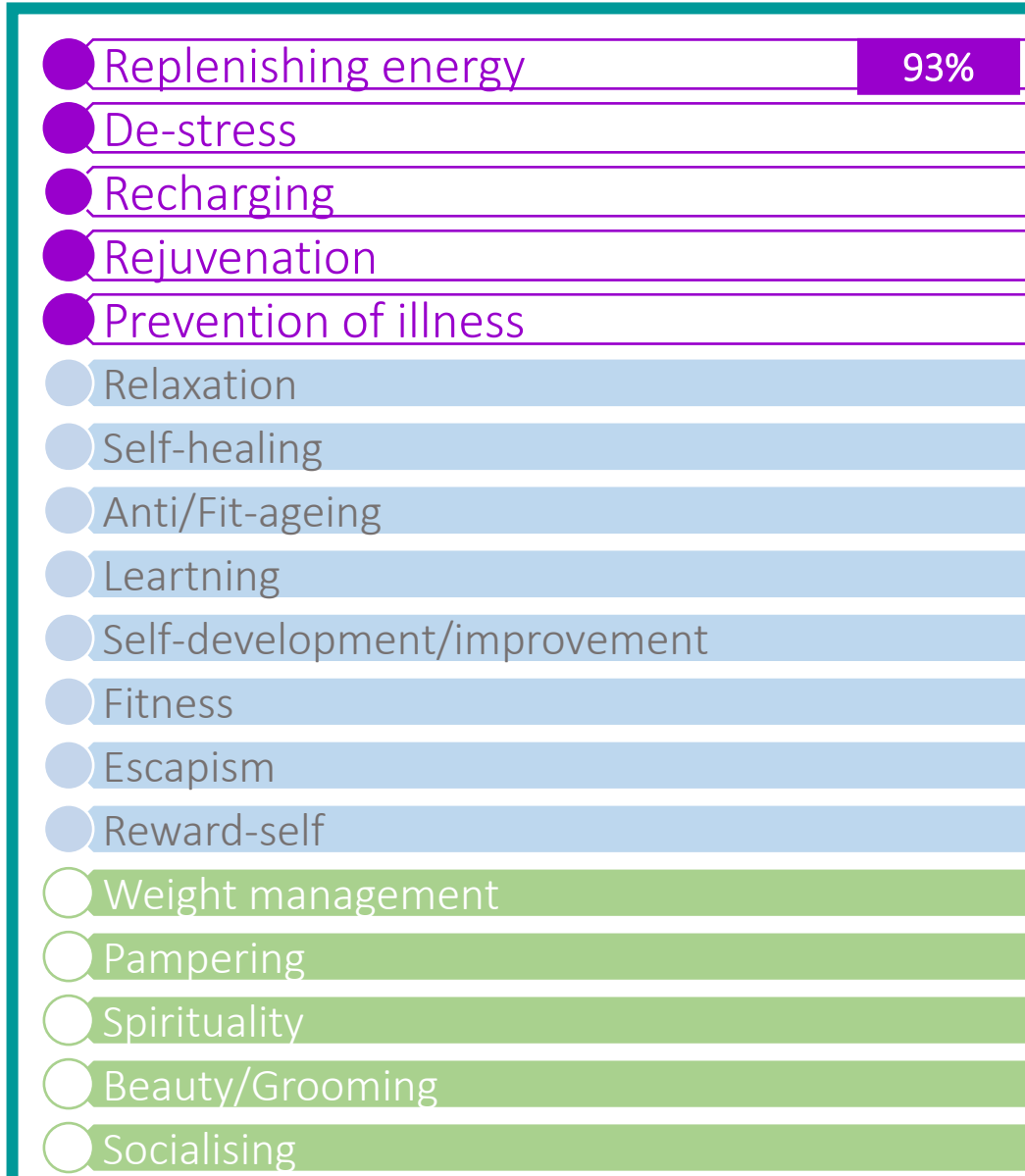




# QUEST FOR DE-STRESS

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# MOTIVATIONS FOR WELLNESS (GAY MEN VS. SAMPLE)







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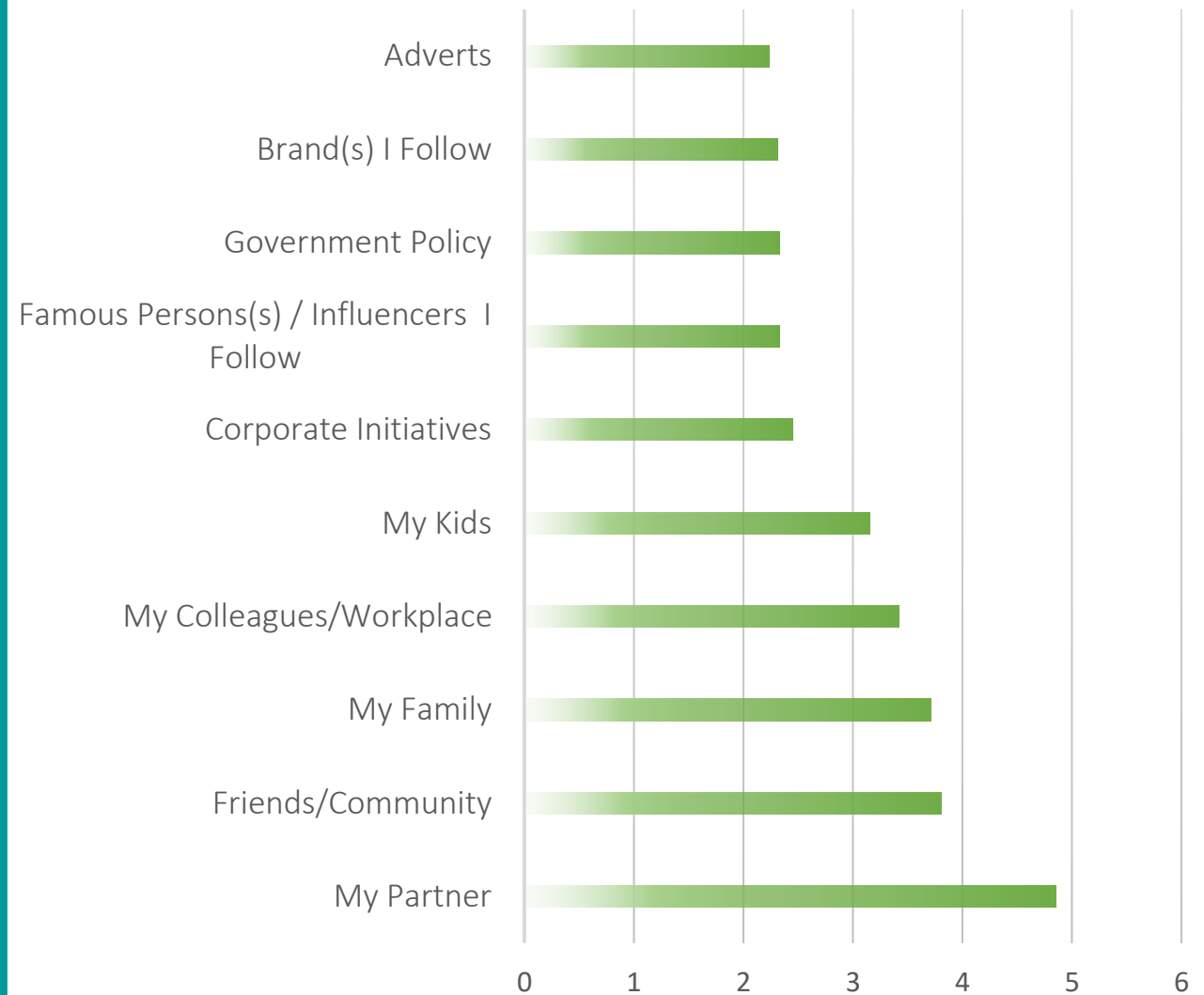
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# PARTNER & FRIENDS ARE THE SOURCE

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# TRUSTED SOURCES FOR WELLNESS (GAY MEN VS. SAMPLE)



# TRUSTED SOURCES FOR WELLNESS

## (GAY MEN VS. SAMPLE)







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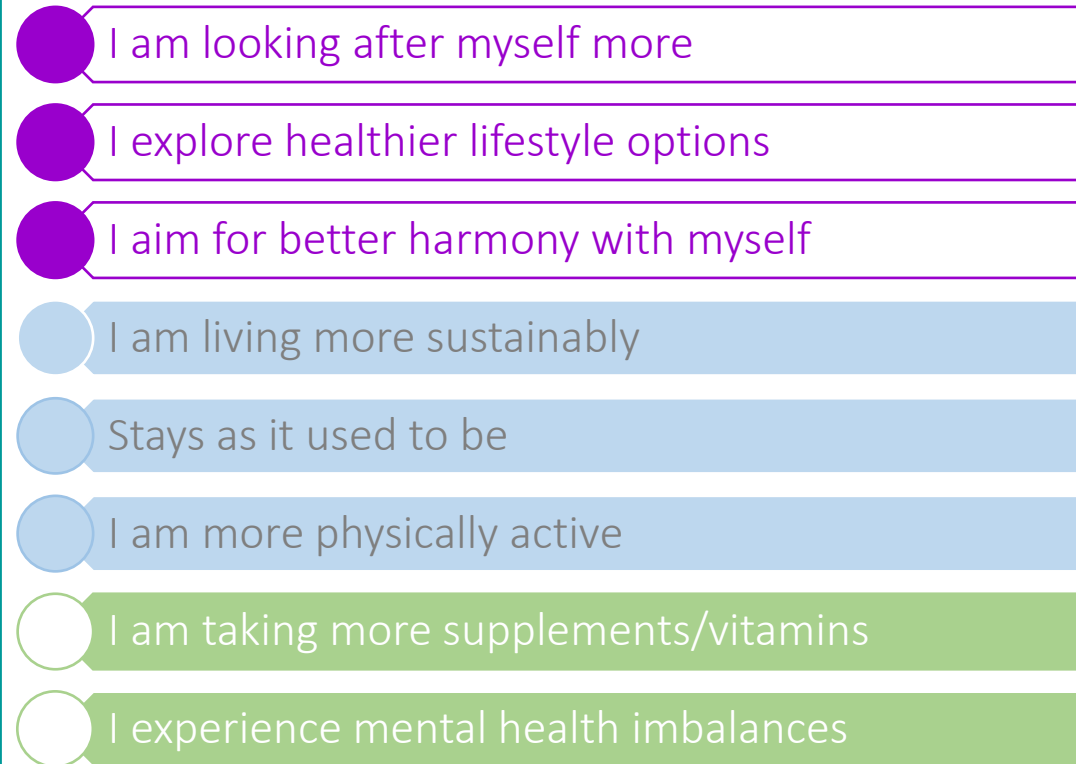
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# POST-COVID MEN LOOKING AFTER THEMSELVES

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# TRUSTED SOURCES FOR WELLNESS (GAY MEN VS. SAMPLE)





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# THE FIRST- TIMERS?

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# BEHAVIOUR POST-COVID (GAY MEN VS. SAMPLE)



	Single	With Partner	No Kids	With Kids	Gay	GenZ	GenY	GenX	Baby Boomers	Total
I will actively take part in wellness activities	30%	40%	35%	42%	31%	44%	27%	44%	43%	38%
I will look for wellness options	34%	33%	32%	34%	31%	33%	28%	34%	38%	33%
I will try wellness services for the first time	16%	24%	19%	26%	18%	11%	12%	31%	24%	22%
I will book wellness-focused trips	25%	26%	28%	27%	30%	22%	28%	25%	33%	26%



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# THE BOTTOM LINE

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# THE BOTTOM LINE

- There is a wide range of activities that make men be well
- Not the label of but the actual benefit of doing something or being engaged in contributes to wellness
- One-size-does-not-fit all: men represent very different understandings and practices of wellness segment-to-segment
- They are open to learn about and try new ideas that can make them feel better
- Gender-neutral as well as gay men-focused service developments are all on the development agenda as well.







# THE QUESTIONS

- Can gay men be viewed as a bridge between female and male wellness?
- Are gender-neutral and/or gay men-focused service developments on the development agenda?
- Is the body shape-focus wellness or the lack of it?
- Is the post-COVID phenomenon, i.e. teens to centenarians, lots of men (gays, genders, fluids, trans etc.) becoming sensitive to wellbeing to stay?
- How does the cultural background and heritage influence gay men's approach to wellness?
- Do gay men manage well to be in harmony with themselves?





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# WELLNESS OF MEN // WELLNESS FOR MEN

*An Exploratory Intelligence – Part 2*

2024



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