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The Wellness Service Market is valued at INR 110 bn in 2009 and is forecasted to grow at about 33%. Market comprises of three segments namely, beauty and rejuvenation, slimming and fitness, and alternative treatments.

http://www.bharatbook.com/market-research-reports/business-forecast-outlook-market-research-report/wellness-services-market-in-india-2010.html

The overview section provides an introduction to the market including the estimated market size, growth, and the breakdown of the various segments. An analysis of drivers reveals that sedentary lifestyle increasing incidence of chronic diseases, increase in discretionary expense, growth in tourism, changing consumer lifestyle, government initiatives and growing awareness in corporate houses is driving growth in this sector. The key challenges identified are competition from unorganized players, lack of regulations and standards and lack of industry incentives.

The report discusses the current market trends as entry of international players, penetration in tier II and tier III cities, introducing in-house wellness products, participation of allied industries, increase in male clientele, emerging varieties of spas, emergence of training academes. The competitive landscape includes the profile, expansion plans of the domestic and foreign players. The report mentions the key developments in the sector.

Market Research

For more information kindly visit :

Wellness Services Market in India 2010

Or

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