



**trends across
the planet**

wellness



Welcome to Momentum's Trends Across the Planet (TAP).

In this wellness edition, we uncover how the wellness industry is undergoing a radical transformation—and it's personal.

From AI-powered hormone tracking that adapts to your unique biology to sound therapy sessions that recalibrate your nervous system, the one-size-fits-all approach to health is disappearing.

Today's wellness revolution is about radical individualization, driven by technologies that give us unprecedented insight into our bodies and minds. Whether it's Gen Z intentionally embracing boredom to reclaim their attention, consumers

uncovering invisible toxins like microplastics through at-home diagnostics or the shift of clinical-grade health monitoring from doctor's offices to our homes, the gatekeepers of wellness are being democratized.

Across five emerging trends, from Hormone Harmony Tech to Sonic Sanctuary, a new definition of wellbeing is emerging—one that's proactive rather than reactive, data-informed rather than generic and fundamentally rooted in the pursuit of living in sync with who we really are.

Emerging Trends in Wellness

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01

Hormone Harmony Tech

Modern tech is dismantling the one-size-fits-all model to provide the data needed for a life lived in sync with unique internal rhythms.

Hormone Harmony Tech


Next-Gen Tech for Women's Hormonal Health

The wellness market is finally prioritizing hormonal health through a new wave of women-specific technology.

These innovations represent a shift from reactive care to proactive empowerment, offering women deeper insights into their long-term well-being.

\$1 Trillion

Is the estimated economic potential driven by innovation in the women's health & wellness space

**72%**

Of clinicians say patients now bring wearables/apps or at-home data to appointments

**53%**

Of women under 30 are tracking cycles & hormones through wearables

**91%**

Of healthcare professionals say women's health-specific AI tools are needed

Product

Oura Ring

Oura ring got smarter releasing Perimenopause check-in.

Launched in August 2025, the Perimenopause check-in offers deeper insight into what is happening to women's bodies.

While tools to track hormonal changes have existed in various forms, this feature **uses the Menopause Rating Scale (MRS) to assess symptoms and generate detailed reports** to share with healthcare providers. In addition, users gain access to guidance partners like Evernow and Maven on treatment options for hormone therapy.

Oura aims to further **empower women** through this life stage by offering accurate insight into the symptoms of perimenopause.



Program

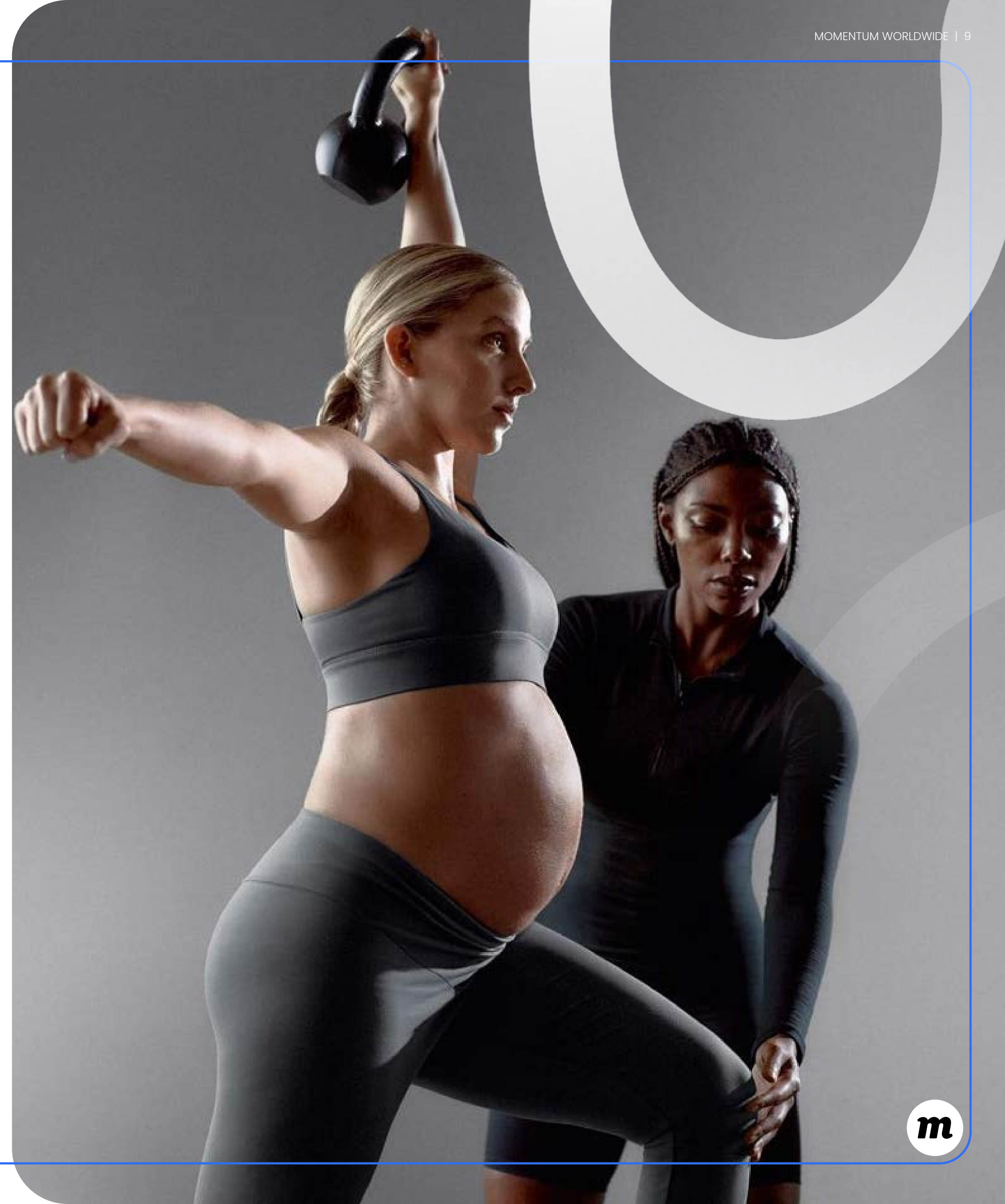
Equinox

“EQX ARC” is a personalized wellness program based on hormonal cycles.

Launched in October 2025, the program is designed to **support women through various life stages, including menstruation, pregnancy and perimenopause.**

Members will undergo **comprehensive lab testing that measures more than 100 biomarkers.** The data will be used by **certified coaches in women’s health and endocrinology to create a personal plan.** Every training session is **synchronized with the member’s hormonal fluctuations, tailoring the experience to their unique biological activity for optimal results.**

The program is a 12-week commitment priced at \$6,000 and is ready to bridge the gap between fitness and preventative care.



Program

Six Senses

Luxury hospitality group unveils female wellness program targeting perimenopause, menopause and cycle management.

Six Senses partners with Dr. Mindy Pelz to curate new wellness programs available at four iconic locations: Portugal, Italy, the Maldives and Switzerland.

Guests can choose from a **three-, five- or seven-day journey, each featuring a personalized plan developed through comprehensive wellness screenings.**

The three-day program focuses on the **fundamentals of hormonal health**, while the five-day dive **explores mood, cravings and cognitive clarity**. The seven-day journey prioritizes **weight balance, detoxification and long-term metabolic health**.

With programs starting at \$900, Dr. Mindy and Six Senses offer a personalized, science-backed journey to align your daily lifestyle with your body's natural rhythms.



02

Digital Dark Mode

Gen Z is systematically silencing the noise to reclaim the most valuable real estate they own: their attention.

Digital Dark Mode

Living with Boredom

In a screen-first world, we default to digital stimulation the moment boredom strikes. This constant scrolling has fueled a crisis of anxiety and fractured attention spans. In response, a new movement is embracing “**intentional boredom**” by doing absolutely nothing to recalibrate dopamine levels and reclaim mental clarity.

A woman with her hair in a ponytail is sitting on a wooden bench, looking out over a vast landscape at sunset. The sky is a mix of orange and yellow, and the ground below is dark and hazy. The woman is seen from behind, her silhouette is dark against the bright background.

46%

Of Gen Zers are actively taking steps to limit their screen time

 **32%**

Of male and female adults say social media has negatively affected their mental health

1 Week

After just one week of a social media detox, symptoms of anxiety were shown to reduce by 16%, depression by 25% and insomnia by 15%

Product

Brick

Screen time app pairs with a physical device to lock your social media apps to encourage mindful behavior.

Brick is a screen time tool designed to **break the cycle of doomscrolling** by adding physical friction to your digital habits.

Users select which distractions to block and **activate “Brick Mode” either by tapping their phone against the physical Brick device or by enabling it directly in the app.**

Once activated, **apps stay hidden or locked until the phone is physically tapped against the Brick for unlocking.** This action forces a moment of pause, turning a mindless impulse into a moment of thought: do you need the app or are you reaching for it out of habit? Questioning your action is how to become more mindful and improve our mental wellness.



Product

Clicks Communicator

Designed for messaging, not doomscrolling.

Unveiled at CES 2026, Clicks Communicator is a device dedicated to distraction-free messaging.

Clicks Communicator functions as a **message-only device, stripping away all entertainment functions**. It features a Blackberry-style keyboard with a unified inbox that brings all your messages into one streamlined view.

Designed as a companion phone, it allows users to keep their primary device while using the Clicks Communicator to stay connected without the pull of social media.



Social Media

TikTok

Wellness Hub launches on TikTok to promote healthy screen time habits.

In 2025, TikTok launched a wellness hub to help users stay mindful of time spent on the app.

On the hub, users can find **affirmational journals**, **soothing sounds of rain or waves**, and **guided breathing exercises**, all to help users' mental health.

In addition, the hub includes **four well-being missions**, which are short tasks developed with experts to gamify wellness habits. Users will earn badges as missions are completed, such as **staying off TikTok at night to complete sleep hour missions** or **sticking to daily screen time goals**.



03

The Micro-Cleanse

Modern wellness is evolving to systematically purge the invisible industrial pollutants that traditional detoxes simply missed.

The Micro-Cleanse

Detoxification of Niche Toxins

Traditional wellness focuses on diet, exercise and holistic care. Today, there's a new approach to address toxins in our bodies that we don't fully understand: microplastics and mold. A new form of wellness involves detoxing harmful toxins from our bodies and reclaiming our biological purity.

+1000%

Growth of "microplastic detox"
related keywords search in
the last year



90%

Of Americans are concerned about the presence of microplastics in their bodies and their impacts on personal health



78%

Of Americans are eager to learn how to limit microplastics exposure



8.3%

The projected compounded annual growth rate (CAGR) of mycotoxins in the testing market from 2026–2033

Diagnostic

Lumati

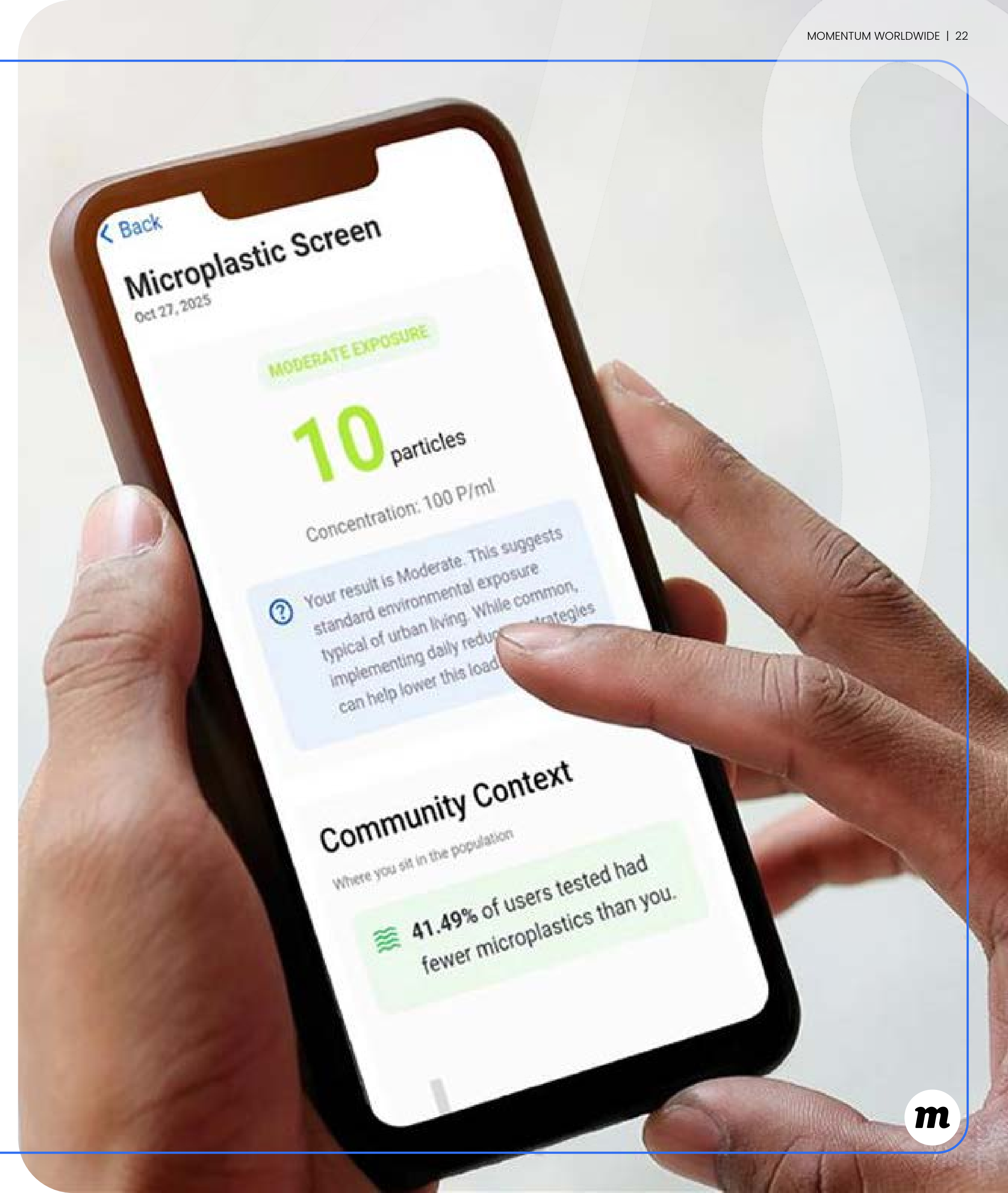
California-based startup launches at-home test designed to identify microplastics present in the human body.

Lumati is revolutionizing wellness as the first startup to offer at-home saliva tests for microplastics.

Their process is simple: collect your sample, mail it to their lab and receive a science-backed breakdown of your results within days.

More than just a data point, **each report offers a personalized review with actionable steps to reduce further exposures in the future.**

Lumati is giving consumers the power to detect niche toxins that have been overlooked by traditional wellness.



Diagnostic

MoldCo

Telehealth service to help detox from mold toxins.

MoldCo is redefining mold diagnosis and treatments, which are often dismissed or mismanaged by traditional medicine.

Patients begin by answering a survey and taking a biomarker lab test. Based on the results, they are matched with a certified specialist who designs a personalized treatment, which is then shipped directly to their doors.

While the lab testing is available in 47 states, full clinical care including consultation and treatment plans are only active in six key states.

MoldCo aims to expand their footprint nationwide in coming years with the hopes of making mold detoxifications as routine as physical or dental exams.



04

**Clinical
Sovereignty**

The gatekeepers of health are disappearing as professional-grade diagnostics move into the home to provide the real-time insights needed for radical self-knowledge.

Clinical Sovereignty

Everyday Insights Assisting Your Wellness Journey

We're entering an era where health insights are built into the fabric of daily life. Technologies now capture once-unreachable biological data at home, providing a personalized map to elevate your wellness.

60%

Of the United States population is tracking their health digitally



76%

Of Gen Zers are using technology to track health data—the highest adoption rate across generations



42%

Of smartwatch owners have discussed health data collected from their smartwatches with healthcare providers

Diagnostic

Omega-3 Index Testing Kit

Australian health performance company PILLAR Performance launches at home Omega-3 test.

Designed with athletes in mind, PILLAR's Omega-3 testing kit is the first of its kind in Australia.

The tests use a **clinically validated methodology called "dried blood spot,"** which delivers laboratory-grade results from simple finger-prick samples.

Once samples are collected and tested at the lab, **users receive comprehensive reports detailing their Omega-3 indices and other key information.** The test results are also used to create **personalized dosage and nutrition plans outlining the exact adjustment needed to support an optimal Omega balance.**



Technology

U-Scan Nutrio

Withings, a French health tech company, launched a toilet sensor to extract data from urine.

The U-Scan Nutrio is a miniaturized **urine analysis laboratory** designed to turn daily habits into tangible health data.

Discreetly placed inside the toilet, the device utilizes a specialized Nutrio Cartridge to **perform laboratory-grade measurements on four key biomarkers: ketones, vitamin C, pH levels and hydration status.**

Measurements are completed within minutes and are then automatically synced to Withings+, where the **user receives real-time health scores and a comprehensive breakdown of their body's performance.** The data is then used to provide personalized recommendations, empowering the user to better understand and respond to their body's changing needs.

New

U-Scan Nutrio

Master your body's response to nutrition



Technology

Awear

Healthcare startup designs a wearable device to help people manage chronic stress.

Launched in December 2025 through an early-access program, Awear is a **discreet, behind-the-ear device that monitors brainwaves** using electroencephalogram (EEG) technology.

The device **specifically tracks the high-frequency beta waves associated with stress**. By identifying when these waves persist for too long, **the system can predict and help prevent symptoms like exhaustion, insomnia and chronic distress**.

The captured data is synchronized to an app, **transforming data into insights on how to reduce ongoing stress**. The goal is to empower consumers with data about their stress level, so users can be proactive before it starts to affect their health negatively.



05

**Sonic
Sanctuary**

Modern wellness is leveraging auditory science to bypass the noise of the world and systematically recalibrate the nervous system.

Sonic Sanctuary

Linking Sound to Wellness

Sound is increasingly being recognized as a powerful tool for wellness. It is entering luxury spa environments, members clubs and venues as a wellness experience to boost comfort, focus and relaxation.

42%

Rise in Google searches for "music therapy" over a five-year period (2020-2025)

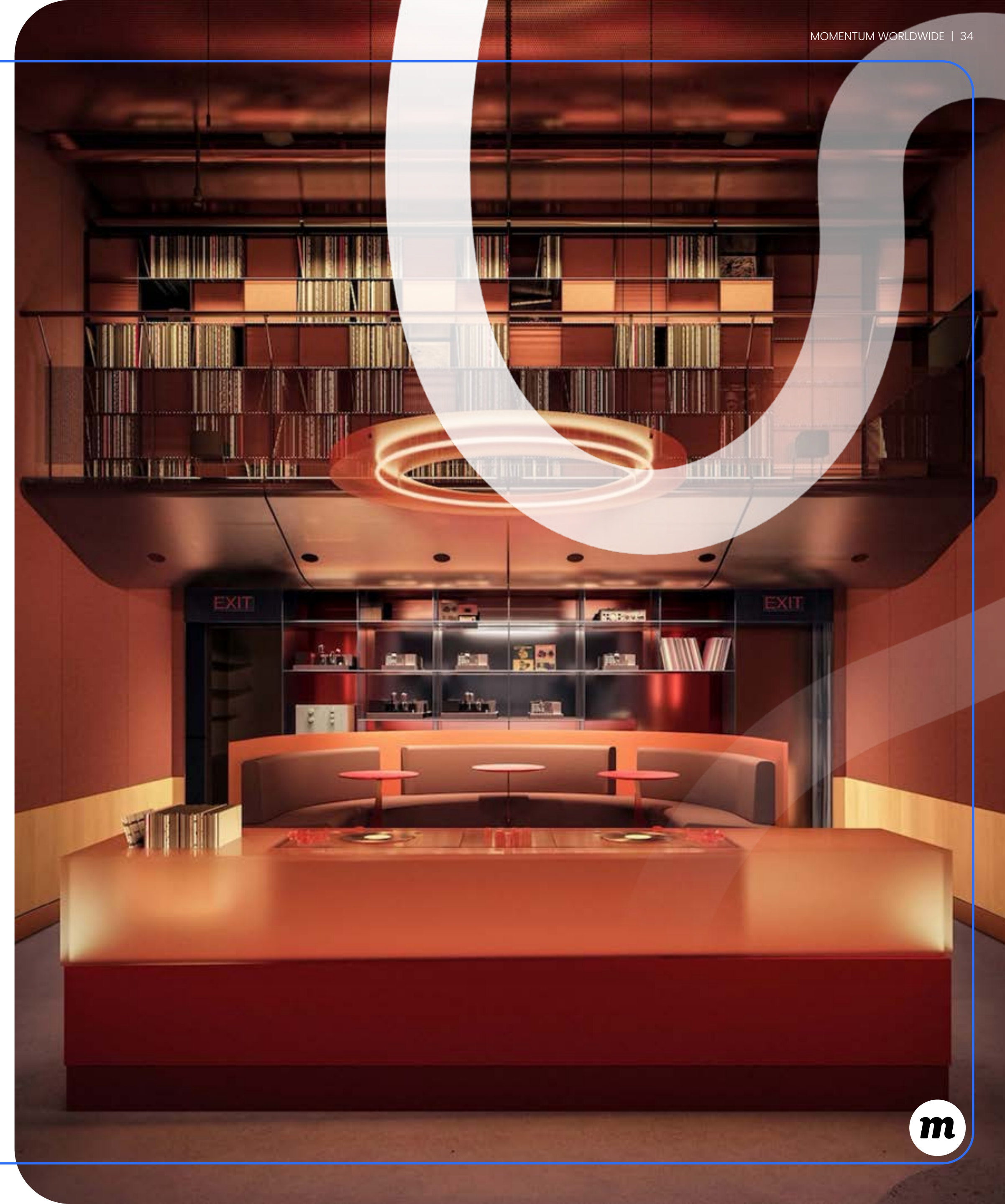
Members Club

Stylus

Members club in New York City offering wellness through sound will debut in 2026.

Positioning themselves as **an acoustic salon, the private club will function as an acoustically engineered performance space and listening rooms** integrated with premium sound systems.

The wellness offering at Stylus **includes morning sound meditation and 40-hertz sound and light wellness therapy** sessions. The 40-hertz sound is **scientifically backed to be the gold standard for therapy for Alzheimer's and dementia.**



Members Club

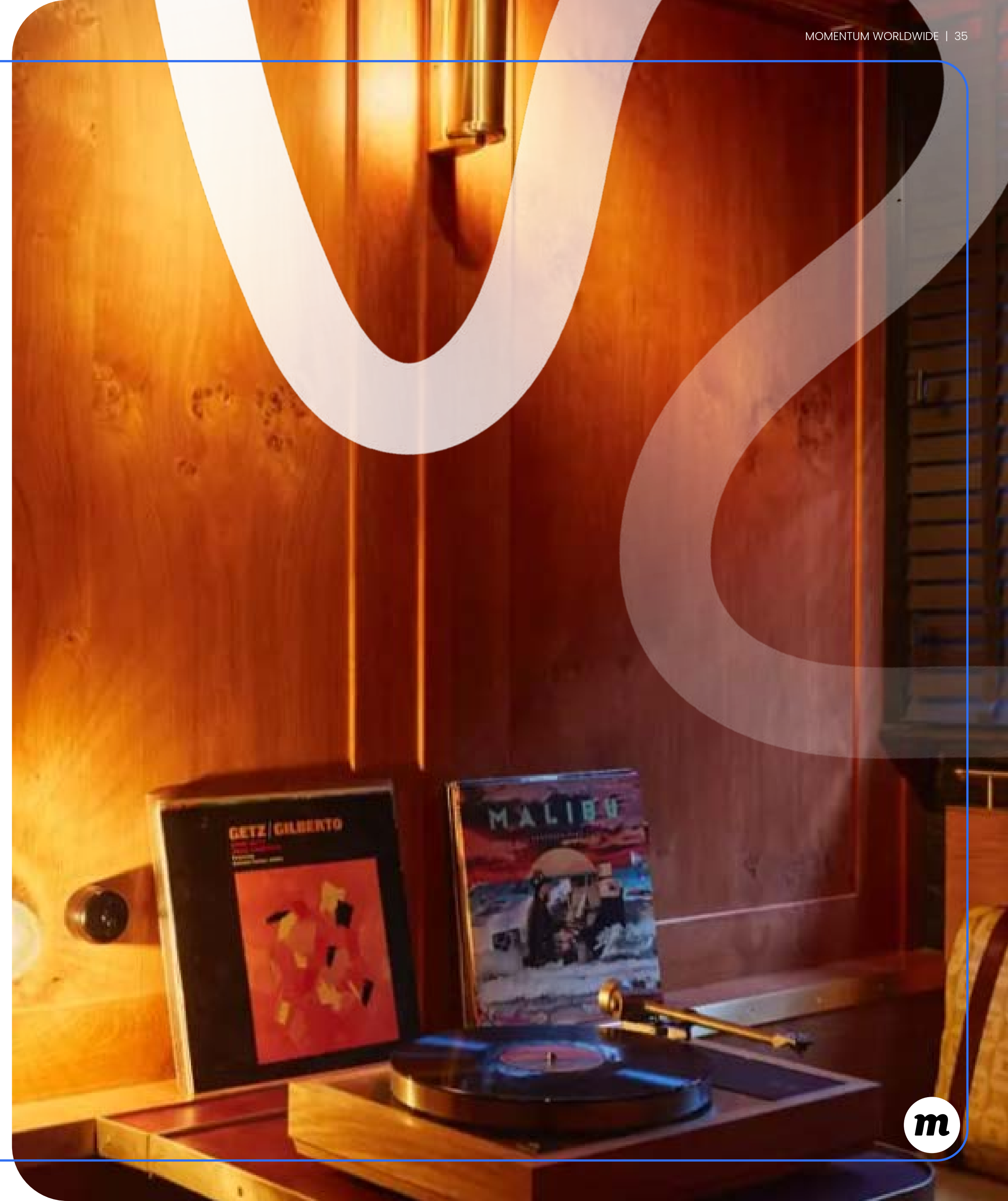
The House of KoKo

Private club hosting emotional well-being events related to sound.

Housed within an iconic 125-year-old music venue, House of Koko is **bringing late-night events to life with a dedicated focus on sound.**

Members are invited to begin with **guided breathing exercises** before settling onto cushions and blankets to listen to an album in its entirety, followed by an open discussion.

These events are **designed to introduce members to new musical genres, to trigger a range of emotions and to utilize deep listening** as a way boost overall emotional well-being.



Members Club

Soundawn

Full-body healing experience through sound therapy in NY and NJ.

Soundawn is an NYC-based sound studio specializing in sound therapy sessions offered both in-studio and at home.

Each one-hour session is designed to cultivate relaxation, mindfulness and connection. **Attendees are immersed in the resonant sounds of specialized instruments including crystals, energy seed shakers and G major octave wings** to create a symphonic experience that relaxes the nervous system. This calm state ultimately helps to reduce stress and anxiety.

Source: Soundawn





Thank you for reading!

Get in touch for more information:
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