

Living360 Health report

2025





Editor's letter

Less than two years ago, the World Health Organization declared loneliness to be a 'global public health concern'. This year, however, the fitness community is putting a new emphasis on tackling this issue, as **community fitness** sweeps the nation — one of my favourite trends predicted for the year ahead.

Plant-based aquatics also stands out, not just because of the abundance of health properties linked to sea vegetation, but also because of its sustainability credentials.

Big brain energy is another. We're likely to see both the food and health industries attempting to meet the needs of an ageing population in which levels of dementia are increasing, as they look to try to preserve and improve cognitive health.

Perhaps the one I'm most excited about, undoubtedly for selfish reasons, is the impending **women's health revolution**. From meeting the needs of some of the 760,000 women waiting for genealogical services on the NHS to the long overdue understanding of how the menstrual cycle affects a woman's ability (and motivation) to exercise — and how to hack it for the best results — women across the country are both demanding and making changes.

Spanning fitness, food and wellness, there's an array of exciting trends that will come to the fore this year, and we've spoken to experts around the world to gather their insights and reveal them ahead of time to help you stay ahead of the game and take an informed, 360-degree approach to wellness — that's L360's MO after all.

Mattie Lacey-Davidson, L360 editor

“ **Big brain energy is another. We're likely to see both the food and health industries attempting to meet the needs of an ageing population, as they look to try to improve cognitive health** ”

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2025

Wellness forecast

This year, wellness trends will get smart — and empowering. From AI (of course) to hacking your hormones, this is how to live well in 2025

In the wellness space, 2024 was the year of gut health, with online searches peaking over the last five years according to Google Trends data. We also saw the rise in popularity of wearable tech enabling us to track and optimise our vitals, along with the introduction of all types of alternative therapy including somatic, red light and biofeedback. So, what wellness trends will we see in 2025?

Building on this year's move towards a more intentional and deliberate approach to health, 2025 will usher in new tech twists on wellness (would you ever consider trading in your therapist for an AI version?) as well as a focus on nourishing your brain health and optimising your sleep, plus a wave of renewed focus on women's gynaecological health advocacy and a shift from extending your lifespan to cultivating your healthspan.

We're diving into the top five wellness trends to watch out for in 2025, so if you're keen to stay ahead of the curve, read on to find out what the health experts have to say.



WORDS: ALYSSA JAFFER

1. THE RISE OF ARTIFICIAL INTELLIGENCE THERAPY

You already know you can use artificial intelligence (AI) to write your emails, organise your shopping and even securely unlock your phone. But would you ever consider using AI as your therapist?

Recent studies have shown that AI-driven therapy can be just as effective as traditional therapy in people with mild to moderate conditions. With mental health apps and the demand for mental health support both growing, AI chatbots will power mental health support in 2025.

"AI therapy uses different technologies to support mental health by automatically interacting with patients and performing therapeutic exercises," says Harbor-UCLA-trained psychiatrist Dr Sham Singh.

"By leveraging data from wearable devices and psychometric assessments, these chatbots, which are designed to closely resemble human interactions, engage users in conversations and offer guidance, coping strategies and hyper-tailored therapeutic approaches."

And most significantly, AI and virtual therapists make mental health support much easier to access for even more people who need it.

time we are in good health — resonates more with people because everyone wants to live a life where they can be fully and independently engaged with their family, friends and community, while feeling energetic and excited to be alive," she said.

The key to maximising your healthspan is prevention. By investing in your health during your younger years and establishing healthy habits early on, you can give yourself the best chance to live a longer, healthier life.

3. OPTIMISE THE QUALITY OF YOUR SLEEP

With the popularity of the 'sleepmaxxing' trend on TikTok racking up nearly 125 million posts, we'll continue to obsess about how to get the best possible sleep to boost overall wellness in 2025.

"The key to optimising your sleep lies in making the right lifestyle choices: movement, hydration, good breathing, nutrition, healthy relationships, strategies for balancing out stress and trauma, boundaries with work and our electronic devices and seeking out purpose in life," said physiologist and sleep expert Dr Nerina Ramlakhan.

In such a chaotic and crowded digital world, it's no surprise that what we really need is a good night's rest — so there are plenty of tools to help meet that need. "The sleep industry is currently estimated to be worth more than £9bn; this will rise as social media pushes the narrative. I'm seeing a surge in sleep tracking, supplements and devices to help us produce more melatonin, plus techy mattresses, pillows and bedding that promise better sleep," added Ramlakhan.

4. BIG BRAIN ENERGY

In 2025, brain health will become a growing trend in wellness. From brain boosting nutrition like omega-3s and antioxidants, plus nootropics, probiotics and prebiotics to optimise the gut-brain connection, a focus on brain health to improve productivity, boost cognitive health and ensure peak performance will be even more popular.

"Optimising brain health is about giving

64.3%

of people around the world want to prioritise a holistic approach to enhancing longevity, focusing on improving their physical, mental and social wellbeing simultaneously (The Global Longevity Report 2024)

your brain the best possible tools to thrive today and protecting it for the future," said medical biochemist and neurotech founder Jane Ollis.

"The market for brain health devices is projected to grow by 15% annually through to 2028 and the midyears of life are a critical window to make changes that lower the risk of neurodegenerative diseases later on," she added.

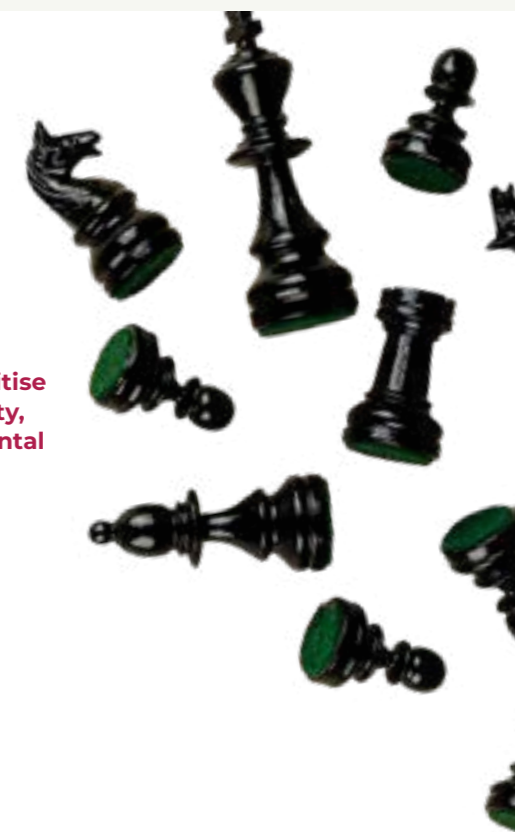
To stay ahead of the trend, Ollis recommends understanding your brain's needs and challenging it through strategy games or learning new skills, as well as using tech tools to stimulate the vagus nerve.

5. A NEW ERA OF WOMEN'S HEALTH ADVOCACY

Heading into 2025, a spotlight on the gender pain gap, menopause awareness and a growing women's health movement has brought more eyes on women's genealogical health. It was reported late last year by the Royal College of Obstetricians and Gynaecologists that more than 760,000 women are currently on waiting listings for gynaecological care in the UK — this number has doubled since February 2020. And already women are being more proactive advocates of their own health conditions such as PCOS, PMDD and endometriosis. This will surge to new heights in 2025, hopefully making waves of change.

"In the past year, the wellness industry has seen a significant shift towards a more holistic and personalised approach to women's gynae health," said Valentina Milanova, founder of femtech Daye.

"There's been an increased focus on destigmatising conversations around menstruation, menopause and other gynaecological issues, leading to more open discussions and innovative solutions."



1.2 million

people in the UK are on waiting lists for NHS mental health services (2024 study by ieso Digital Health and NIHR BioResource)

2. FOCUS ON YOUR HEALTHSPAN

As a contrast from pursuing health hacks to live longer and extend your longevity, 2025 will bring a renewed focus on creating a sustainable healthspan — living a healthier, higher quality of life for longer.

"Lots of us don't actually want to live forever," said Leslie Kenny, CEO of longevity brand Oxford Healthspan. "The Global Longevity Survey found that just over one third of Brits want to live forever. Maximising healthspan — the amount of

More than 760,000 women are currently on waiting lists for gynaecological care in the UK — this number has doubled since February 2020 (Royal College of Obstetricians and Gynaecologists)

2025

Fitness forecast

Biohacking your way to PBs, leveraging your hormones and prioritising recovery are a few trends experts predict to be big this year

Looking back to 2024, Pilates was one of the biggest fitness trends with new studios popping up across the country to meet demand. Coming in many forms, mat and reformer variations were joined by hot, wall and tower Pilates towards the end of last year. Tower Pilates alone saw an 83% increase from July-September 2023 vs July-September 2024.

Fitness challenges combined with functional strength training were also hot in 2024, with more people than ever entering Hyrox — which has seen a 233% increase in interest year-on-year, with popularity expected to grow further this year.

And of course, wearable technology continues to hold ground as innovations continue and once bulky fitness trackers become refined into more graceful pieces that are now even jewellery.

Looking ahead to 2025, Grace Reuben, personal trainer and founder of Dare to Be Fit, says: “After a year of focusing on strength training in 2024, many people may feel ready to change things up.” She says cardio is already gaining traction on platforms such as TikTok and explains: “TikTok’s ‘RunTok’ community has already popularised running as an empowering, accessible activity. Expect more interest in marathons, trail runs and creative running challenges this year.”

This idea of community-driven fitness is just one of the trends we’ve identified for 2025. We’ll take a look at what it is, plus a few others and why experts believe they’ll be popular in the coming year.



1. COMMUNITY FITNESS

Group running, hiking and challenges are set to explode in popularity this year. TikTok influencers are already creating something of a running boom, while local run clubs and Park Runs are seeing growing numbers of attendees year-on-year.

Anya Lahiri, master trainer at Barry’s UK, says: “Post Covid, I feel like people have more of a need for support and company. More people are working from home, so fitness classes and events are an opportunity to socialise with colleagues and friends as well as meet new people.”

“As more and more fitness studios and competitions hit the scene, people have realised that fitness is another way to have healthy fun as a group and raise the endorphin levels.”

34% of people want to improve their cardiovascular fitness
(The UK Fitness Report — 2024/25
Gym Statistics by PureGym)

2. A CARDIO BOOM

After a year of intense strength training for many, hybrid training has introduced a means to balance strength with cardiovascular health — with cardio also offering a way to destress.

Emma McCaffrey says: “Many people are realising the importance of a balanced fitness routine. Strength training builds muscle, but cardio is crucial for heart health, endurance, and overall wellbeing.”

It’s reported one in three of us want to improve our cardiovascular health in 2025, according to a report by PureGym. Macallum Livock, manager at PureGym York, says: “It’s interesting, but unsurprising to see that 34% of people feel cardiovascular fitness is their biggest area for improvement. Many do struggle with endurance due to a combination of a more sedentary lifestyle and lack of proper training.”

He predicts that in 2025 people will start to incorporate more cardio into their daily lives such as walking or cycling to work.

“From there, you’ll also have a better base level of cardiovascular fitness to take on more intense forms of exercise, such as running or swimming,” adds Livock.

3. FOCUS ON PERFORMANCE RECOVERY

Focusing on how to recover well can prevent injuries, enhance your performance, support your mental health and keep you exercising consistently.

Celebrity personal trainer Aimee Victoria Long says her clients have started to become conscious of how important their recovery is, as well as their training, and expects this to become widespread in the year to come.

“In the past, recovery was seen as just rest — however, now recovery is seen in many forms: massage guns, saunas, ice baths or cryotherapy,” she says. “Innovations such as advanced compression devices and smart recovery wearables are making recovery more accessible and effective.”

4. BIOHACKING FOR FITNESS

Biohacking is the process of using science and technology to optimise how your body performs, with wearable technology such as fitness trackers and smartwatches becoming ever-more sophisticated.

Clip-on devices like Garmin’s Running Dynamics Pod and smart clothing such as shorts with blood flow restriction (BFR) technology are becoming more popular as people look to improve muscle strength, prevent muscle fatigue and learn more about movement efficiency.

Oliver Cox, head of fitness programming at The Bannatyne Group, says: “The rise of data-driven training technology is transforming how we approach fitness. These tools provide real-time insights into performance and recovery, allowing for more effective training programmes.”

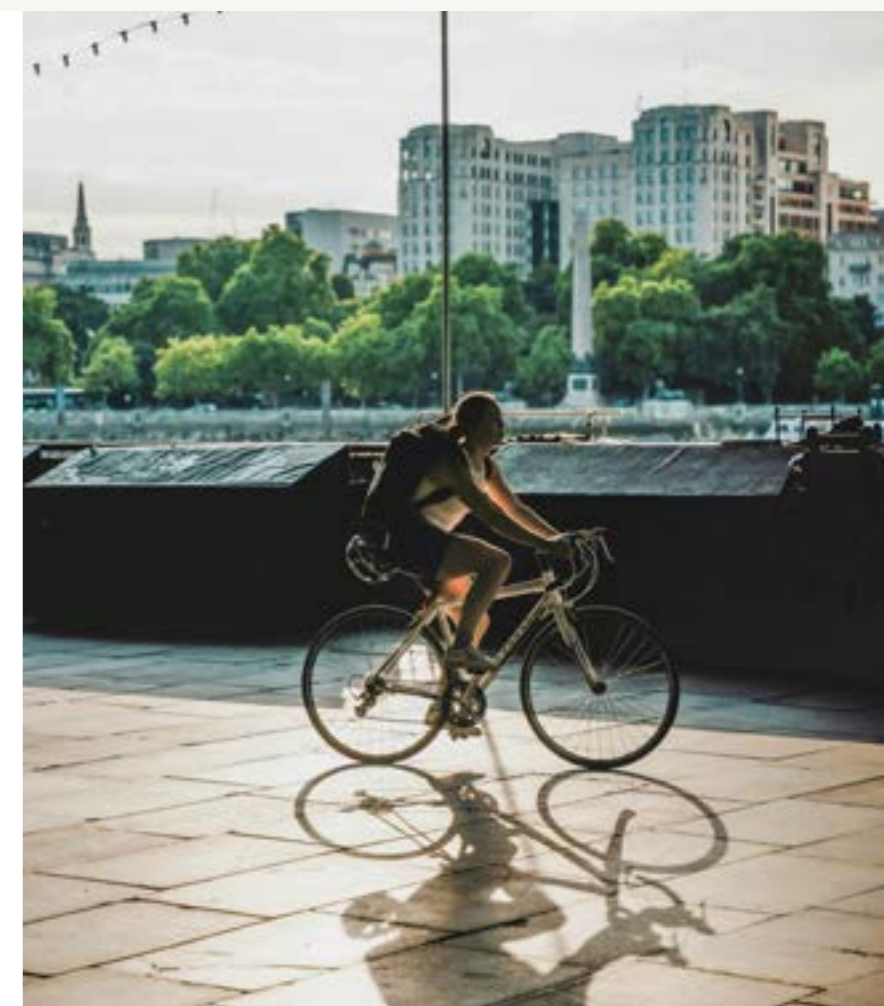
“The rise of data-driven training technology is transforming how we approach fitness”

5. EXERCISING AROUND YOUR MENSTRUAL CYCLE

England’s Lionesses spoke openly about syncing their training regimes with their menstrual cycles in 2024, and now women around the world are following suit. A rise in apps such as Clue and Natural Cycles, plus wearable technology such as the Oura ring (which measures basal body temperature to indicate ovulation), means women can track where they are in their cycle and become more in tune with their body and its capabilities.

Personal trainer Anya Russell, who runs a strength training programme for women in perimenopause, says: “For all women, whether they’re athletes or not, tailoring your exercise routine to match your body’s natural rhythm can give you better results and reduce your risk of injury.”

“Utilising your high-energy phases will help you push your limits and achieve personal bests, and respecting your low energy phases by incorporating rest and recovery can prevent burnout.”



“More than 760,000 women in the UK are currently on waiting lists for gynaecological care in the UK — this number has doubled since February 2020 (Royal College of Obstetricians and Gynaecologists)”

WORDS: KAT STORR

2025

Healthy eating forecast

Functional drinks and vegan eating will hit new heights in 2025, as will food that supports gut health and elevated nutritional needs

A look back at 2024's big food trends shows the year was a real smorgasbord. We went crazy for cucumber, thanks to TikTok's viral cucumber salad, and pistachio became the flavour du jour.

Chris van Tulleken's bestselling book *Ultra-Processed People* meant UPFs hit the headlines. At one point, one million customers a month were abandoning UPFs, according to Levercliff's consumer tracking survey, with retailers excluding ingredients from their ranges.

Plant-based eating continued to gain traction, too: Waitrose found searches for 'vegan Christmas food' were up 500% and M&S says one in four of its shoppers buy its Plant Kitchen range year-round, showing that vegan eating is still evolving.

So, what's on the table for 2025? With health and wellbeing more important than ever to Gen Z, it's no surprise that many emerging food trends have a nutritional focus. We spoke to experts who say that whether it's picking up a fortified drink on the go, conscious snacking or hitting those RDAs, it'll be easier and more convenient to make healthy choices. Here are five food trends to keep an eye on.



WORDS: JOANNE GOULD

1. FUNCTIONAL DRINKS

We may be used to functional drinks as a category, but things are going to ramp up. With Google searches for 'health drinks' spiking, people will start to want more than a sports drink. Jess Hillard, sports nutritionist for Warrior, says: "We increasingly see food and beverages as something that can enhance health rather than as a source of hydration, and water is having a makeover — from CBD to collagen, kombucha, antioxidants and protein, there are so many options to help our health and wellbeing."

This year, you can expect to see innovative electrolytes, super-hydrators like cactus, chlorophyll, fibre and ayurvedic herbs added to waters, along with bone broths, teas and more for boosts in metabolism, performance, relaxation and overall health.

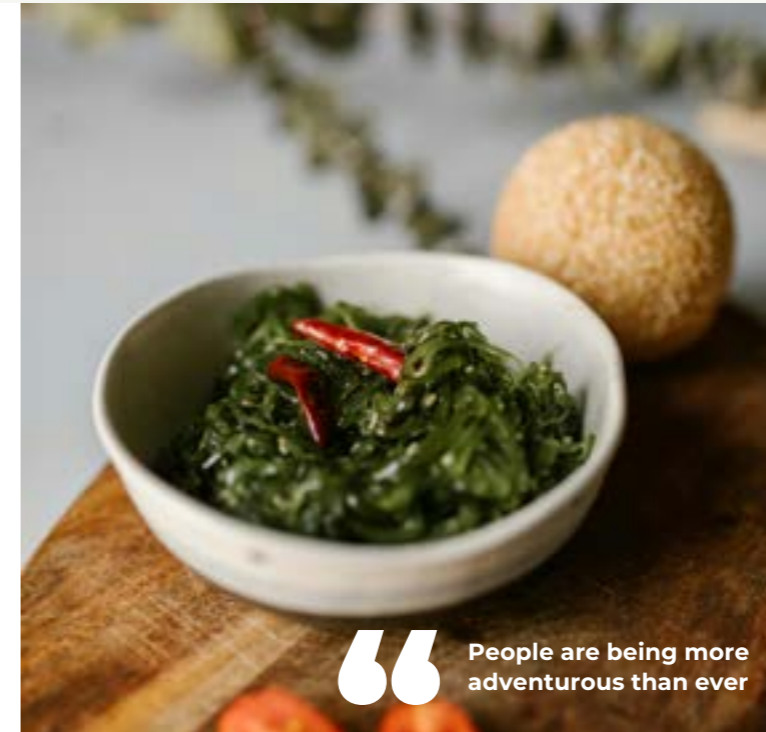
2. PICKLES

In October, singer Dua Lipa gave us a preview of the pickle trend by mixing her Diet Coke with jalapenos and pickle juice, and next year, we'll see a move away from the sweet and spicy 'swicy' trend as pickles take the floor with their unique sourness. From flavoured snack pouches and brine-infused cocktails to unusual flavour combinations on restaurant menus and in home cooking, gut-friendly pickles will have a moment in 2025.

Pickle brand Kühne reported an uplift of 120% in sales year-on-year, while Ocado says it's seen a 205% increase in searches for burger pickles. And as a good source of vitamins C, K and A, plus probiotics, that's no bad thing.

Meri La Bella, buyer at Ocado, says: "Over the years, we've seen customers' palates evolve. People are more adventurous than ever, seeking out bold flavours that push beyond the traditional. We stock classic dill to spiced or sweet pickles and we're constantly expanding our range to satisfy every taste preference out there."

Fibre is the unsung hero of wellness



People are being more adventurous than ever

3. FIBRE

Forget calculating protein macros — Gabriela Peacock, celebrity and royal nutritionist, says that 2025 will be the year we wise up to fibre.

"Fibre is the unsung hero of wellness. It's a nutritional powerhouse that fuels gut health, stabilises energy and supports weight management. We know research has confirmed fibre's role in reducing chronic disease risks, and with the growing focus on gut microbiomes, it's set to become a must-have for optimal health in 2025. Prioritising fibre means not just living longer, but living a more vibrant, energised and balanced life."

A big PR push on fibre is on the cards, but you can get ahead by including whole grains, legumes and seeds in your diet.

4. PERSONALISED NUTRITION

The runaway popularity of Zoe offered a clue, but personalised nutrition will only grow and grow next year, says Hannah Trueman, senior nutritionist at Body Fabulous Health Clinic.

"Tools like genetic testing, functional testing (such as microbiome, hormone and organic acids tests) and wearables will make healthy eating more personalised than ever. AI-powered tools could also step in, providing real-time insights and personalised recommendations to make healthy living more accessible. While these

innovations are exciting, expert guidance will be key to ensuring they're used responsibly and backed by solid science."

Gen-Z's innate digitalism has fuelled the trend, but it's something we'll all jump on to make the most of truly personalised health insights.

5. PLANT-BASED AQUATICS

As we've seen, plant-based eating continues to abound, but next year we'll see a new emphasis on aquatic veg in this sphere.

Whether it's using protein-rich aquatics as alternatives to meat and fish, or exploring the wide range of sea plants in their own right, expect to see seaweed, duck moss, water lentils and more on top restaurant menus and in ready-to-eat snacking.

It's super sustainable, too, as Leyla Kazim explained in her deep dive into seaweed on BBC Radio 4's *The Food Programme*, saying: "Seaweed could solve a lot of the problems the planet faces. It could feed people and animals, replace fertilisers and plastics, decarbonise the economy, clean up the ocean, rebuild marine ecosystems and reduce social injustice."

An estimated 3.4 million people in the UK are planning to be vegan in 2025 (Finder.com)

With health and wellbeing more important than ever to Gen Z, many emerging food trends have a nutritional focus. We spoke to experts who say that whether it's picking up a fortified drink on the go, conscious snacking or hitting those RDAs, it'll be easier and more convenient to make healthy choices



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Living360 is a digital magazine helping its readers take a 360-degree approach to wellness. Through articles, newsletters and social media, Living360 tackles wellbeing through mind, body, nutrition, beauty and travel. Its mission is to provide UK audiences with advice that's both aspirational and achievable — helping readers achieve a sustainably healthier lifestyle without sacrificing those much-needed moments of indulgence.

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