100 Years of Workforce Wellbeing

Großker

Employee health and happiness has come a long way over the last century — and our understanding of the employer's role in employee wellbeing took a giant leap forward during the pandemic. What started as a simple means of maximizing employee output has matured into a way to attract, engage, and retain top talent. Employee wellbeing is now central to the cultures and business strategies of leading global organizations. Let's look back at some of the key milestones that have helped define the role of employee wellbeing in today's employment landscape — and take a look ahead!



services in order to prevent the spread of HIV.

the end of the century that leads employers to start sponsoring physical activity and fitness programs.

Technology transforms how stakeholders design, measure, and deliver health and wellness benefits 2000s

2002

The first wearable technology device, the Bluetooth headset, is introduced into the corporate world, ushering in a decade of innovation which leads fitness monitors, trackers, and early generation of smartwatches into the workplace.

2005

USDA publishes MyPyramid Food Guidance System and incorporates the concept of physical activity.

2010s

2015

Grokker introduces its popular consumer app to employers to meet employees' demand for personalized, video-centric wellbeing resources.

2017

Global wellness economy reaches \$4.2 trillion.

2019

78% of employers consider employee wellbeing to have a meaningful role in their business strategy.

2022

The workplace wellness market will grow to \$66 billion.

2025

36.2 million Americans will work remotely, increasing the need for digital, on-demand wellbeing resources.

1998

The Health Enhancement Research Organization (HERO) study, inspired and funded by a consortium of employers and worksite health promotion advocates, reveals that a quarter of total employee medical costs were associated with tobacco use, diet, exercise, and stress.

2003

Employee-friendly HSAs are approved by congress.

2010

The passage of the Affordable Care Act ensures that employer-sponsored private insurance continues to play the central role in providing health coverage for working age Americans and their dependents.

As the lines between work and life blur, workforce wellbeing benefits become more holistic and on-demand

2017

76% of global employees report they're struggling with their wellbeing.

2018

Productivity losses due to poor health costs U.S. organizations \$1,958 per employee.

2020 - 2021

COVID-19 pandemic impacts employees' work and personal lives, accelerating investment and innovation in the ways employers care for and support their workforce.

2025

The global mHealth apps market will reach \$111.1 billion.

2028

Global corporate wellness market expected to reach USD \$93.4 billion.

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