

## Complementary and Alternative Medicine - UK - December 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The CAM market has enjoyed relatively strong sales growth in recent years, bolstered by an ageing population seeking musculoskeletal treatments and the booming healthy living trend. Opening CAM treatment centres in business districts and shopping centres could now help to increase accessibility to the market.”

– Jack Duckett, Consumer Lifestyles Analyst

### This report looks at the following areas:

- Growing opportunity for CAM in the workplace
- Engaging with younger adults

An ageing population seeking musculoskeletal treatments and a boom in the healthy living trend have helped the CAM (complementary and alternative medicine) market grow sales strongly in recent years. The rise of booking websites and apps, such as Wahanda and Wowcher, have also been beneficial for the market, with discounted prices encouraging consumers to trial treatments they may not have been prepared to sample at full price.

Further growth could be achieved through aligning the category more closely with stress-alleviation; an area of increasing concern for today's workers. However, areas of the market remain dogged by cynicism, highlighting the importance for brands to underline the science behind their treatments.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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