



Institute for Statistical
Studies and Economics of Knowledge



priority2030^
leaders are made, not born



Human Capital
Multidisciplinary
Research Center

Health

Growing attention to personal health



The National Research University Higher School of Economics Institute for Statistical Studies and Economics of Knowledge (HSE ISSEK) presents the results of a human capital trends study. The study methodology included big data mining using the HSE ISSEK-developed [iFORA system](#), expert sessions, and a Delphi survey of more than 400 leading international and Russian scientists specialising in human capital.

The project is being implemented by the World-Class Human Capital Multidisciplinary Research Centre and the UNESCO Futures Studies Chair (UNESCO Futures Literacy Chairs network). A complete list of trends is available at the unique open-access database at https://ncmu.hse.ru/chelpoten_trends.

This trendletter is based on data obtained from issek.hse.ru, rosstat.gov.ru, eshre.eu, pubmed.com, statista.com, thelancet.com, gmainsights.com, and who.int

The authors are fully responsible for the selection and presentation of the material in this publication and the opinions expressed therein, which are not necessarily shared by UNESCO.

The Trend's Structure

- **The growing popularity of a healthy lifestyle**

More and more people in the world are conscious about their health, including mental health. The UN calls a healthy lifestyle one of the important factors of sustainable development. Many countries are implementing programs to increase physical activity of the population, reduce the consumption of unhealthy food and alcohol, and give up bad habits. There is a growing number of employers who motivate employees to improve their health, which is directly related to increased productivity and lower costs for corporate health insurance programs.

Technical means designed for self-monitoring of health indicators and physical activity levels are being improved. Thanks to the miniaturization of the electronic component base, the emergence of new solutions in the field of data transmission and sensors, wearable devices are becoming more accessible. They help a person to control their physical and emotional state, which encourages them to lead a healthy lifestyle. This is also facilitated by the proliferation of smartphones and the emergence of applications for healthy lifestyle, which are often based on the principles of gamification.

Biohacking is becoming more popular. Adherents of this movement use modern technologies to modify their bodies in order to improve the duration and quality of their lives. They aim to enhance their memory, attention, and performance, as well as achieve emotional stability and stress resistance.

- **Spread of biohacking**

- **Development of comprehensive medical examination programs**

Increased concern about their health and increased medical literacy have led to an increase in demand for diagnostic measures. Many clinics have launched special screening programs aimed at screening for possible diseases. Such programs may offer a comprehensive check of the entire body or be focused on a specific human need – analysis of the cardiovascular or endocrine systems, preparation for pregnancy or identification of a predisposition to cancer. According to the results of the check-up, a person receives personal recommendations, an assessment of the risks of developing individual diseases, and a list of additional examinations.

An important aspect of human well-being is mental health, which is influenced by both innate biological and external factors, including socio-economic ones. The World Health Organization (WHO) estimates that \$1 spent on increasing the availability of mental health treatment services brings in almost \$4. in the form of improving the health of the population and increasing labor productivity. 148 countries are implementing special plans and strategies to improve mental health. Many companies are launching programs aimed at psychological support for staff, trying to create comfortable working conditions and a favorable workplace climate, including competing for the most promising employees.

- **Growing Attention to Mental Health**

Key Estimates

\$7 Trillion

wellness economy will reach \$7 trillion in 2025

12.2%

of the world's population will use fitness apps by 2027 (9.7% in 2023)

The Trend's Characteristics



Impact on human capital¹

1

2

3



Weak signal²

Progressive biohacking



Strongest manifestation period

2026–2030



Wild card³

Development of molecular genetic methods that slow down the aging process



Effect of COVID-19 pandemic

Strengthened the trend



Consequences of the wild card event actually taking place

Stopping the aging process of the human body



Presence in Russia

Below the world level

¹ 1 = weak, 2 = medium, 3 = strong.

² Weak signals are insignificant (rarely mentioned or discussed) events which indicate the trend may radically change in the future.

³ "Wild cards" are difficult-to-predict events which, if they do happen, can significantly affect the trend.

Drivers and Barriers



Drivers

- Raising public awareness of health issues, providing fitness services
- Distribution of wearable devices in the field of health and fitness, growing popularity of mHealth applications
- Development of infrastructure for physical education and sports, active leisure
- Expansion of the range of healthy food products



Barriers

- Difficulty in breaking bad habits
- Spread of a sedentary lifestyle associated with office work, use of “passive” transport (cars, airplanes, etc.), gadgets (including at home), etc.
- Changes in lifestyle and food culture that contribute to the consumption of less healthy food
- High pace of life and constant stress that negatively affect mental health
- Insufficient competence of specialists in the field of healthy lifestyle (doctors, nutritionists, fitness trainers, etc.)

Trend Effects



Opportunities

- Improving the level of public health, life expectancy, reducing mortality and morbidity



Threats

- The risk of hypochondria, overdiagnosis, which can lead to mental disorders