

Top Health & Wellbeing Trends for Summer 2025



After years of navigating uncertainty, many are looking for greater control over their physical, emotional, and financial health. Rising rates of anxiety, chronic illness, and economic stress have pushed people to seek out what's practical, preventative, and proven to work. These trends reflect a deeper global shift: people want tools that help them feel better now and protect their health for the future.

1. BUILDING SELF-CONFIDENCE & HEALING FROM TRAUMA

Many people are turning their attention inward—focusing on rebuilding self-confidence and addressing the emotional patterns that impact their daily lives. This isn't about achieving perfection or productivity; it's about feeling capable, clear-headed, and supported from within.



Over 70% of adults under 40 say improving self-worth is one of their top personal goals this year.



Research shows that a majority of people will experience at least one traumatic event in their lifetime, making emotional recovery a common and important part of long-term health.

This shift is being driven by a desire for lasting emotional stability, not surface-level solutions. People are increasingly recognizing that healing from past experiences and building confidence are interconnected processes that require consistent, intentional effort.

Hot Topics:

- Nervous System Regulation
- Vagal Nerve Activation
- Confidence Conditioning
- Self-Identity Practices
- Trauma Responses
- Somatic Practices

New CARAVAN Content On Self-Confidence & Trauma:

- Breaking Free From People-Pleasing Habits
 - Handling Rejection Without Losing Confidence
 - How To Stop Seeking Approval From Others
 - Understanding Trauma
 - Healing Childhood Trauma
 - Long-Term Mental Health Effects Of Trauma
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2. PREVENTIVE CARE & EARLY SCREENING ARE A PRIORITY

There is power in catching health issues early. Preventive care—like regular checkups, screenings, and assessments—is becoming an essential part of staying healthy.

 The number of new cancer cases globally is expected to grow by more than 75% between 2022 and 2050, reaching an estimated 35 million cases annually by 2050.

 Screening programs for conditions like cancer and heart disease are seeing higher participation rates in 2025, especially among younger adults.

People want to know what to expect from screenings and checkups, so they can prepare and feel confident. Content should help people stay on top of their health with simple, consistent habits that support early detection and prevention.

Hot Topics:

- Medical Screenings By Age
- Health Tracking Over Time
- Prevention Made Routine
- Annual Checkup Checklist
- Early Detection Benefits
- Critical Cancer Screenings

New CARAVAN Content On Preventative Care & Screenings:

- Skin Cancer Self-Check
- Why Regular Dental Checkups Matter
- Oral Cancer Prevention
- Stroke Prevention For All Ages
- What Is Biometric Screening?
- Health Screening Myths
- Health Screenings For Adults

3. A FOCUS ON WHOLE, MINIMALLY-PROCESSED FOODS

The movement toward whole foods is gaining momentum, driven by both online influence and new research connecting ultra-processed diets to chronic illness. People want food that fuels them—physically, mentally, and emotionally.



Ultra-processed foods now represent over 40% of calories consumed worldwide on average.



Studies estimate that diets high in ultra-processed foods contribute to increased risks of obesity, cardiovascular disease, and other chronic conditions worldwide.

People want clear, straightforward information that helps them understand the impact of their food choices without confusion or guilt. They look for practical tips on how to identify ultra-processed foods and easy ways to incorporate more whole foods into their meals.

Hot Topics:

- Ultra-Processed Foods
- Hidden Food Additives
- Plant-Forward Diet
- Gut-Friendly Foods
- Blood Sugar Balance
- Whole Food Swaps

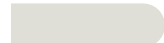
New CARAVAN Content On Minimally Processed Foods:

- How To Shop For Seasonal Produce
- The Science Of Superfoods
- Navigating Processed Foods
- Simple Ways To Eat More Plants

- How To Eat Less Sugar
 - What To Eat To Minimize Inflammation
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4. GEN Z IS SEEKING FINANCIAL STABILITY

For many young people, financial stress is a daily reality, but Gen Z is transforming that experience through financial knowledge and action. Financial stability is firmly linked to overall wellbeing and life satisfaction.

 Nearly 70% of Gen Z report living paycheck to paycheck, and almost half say they couldn't cover an unexpected \$1,000 expense.

 At the same time, 60% are actively seeking financial education—often through social media, online tools, and apps that speak their language.

This generation seeks honest advice and direct solutions that simplify financial topics. They want tools and information that empower them to reduce financial stress and build lasting stability.

Hot Topics:

- Student Loan Repayment
- High-Yield Savings Accounts
- Money Anxiety & Mental Health
- Building Wealth Early
- Saving On A Tight Budget
- How To Start Investing

New CARAVAN Content On Financial Wellness & Stability:

- What Is Financial Wellness?
 - What To Know Before Getting Your First Credit Card
 - The Importance Of Starting To Invest Early
 - What To Do When You Overspend
 - Considerations For Financial Advice On Social Media
 - Scarcity Vs. Abundance Financial Mindset
 - Emotional Triggers Behind Money Choices
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This summer, the top wellness trends are all about practical tools that help people feel stronger—mentally, physically, and emotionally. From building self-confidence and prioritizing preventive health to choosing whole foods and improving financial skills, audiences are seeking clear, reliable content they can trust. When content supports real-life growth, it empowers lasting habits that lead to healthier, more balanced lives.