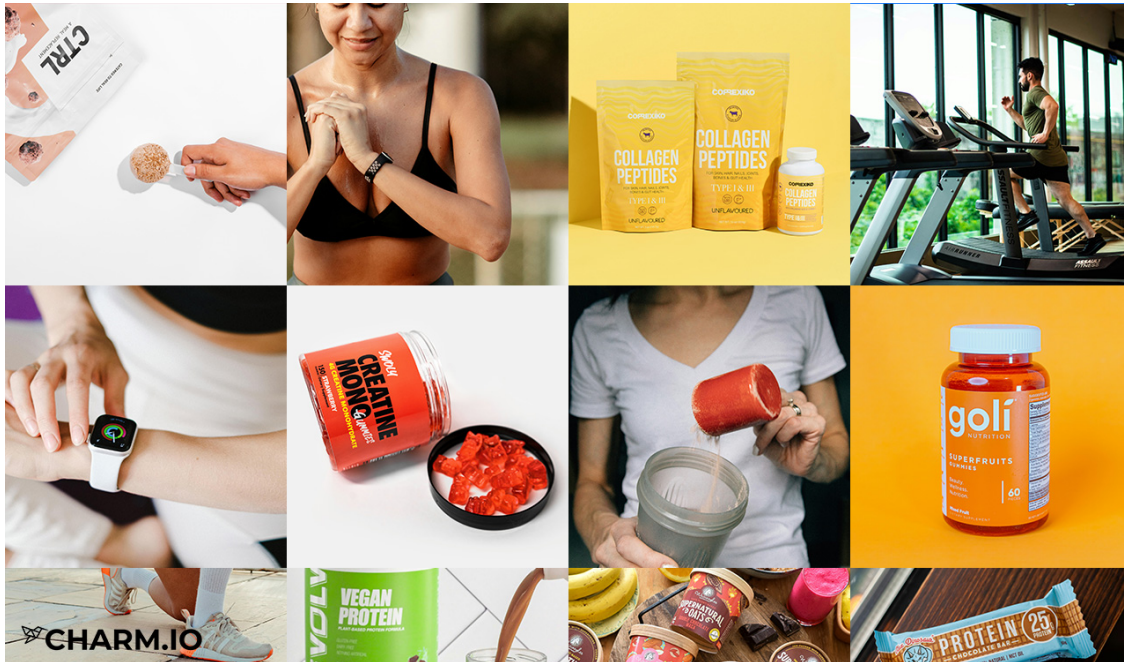


PARTNER CONTENT

Keeping Up with The Wellness Movement



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The retailers that are dominating today's wellness and outdoor space aren't gambling on guesses. Those who still rely on instincts to build their product assortment are relying on guesswork instead of strategy. What once might have been a gut-driven art is now a precision science. Smart retailers are using real-time data to make smart, strategic merchandising decisions that drive real results.

Smart health and outdoor retailers are staying ahead by adapting to rapidly evolving consumer trends in real-time. They're forging partnerships with fast-growing, in-demand brands, and stocking high-converting products that align with what their customers are already actively searching for. And they're doing all of this based on in-depth DTC and TikTok Shop data.

Modern consumers don't frame wellness products as luxuries, as they did in years past, but as alternatives to the rising costs and oft nebulous reputation of Western medicine. Consider that [a third](#) of Gen Z consumers turn to TikTok as their main source of health information. They use it like Google, and on TikTok, wellness products win. According to data from Charm, the leading brand discovery and analysis platform, the wellness space (including the health, and sports & outdoors categories) has [driven more than \\$1.3 billion in sales in the past 12 months on U.S. TikTok Shop sales.](#)

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And that's just on one platform. Factoring in Instagram, Facebook, Reddit, Snapchat, and the hundreds of additional platforms dominating consumers' smartphones today, it makes sense that the wellness category is a point of focus for a growing number of retailers. The wellness sector growth isn't poised to slow anytime soon, either. The global wellness economy is poised to keep growing at [7.3 percent](#) a year through 2028--much higher than the projected GDP growth of [4.8 percent](#).

The facts are in: the wellness sector pays dividends. There is huge potential for retailers to optimize their product assortment with the latest trending brands and products. If you're still planning assortments based on last year's trends or outdated sales reports, it's time for a major reset. Here's what top retailers are doing differently — and how you can catch up by getting the data-backed insights into the wellness and outdoor products that are driving sales today.

Why Guesswork No Longer Cuts It in Retail

The retail landscape is evolving faster than ever, fueled by digital platforms like TikTok, where trends can go viral overnight. Consumers are discovering new supplements, health products, and outdoor gear online first — often before they ever set foot in a store. Yet the wellness industry evolves at a breakneck pace. The idea that a retailer can simply stock up on products geared towards the latest workout trends (AI fitness coaching, anyone?) and protein powder to reap the full fiscal benefits of the wellness sector no longer has legs.

Consider that, nowadays, [65 percent of retail decision-makers](#) find it harder to respond to rapidly evolving consumer trends than it was in years prior. Perhaps that's because wellness sector trends and consumer sentiment evolve too quickly for dated sourcing methods to work. Retailers who cling to the old ways — making purchasing decisions based on instinct or outdated data — risk falling behind, missing out on emerging trends, and ultimately losing sales to more nimble competitors.

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The Rise of TikTok Shop and the New Path to Discovery

If your store isn't carrying the brands and products trending on TikTok Shop, you're already behind. Today's customers are scrolling their way through product discovery — and if they can't find their latest TikTok favorite on your shelves, they'll move on. There are over [398,000 TikTok Shops](#) in the U.S. alone, but opportunities to utilize TikTok Shop *data* extend far beyond product performance on TikTok itself.

Retailers who analyze what's trending on TikTok Shop gain a valuable edge: they can spot emerging health and wellness trends before they hit the mainstream, stock products that customers already recognize and trust, and craft in-store experiences that feel relevant, exciting, and modern.

By aligning your product assortment with what's gaining traction online, you can create a store experience that feels fresh and curated — one that makes customers feel like you *just get it*. Yet few retailers have the bandwidth or the massive procurement teams necessary to manually track ever-in-flux TikTok trends alongside the daily demands of running a retail business.

The Power of Real-Time Sales Data

Point of Sale data can give retailers a limited view of specific products that sold well in the past. Yet such data gives little to no guidance on the most important aspect of sales in the wellness sector: the products and product categories that are blowing up online. POS station data is now nearly as dated as door-to-door sales. It's time to stop planning assortments based on what sold last year and start planning based on what's selling right now.

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Whether you operate a DTC storefront on TikTok Shop, or you sell smoothies and skateboards at a mom-and-pop shop in South Dakota, real-time data equals relevancy for modern retailers. With in-depth data tools like Charm, retailers now have visibility into what’s actually selling, which brands are trending and experiencing rapid growth, and what products customers are actively adding to their carts. Charm enables retailers to rapidly discover trending DTC brands and partner with them before their competitors get the chance. Get ready to source the inventory your customers are seeking.

No more assumptions. No more missed opportunities. Just actionable insights that lead to smarter buying, stronger assortments, and bigger sales.


Get Data into The Top-Selling Wellness & Outdoor Products

Every day that you’re not stocking the products that are driving real demand, you’re leaving money on the table. The good news? You don’t have to guess anymore.

In this report on the top-selling wellness and outdoor products, Charm data outlines which brands and products are growing fast and driving sales now. Discover the brands and products you’re missing out on and how you can use DTC partnerships to drive more sales to your store.

[Get the full report from Charm.](#)

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