



## **COMPREHENSIVE MARKET RESEARCH AND ANALYSIS OF YELLOW BRICK ROAD TOKEN (YBRT\$) IN THE WELLNESS AND CRYPTOCURRENCY INDUSTRIES**

### **INTRODUCTION:**

In this market research report, we will explore the opportunities and challenges related to the unique product, YBRT\$, which combines the features of both the wellness and cryptocurrency sectors. This report presents a comprehensive market research analysis on the integration of wellness and cryptocurrency within specific products and services, named The PUSH Cleanse, the PUSH Spa, and the PUSH app. Our study identifies the target audience, competitors, potential growth drivers, and barriers while analyzing the strengths, weaknesses, opportunities, and threats of the product—including data-driven insights that help create a clear understanding of the market size, trends, and consumer behavior. Furthermore, actionable insights and recommendations are provided for our clients to improve market positioning and drive growth.

### **I. TARGET AUDIENCE:**

The primary target audience for YBRT\$ comprises adult consumers who are interested in both wellness and cryptocurrency. The target audience for the products includes adults with an interest in both wellness and cryptocurrency spaces. This group prioritizes health, fitness, nutrition, appearance, sleep, and mindfulness, as evidenced by the McKinsey survey findings. The products and services are designed to cater to these wellness dimensions and enable users to have convenient access to personal records and treatment plans. The primary target audience can be further categorized into:

1. **Wellness Enthusiasts:** Higher-income consumers who actively follow brands and product launches.
2. **Socially Responsible:** Consumers who prefer sustainable brands and use clean ingredients.
3. **Price-conscious:** Consumers who are driven by value for money and compare prices before purchasing.
4. **Loyalists:** Consumers who are loyal to existing brands and are resistant to change.
5. **Passive Participants:** Consumers who are only mildly involved in wellness and cryptocurrency and do not actively follow brands or products.

Typically, the loyalists and passive participants spend less than the other groups.

### **II. COMPETITORS:**

Competitors for the products and services are established businesses and startups operating within the intersection of wellness and cryptocurrency or blockchain technology. These competitors may offer similar products or services that focus on health records, treatment plans, mental wellness benefits for employees, or personalized treatment and experience.

While there may not be any direct competitors to YBRT\$, as it uniquely combines wellness and cryptocurrency sectors, the key players in the cryptocurrency industry include Advanced Micro Devices Inc., Antier Solutions, BitFury Group Limited, BitGo, Bitmain Technologies Ltd., BTL Group Ltd., Coincheck Inc., Intel Corporation, Ledger SAS, NVIDIA Corporation, Ripple, Xilinx Inc., and Xapo Holdings Limited. These companies may step into the wellness-cryptocurrency domain in the future, so it is essential to keep an eye on their activities.

### **III. POTENTIAL GROWTH DRIVERS AND BARRIERS:**

#### **GROWTH DRIVERS**

- A projected CAGR of 12.8% from 2021 to 2028
- Adoption of cryptocurrency in various regions
- Growing demand for wellness solutions
- Increasing interest in cryptocurrency options
- Cryptocurrency companies collaborating with wellness companies
- Advances in blockchain technology enable personalized solutions, service delivery, and medical autonomy
- An increasing interest in total wellness is evidenced by 79% of surveyed individuals prioritizing wellness

#### **BARRIERS**

- Skepticism towards cryptocurrencies and their potential for illegal activities or market volatility
- Legal and regulatory challenges and barriers, which may impact the growth and adoption of cryptocurrency-related solutions
- Competition
- Adoption barriers, i.e., the need for education and awareness of new technology, including cryptocurrencies and blockchain
- Potential reluctance by some consumers to adopt new technology or combine wellness and cryptocurrency

### **IV. SWOT ANALYSIS**

#### **STRENGTHS**

1. Unique combination of wellness and cryptocurrency industries.
2. Personalized products and services.
3. Leveraging blockchain technology for innovative solutions.
4. Addresses the growing interest in wellness and cryptocurrency.
5. Taps into multiple wellness dimensions valued by consumers.
6. Enables convenient access to health records and personalized treatment plans.

#### **WEAKNESSES**

1. Limited awareness of the product concept.
2. A potential aversion from consumers to merge two seemingly unrelated industries.
3. Operating in a highly competitive landscape.
4. May face regulatory challenges across different regions.
5. Possible resistance to adopting both wellness and cryptocurrency platforms.

## **OPPORTUNITIES**

1. Growing global wellness economy, estimated to reach nearly \$7 trillion by 2025.
2. Expansion of the global cryptocurrency market, projected to reach \$ 4.94 billion by 2030.
3. Collaborations and partnerships between wellness and cryptocurrency companies.
4. Leveraging the projected market growth in the cryptocurrency and wellness niches.
5. Expanding geographical presence as more countries adopt cryptocurrency.
6. Focusing on the most important wellness dimension—health—with the highest level of spending.

## **THREATS**

1. Competition from large and established companies in the cryptocurrency industry.
2. Legal and regulatory barriers that could restrict the growth or adoption of cryptocurrency-based solutions.
3. Potential market volatility in the cryptocurrency space.

## **V. MARKET DATA, TRENDS, CONSUMER BEHAVIOUR, AND METRICS:**

The global wellness economy was valued at \$4.9 trillion in 2019 before falling to \$4.4 trillion in 2020. The market is expected to grow at an average 9.9% annual growth rate and is projected to increase to nearly \$7 trillion by 2025. Moreover, the global cryptocurrency market was valued at \$1.49 billion in 2020 and is expected to reach \$4.94 billion by 2030.

The global cryptocurrency market includes hardware (GPU, FPGA, ASIC) and software (mining, exchange, wallet, and payment). As cryptocurrency gains acceptance worldwide, the Asia-Pacific region dominates the market growth in 2020. The wellness industry revolves around six dimensions, with health leading as the highest-spending dimension.

## **VI. ACTIONABLE INSIGHTS**

- Focus on health as the primary wellness dimension, while incorporating other dimensions for a comprehensive product offering
- Consider collaborations or partnerships with regional players to overcome regulatory challenges
- Continuous improvement and innovation to set the products and services apart from competitors
- Explore use cases beyond health records and personalized treatment plans, such as mental wellness benefits for employees
- Invest in marketing campaigns that highlight the benefits of combining wellness and cryptocurrency, targeting potential users with an interest in both areas

With this comprehensive market analysis, we believe our clients can make informed decisions to improve their market positioning and capitalize on growth opportunities within the burgeoning wellness and cryptocurrency industries.

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