



THE FUTURE OF WELLNESS 2025 TRENDS



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Analog Wellness

2025 Will Be the Pivotal Year for a Great Logging Off, and Analog-ing On

The online world's relentless manipulations, marketing, disinformation and division campaigns, causing general brain and culture rotting, have gone too far. "Digital detox" may be as old as the Internet, but 2025 will be the year more people get aggressive about logging off, and new tools and destinations will help them. They'll also be "analog-ing on" as never before: hungry for retro, pre-digital tech, hobbies and experiences—as wellness, and in wellness. The analog living trend will shake up tech, wellness, travel, government policy, even home design.

By Beth McGroarty

INTRODUCTION: WHY NOW?

It's no coincidence that the big, booming wellness movement took off exactly when the smartphone appeared in 2008, the same year that both the Global Wellness Institute's first study of the wellness market and Goop appeared. For 17 years now, one little device has reconfigured human lives and brains, destroying any line between life and work, substituting human relationships for lonely social media, with news and social platforms' algorithms increasingly imprisoning us in "like-me" bubbles, and fomenting constant division and outrage. The wellness market rose alongside the digital world to provide the specifically needed relief: in-person connection, stress-reduction and human touch.

Ever since the smartphone was born, we've had rather passive, perfunctory talk and solutions around digital detox. But the backlash against the attention- and sanity-destroying digital world is becoming dramatically more intense. That's because, since the pandemic, things have gotten worse.

With the pandemic, everything moved online. Outings to restaurants and stores became online delivery. Trips to theaters became bingeing streaming services. Remote work killed the face-to-face world of offices. Gyms became online fitness. As a [brilliant new article in Slate](#) argues, since 2020, "we have the world's biggest companies, smartest engineers, most innovative content creators,



Not just pre-digital, but pre-industrial experiences are trending at travel destinations. South African hotel Babylonstoren's new Soetmelksvlei is a perfectly restored, working 17th-century farm estate where guests take workshops in blacksmithing, milking and cream separation, leather working, carpentry and wheat milling (source: Babylonstoren).

watches ... you name it. We detail the eye-opening global growth in structured, super-social, phones-down classes, clubs, communities and retreats where people are crafting, creating, reading, listening to music, or learning with others. We're interested in social ceramics, knitting and sewing studios, reading salons (such as group reading parties with live music in gorgeous places), old-school game-playing clubs (backgammon, mahjong, etc.), "academic bars," birdwatching collectives, and more. These analog clubs, salons and "bars" are rewriting the idea of nightlife and self-care, and giving wellness businesses competition as the new "third spaces." Some, like the Netherland-born [The Offline Club](#), where phones are locked up for social nights of reading, sketching, games, and piano-playing in places like ancient churches, are becoming viral brands on a global expansion march.

We explore how the unplugged and analog trend is shaking up travel. Digital detox cabins in the wild, disconnection retreats, and phone-free adventure tours feel more aspirational than spa palaces and biohacking clinics, while more hotels and wellness resorts are experimenting with retro-technology. This includes meditative "deep listening" vinyl record nights in saunas, swapping guests' phones for digital detox kits with Polaroid cameras, paper maps and board games, and sophisticated analog arts programming like painting, ceramics, embroidery, calligraphy, writing workshops, etc.

Travelers aren't just obsessed with pre-digital pursuits. They're seeking *pre-industrial* ones, with more wellness resorts modeled after working 19th-century farm estates where you learn blacksmithing or work as a shepherd for a day.

The analog tech and living trends have been rising for years; it's no passing fad. But suddenly it feels less like trendy nostalgia or Luddite denialism and more like a powerful people-led movement to create a "retro future." It's a movement to go beyond the fast-rotting digital world and restore things we've lost like the human touch, calmness and attention, and the act of creating instead of passively scrolling. Living a more analog life will finally become a pillar of lifestyle change equal to exercise and healthy eating. And "analog wellness" will be more aspirational than AI-driven varieties.

As we write, this trend feels omnipresent: from [Phone-Free February](#) instead of Dry January, to [more bloggers](#) claiming 2025 will be their "analog year," and more trend reports, such as [The New York Times](#), naming this as the turning point year "in the war for attention ... a moment when many 'Marie Kondo' their minds and see what joy might be sparked by clearing out the meme clutter." The activism against the "buy, buy, hate, hate" digital world will get more radical and organized, as evidenced by Brooklyn's [Strother School of Radical Attention](#), a collective that pushes back against the "fracking of human attention" by coercive digital



More top design publications are naming analog homes and spaces a top 2025 design trend, the complete opposite of the "smart home," with "digital detox corners" and reading nooks (source: Babylonstoren).

companies can be fined up to \$58,500. The UK's new Labour government has proposed "right to switch off legislation" which also includes the right to refuse extra work on weekends. The US, of course, lags, but cities like Washington, DC, and New York City are considering such policies, and California has officially proposed legislation.

The Analog Home

We've had a decade-plus of hype about the totally-wired smart home with byzantine lighting systems, remote-controlled appliances, charging stations everywhere, and Alexa torturing you. The future, its marketers said, imagines the home as a NASA Command Center where your refrigerator does your shopping, and your toilet delivers advanced diagnostics. Behemoth TV screens now dominate home spaces (with massive 100-inch models all over CES in 2025). Felipe Correa, a NYC-based architect, studies how digital technologies have drastically changed the home for the worse, allowing for intense work intrusion and turning it into a social media stage, entertainment hub, and epicenter for shopping/consumption. He notes that, "Today, the home is the front line of attention fracking," destroying intimacy, private life and any idea of the home as a sanctuary. In February, Correa will lead a global seminar via The Strother School of Radical Attention on "how to conceive spatial strategies that reimagine the life-giving sanctuaries of home and community."

An analog home, real estate, and design trend is on the rise, with spaces designed for *less* digital connection and *more* human connection and serenity. More design experts, such as Yan Wang, founder of Cover Architecture, argue that the smart home doesn't "have a place in the future ... as a home that's always 'on' doesn't feel relaxing ... instead, it adds to the hyper-anxious atmosphere of our times." More top design publications, such as *Dwell* magazine, are naming analog homes a top design trend for 2025: the creation of spaces that "offer a respite from cold digitalia" with handmade and earthy materials, warm woods, and interiors that help people connect with each other and the outdoors. Say hello to the blissfully tactile, simple, restorative "dumb" home.

The term "analog space" was coined by design consultant Hans Lorel, and it means various things revolving around simplicity and an intent to limit tech in our homes. The new analog design trend means dialing back the screens and connectivity in favor of pursuing a cozy, serene, 70s style design with a focus on artistic expression. It's about returning to analog interfaces like physical controls for lighting and heating and creating dedicated spaces for analog and wellness experiences. At a simple level, "digital detox corners" are becoming a home trend: "creating an intentional tech-free zone and retreat within the home that prioritizes analog living." *Good Housekeeping's* 2025 interior design forecast names reading nooks, with curated books and art, a top trend.



Yelp found that searches for blacksmith classes rose 582% in 2024! At Soetmelksvlei in South Africa guests can take them and then hit the authentic hammam (source: Babylonstoren).

and workshops on science and the arts (with speakers from institutions like Harvard and Yale) and socializing. All these social arts, crafts, reading, listening and learning clubs and salons are giving wellness businesses (fitness studios, branded “social wellness clubs”) competition as the new “third spaces.”

Arts and Crafts, Even Pre-Industrial Skills, at Travel Destinations—Think Blacksmithing, Not Biohacking

Arts, crafts and analog pursuits of all stripes are getting their own kind of wellness retreats all across the world. [Fair Isle With Marie](#) offers knitting holidays on the wild island of Fair Isle in Scotland. [IzzoSew Studio](#) runs sewing retreats in the UK's Lake and Peak Districts and in Portugal. [Artful Retreats in Crete](#) blends art therapy workshops (from painting to working with clay) with sound baths and yoga. The Nest hosts [Artist Awakening retreats](#) in Cornwall, marrying experiences like art-making and journaling with wellness coaching, wild swimming and massage.

If hotels and wellness resorts have long offered arts and crafts experiences, they suddenly feel more hip and relevant. [Hotel La Perla](#), a luxe retreat in Italy's Dolomites, has partnered with the local tourist board to offer winter baking, crochet, and medal-making sessions, all led by local artisans. [Enchantment Resort](#) (Sedona, AZ)

offers everything from expert-led pottery classes to oil and watercolor painting. [Lake Austin Spa Resort](#) in Texas has a Creative Rx program, with classes in watercolor and acrylic painting, paper crafting, journaling, basket weaving, and jewelry making. The famed [Royal Mansour in Marrakech](#) has a special focus on the arts as wellness therapy, and at its dedicated Atelier d'Artiste studio you can immerse in everything from crochet to embroidery, to clay modeling and calligraphy.

The analog skills people are seeking aren't just pre-digital, they're *positively pre-industrial*, with more wellness resorts modeled after working farm estates from centuries ago. It seems people would rather work as blacksmiths or shepherds than remain slumped over a computer. At the [Viceroy at Ombria Algarve](#) in Portugal you can experience ancient Portuguese grass weaving workshops, learn the techniques of making local clayware, or honey harvesting, and actually become a shepherd for a day, driving the flocks home with a walking stick in hand. The South African hotel [Babylonstoren](#) has opened [Soetmelksvlei](#), a perfectly restored working farm estate dating back to the 17th century, where hotel guests and visitors can experience ox wagon rides and workshops from craftspeople in blacksmithing, milking and cream separation, leather working, carpentry and wheat milling. The hotel also offers a spa with an authentic hammam and a Rasul mud chamber.