



SECTOR OVERVIEW

# Sport and Wellness

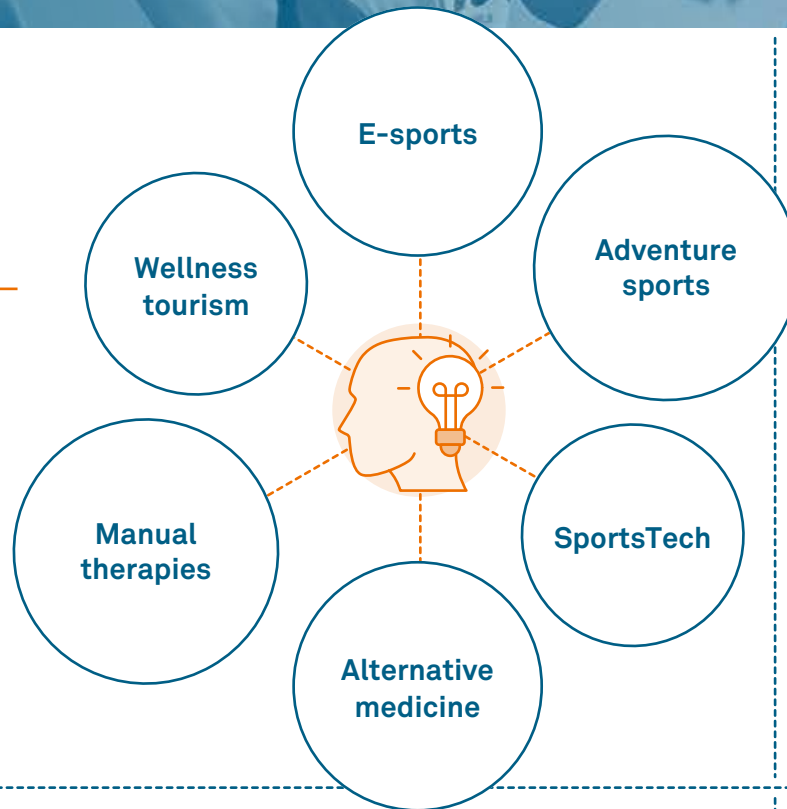


## IN A NUTSHELL

It includes all activities aimed at promoting the **overall well-being of the population**, from moderate and natural environment physical activity to professional sports, including treatments and alternative therapies.

Two subsectors of activity:

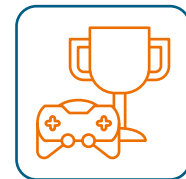
- Sports activities
- Wellness



## DIGITAL TRANSFORMATION



Wearables



E-sports



Artificial Intelligence



OTT Platforms (Streaming)



Big Data

## SECTOR STRENGTHS IN BARCELONA



Extensive network of **sport facilities**, with more than 5,000 in the city.



New initiative **Barcelona Sports Tech Hub** to boost sports-technology synergies.



**Destination for sports and wellness tourism** on the rise.



Municipal policies for **inclusive sports practice**.

**2.6%** of Catalan GDP comes from the sports sector.

**4%** of Catalan GDP comes from the well-being sector.

**29,300** people employed in the wellness sector in Catalonia

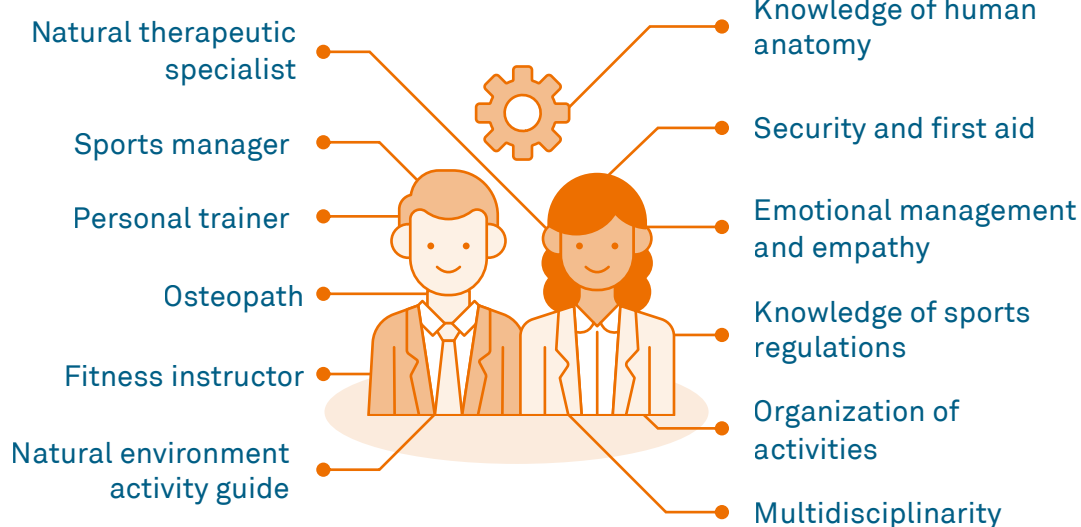
## THE MOST WANTED



### Professional profiles



### Skills



## THE FUTURE OF THE SECTOR

- **Growth of the technological component** (e-sports, devices, etc.).
- **Expansion of sports and wellness tourism.**
- **Increase in sector demand due to a greater concern for the physical and mental health of individuals.**



### CHALLENGE

Incorporating **digital skills** into academic and professional training and **balancing technological innovation** with the disconnection from day-to-day life inherent in sector activities.

Do you want to work in **Sports and Wellness**?

On the Barcelona Treball website, you will find resources to continue learning about the sector and boost your job search process.