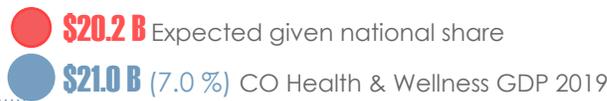


# HEALTH & WELLNESS IN COLORADO

Colorado is an environment primed for healthy living. The state is home to a progressive healthcare infrastructure with thousands of medical clinics and hospitals, community non-profits, and fitness centers. Easy access to these institutions and the abundance of wellness focused companies has resulted in one of the fittest populations in the nation.

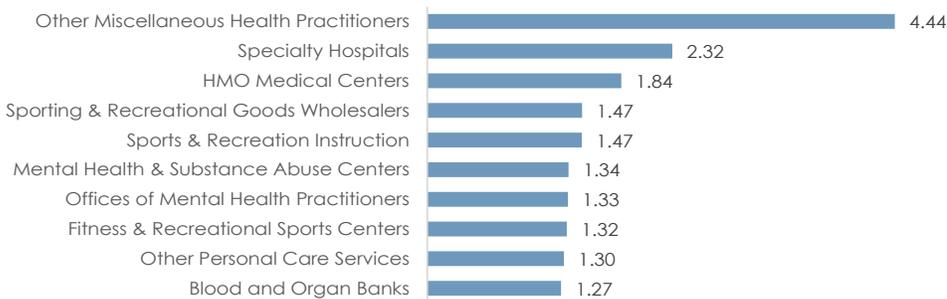


Health & Wellness in Colorado generated **\$27.5 B** in output, 7% of the state GDP of \$390 B in 2019. Given this industry's share of national employment, this sized GDP should result in **\$32 B** in Health & Wellness output.



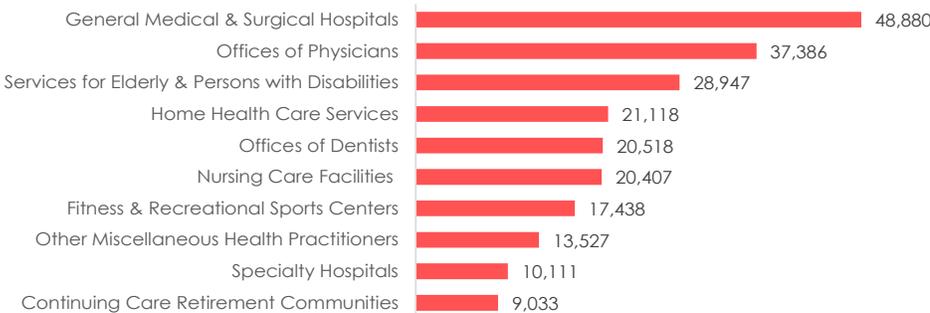
## SUB-SECTOR DENSITY

Location Quotient (LQ): share of employment in Colorado vs share in US, 2019  
(>1 means denser than US | =1 means equal density | <1 means less dense)



## SUB-SECTOR EMPLOYMENT

Count of workers employed in Colorado, 2019



The charts above show the top 10 sub-sectors\* (by industry density and total employment) of the 45 used to define Colorado Health & Wellness. 20 of the sub-sectors that make up this industry in our state are more concentrated than the nation, and 36 employ more than 1,000 workers.

DATA SOURCES (FRONT & BACK): EMSI, BEA, CENSUS, BLS, WISERTRADE, FDI MARKETS, OEDIT CALCULATIONS  
\*SUB-SECTORS ALIGN WITH 6-DIGIT NORTH AMERICAN INDUSTRIAL CLASSIFICATION SYSTEM (NAICS) CODES

**1.2**

TIMES DENSER THAN USA

**10,000**  
COMPANIES

**336,000**  
EMPLOYEES

**31%**

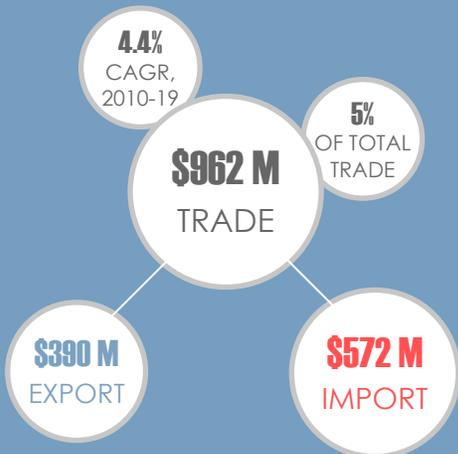
JOB GROWTH 2010-2019

**\$44.6 B**  
ANNUAL SALES

# MAJOR HEALTH & WELLNESS COMPANIES



## HEALTH AND WELLNESS TRADE 2019



### TOP EXPORT PARTNERS

1. SWITZERLAND (37%)
2. CANADA (23%)
3. NETHERLANDS (8%)
4. JAPAN (5%)
5. GERMANY (4%)

### TOP IMPORT PARTNERS

1. SWITZERLAND (68%)
2. GERMANY (7%)
3. ITALY (6%)
4. CHINA (5%)
5. CANADA (5%)

## HEALTH AND WELLNESS FOREIGN DIRECT INVESTMENT

### TOP COUNTRIES STARTING OPERATIONS IN COLORADO HEALTH & WELLNESS 2010-2019

1. SWEDEN (HESTRA)
2. JAPAN (MONTBELL)
3. FRANCE (ABK CLIMBING)
4. ITALY (FANTIC E-BIKES)
5. NORWAY (ACTIVE BRANDS)

FOR MORE INFORMATION:  
[WWW.CHOOSCOLORADO.COM](http://WWW.CHOOSCOLORADO.COM)  
 303-892-3840  
[OEDIT.INFO@STATE.CO.US](mailto:OEDIT.INFO@STATE.CO.US)



**COLORADO**

Office of Economic Development  
& International Trade

## COMPANIES IN COLORADO

Colorado's health and wellness companies are helping our state further the ever-expanding industry that brings together over 330,000 workers. Here are some of our main contributors:



### DAVITA

DaVita is a kidney dialysis service that is headquartered in Denver and employs 2,000 people in Colorado. It has 2,665 outpatient centers in the United States and 241 in ten other countries. DaVita has been a member of the Bloomberg Gender Equality Index since 2018.



### UC HEALTH

UC Health has 24,000 employees in Colorado that serve Northern Colorado, Southern Colorado, and the Denver Metro area. UC Health's Poudre Valley and the University of Colorado, and Medical Center of the Rockies are ANCC Magnet recognized facilities.



### CHILDREN'S HOSPITAL

Children's Hospital is one of the top twenty employers in Colorado and is the only Level I pediatric trauma center in the state. The Hospital also has a Level IV Neonatal ICU which is the highest distinction by the American Academy of Pediatrics.



### GAIA, INC.

Gaia was founded in Boulder in 1988 and is a yoga streaming video service that also sells yoga apparel, yoga mats and yoga props. In April 2020 the company partnered with Governor Polis to provide free online content to all Coloradans who were sheltering in place due to COVID-19.



### UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS

CU Anschutz Medical Campus is one of the largest employers in Colorado and has several nationally ranked specialty programs including: ninth for primary care, seventh for physician assistant and family medicine, and eighth in pediatrics.



### WELLBIZ BRANDS

WellBiz Brands, Inc. is headquartered in Englewood, Colorado and is one of the largest health and wellness companies in the United States. The company manages four separate franchise brands: Fitness Together, Amazing Lash Studio, Elements Massage and Drybar with over 750 locations.