

Market Expansion USA 2026-2029

Your Gateway to America's Health & Wellness Economy



A Strategic Growth Initiative by the
Smart Community Council USA

The World's Largest Wellness Market is Open for Innovation.

330+

Million Consumers

World's #1

Spender in Wellness

Robust

Innovation Ecosystem

The U.S. health and wellness sector is expanding rapidly, driven by rising consumer demand for preventive care, digital health solutions, and evidence-based lifestyle technologies. Strong investment in health transformation offers unparalleled opportunities for companies ready to bring new solutions to market.





Your Strategic Partner for U.S. Market Entry.

The **Market Expansion USA Program** is a strategic soft-landing and growth initiative designed to help global innovators enter, scale, and thrive in the United States **with clarity and confidence.**



Pillar I: Unmatched Access to the World's Largest Wellness Economy

The program helps you navigate and tap into the key sectors where the U.S. leads global spending.



Preventive health



Digital wellness and telehealth



Fitness and recovery technologies



Nutrition, supplements, and functional foods



Mental health and behavioral wellness



Pillar II: Expert Soft-Landing Support to Accelerate Growth

This structured support reduces risk and accelerates time-to-market.

Participants receive hands-on guidance on critical operational and strategic challenges:



U.S. regulatory pathways



Market positioning and customer segmentation



Distribution and channel partnerships



University and clinical collaborations



Workforce development and training



Pillar III: Elite Connections to U.S. Leaders and Institutions

These relationships open doors to pilots, partnerships, and long-term growth.

Health & Wellness companies gain direct access to our curated network of decision-makers:



Public health agencies



Hospitals and care networks



Universities and research institutions



Corporate wellness programs



Community health and SMART Community initiatives

Who We Empower: Program Focus Areas (1/2)



Digital Health & Tele-Wellness

AI-enabled care, remote monitoring, virtual coaching, mental wellness platforms.



Nutrition, Supplements & Functional Foods

Science-backed products, sustainable nutrition, personalized wellness.



Fitness, Recovery & Performance

Wearables, smart equipment, recovery technologies, sports science.

Who We Empower:

Program Focus Areas (2/2)



Mental Health & Behavioral Wellness

Stress management, mindfulness, neurotech, youth wellness solutions.



Workplace Wellness & Corporate Health

Employee well-being, resilience training, productivity and performance tools.



Community Health & SMART Wellness Initiatives

Solutions that strengthen health outcomes in schools, universities, and SMART Communities.

Championing Women Founders and Social Impact.

Aligned with the Women in SMART 2026–2029 initiative, the Market Expansion USA program actively prioritizes the inclusion and support of:

- **Women founders**
- **Social impact companies**
- **Solutions that improve community health, resilience, and quality of life**



Your Blueprint for Growth: What Participants Gain



Market Intelligence

Clear insights into U.S. consumer trends, reimbursement models, and competitive landscapes.



Strategic Partnerships

Introductions to distributors, investors, universities, and health systems.



Growth Pathways

Support for pilots, commercialization, and scaling across U.S. regions.



Workforce & Training Integration

Opportunities to engage with U.S. educators, trainers, and community health leaders.

Become a Leader in the Future of U.S. Health.

This program is for Health & Wellness companies ready to move beyond market entry and make a lasting impact. You will be positioned to:

- ✓ Expand internationally with a trusted foundation
- ✓ Build partnerships that improve community health outcomes
- ✓ Contribute to resilient, SMART Communities
- ✓ Bring innovative wellness solutions to millions



Join a Network of Global Innovators



We invite you to join us in shaping the future of health, wellness, and community well-being across the United States and beyond.

LEARN MORE & APPLY

Building Tomorrow's Resilient Communities.

An Integrated Ecosystem for Leadership, Global Commerce, and Innovation.



Smart Community
Council USA



Smart Education
Exchange (SEE)