



# 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

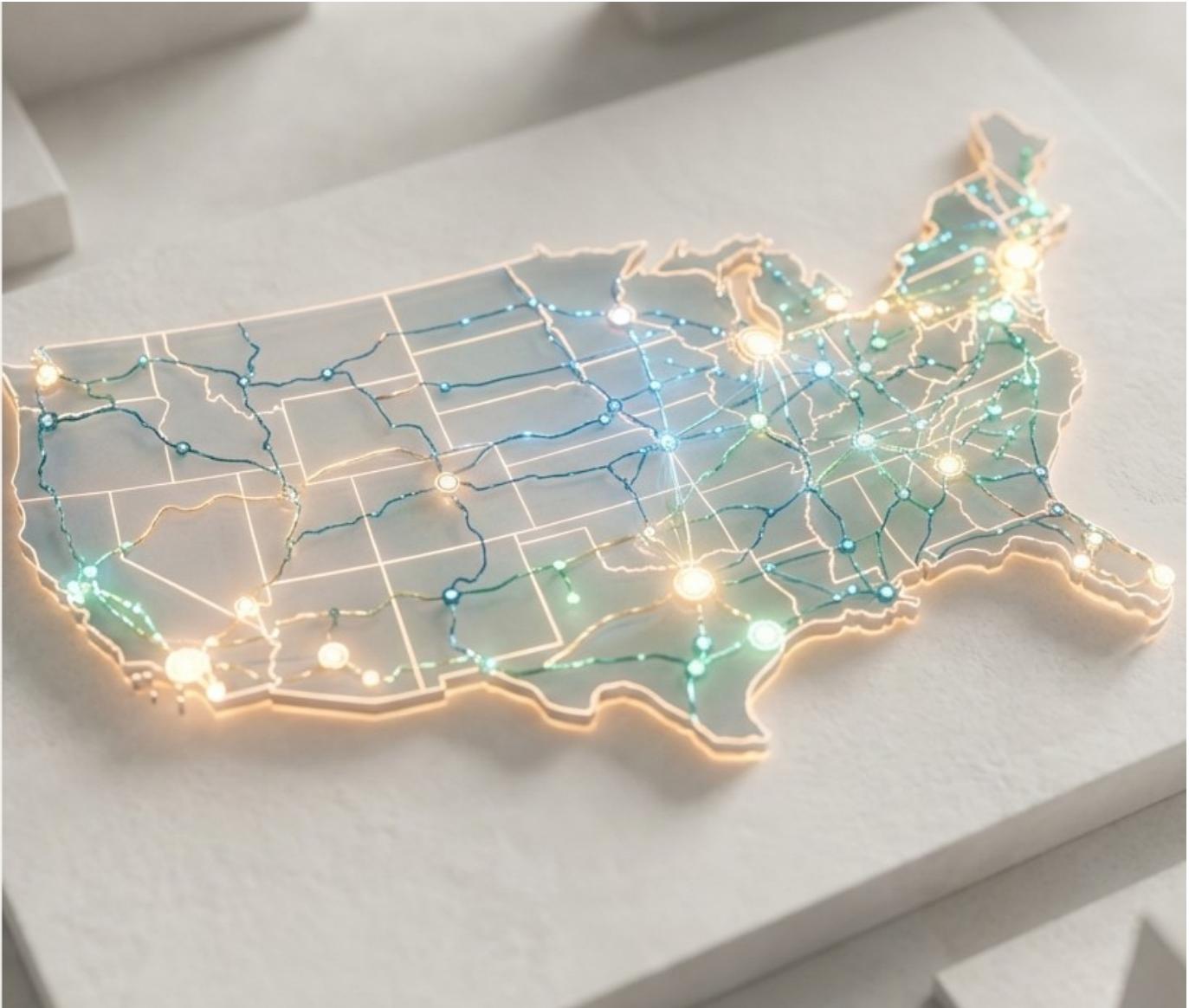
**World's #1**

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



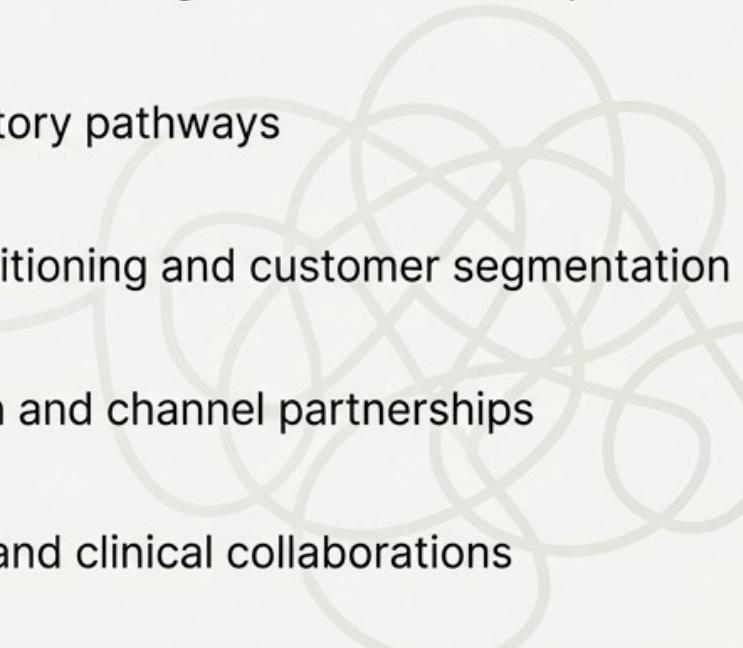
Distribution and channel partnerships



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



Community Exchange



Smart Education  
Exchange (SEE)