

spaceHealth x TRENDING NOW

SPACE150

HEALTHCARE TRENDS
CULTURE, TECH & CREATIVE
Q4 2026

PROPRIETARY & CONFIDENTIAL

Health is no longer confined to healthcare.

From culture and technology to the brands we interact with every day, our relationship with health is changing.

We're exploring what's changing, why it matters for healthcare brands, and what marketers should be thinking about differently.

01

CULTURE

Our relationship with health is changing.
The way we think about health is increasingly shaped by identity, social norms, and the communities we belong to.

GLP-1s are becoming social currency.

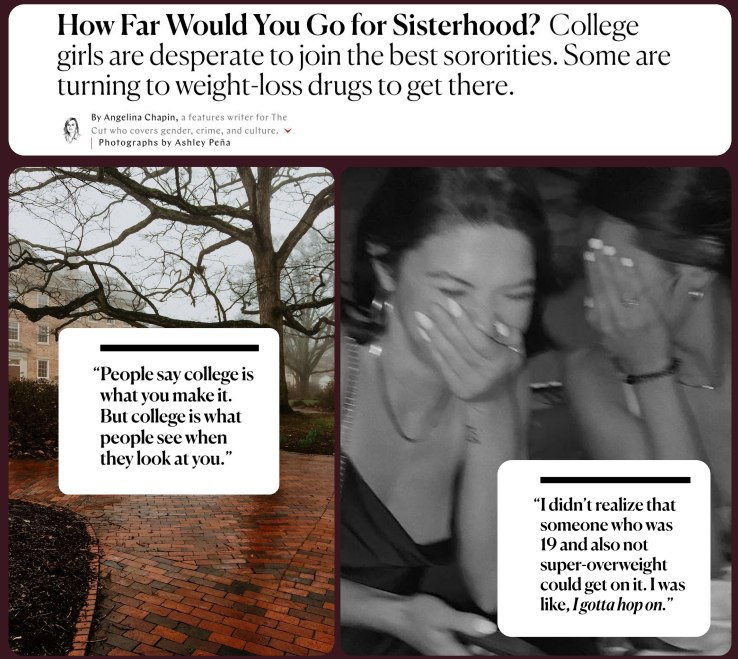
From sorority culture to workplace conversations, weight-loss medications are creating new social dynamics.

From sorority culture to workplace conversations, weight-loss medications are creating new social dynamics around appearance, status, and identity.

Treatments once considered private medical decisions are increasingly becoming part of public conversation.

TAKEAWAY: Healthcare decisions don't happen in isolation. Social pressures, expectations, and cultural attitudes shape how people perceive treatments.

SOURCES
The Cut: Sorority Row's GLP-1 Secret • **Business Insider:** Ozempic is Causing Weird Work Conversations



Is smoking cool again?

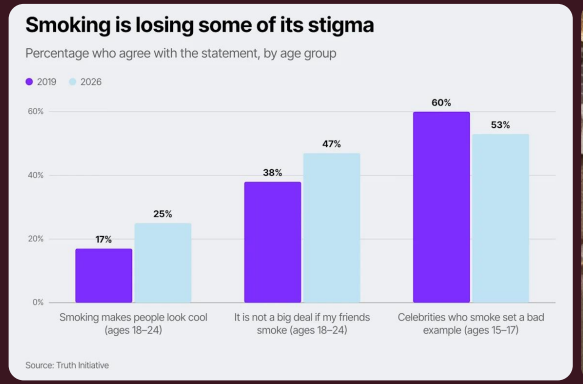
Some young people are reconsidering smoking.

After decades of declining cultural acceptance, new data suggests cigarettes may be regaining appeal among younger consumers.

The development raises a critical question for wellness and health brands: is a generation defined by clean living and self-improvement beginning to rebel against restrictive health norms?

TAKEAWAY: Health is not always the strongest motivator of behavior. Identity, counter-cultural belonging, and social currency often override rational health benefits.

Source: Yahoo Showcase — Is Smoking Cool Again?





102K+ *Followers*

@cigfluencers on Instagram: viral cultural moodboard capturing vintage & indie smoking aesthetics among Gen Z.

Everyone's speaking therapy now.

Mental health terminology is changing how we communicate.

Words like trauma, boundaries, and triggered have moved from clinical settings into everyday conversations, particularly among younger generations.

As therapeutic language becomes mainstream, its meaning and use are evolving.

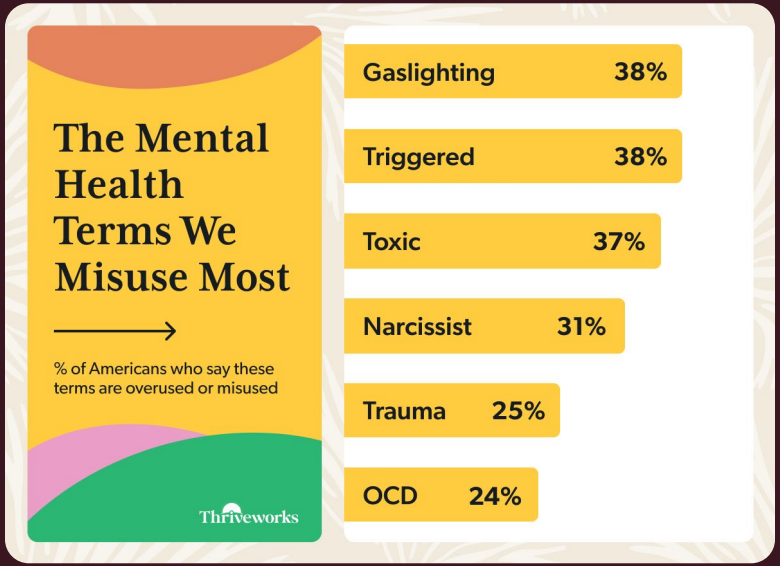
TAKEAWAY: Healthcare brands need to understand how consumers actually talk about their health, including where popular language differs from clinical definitions.

SOURCES
The New York Times: How to Find Your Daughter's Therapy-Speak Less Traumatizing

Why Mental Health Language Is Everywhere Now

Clinical terms have entered daily speech. This is good and bad.

Posted March 9, 2026 | Reviewed by Devon Frye



Elizabeth Holmes is back in the spotlight.

A new documentary is igniting conversations about the power of storytelling in healthcare.

You Can See Everything revisits the Theranos scandal and Elizabeth Holmes' ability to build belief around a revolutionary healthcare promise.

The film raises questions about the relationship between compelling narratives, scientific credibility, and the responsibility of health communicators.

TAKEAWAY: In healthcare, compelling storytelling must be grounded in evidence. Building trust requires more than a persuasive narrative.

SOURCES

MM+M: You Can See Everything Is a Masterclass in Health Communications • **MD+DI:** Women in Medtech Reckon With Elizabeth Holmes' Legacy • **MIT Technology Review:** In the Biotech World, You Can't See Everything





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©The New York Times on Instagram

02

TECH

Technology is changing our relationship with health information and expertise.
It is transforming how consumers discover health information, understand their bodies, and make decisions about care.

AI is learning how our bodies work.

AI is moving from answering health questions to understanding our bodies.

From digital twins that model individual metabolisms to AI-powered dermatology and virtual cells, emerging technologies are opening new possibilities for diagnosis, treatment, and everyday health management.

TAKEAWAY: Consumers may increasingly expect health technology to do more than collect data, helping them understand what it means and what to do next.







SOURCES

The Verge: Health tech companies want data from your blood • **The Verge:** My AI doppelganger tells me what to eat • **The Verge:** Google invests millions in Mark Zuckerberg's efforts to create a 'virtual cell' • **The Verge:** This startup is issuing AI-generated acne prescriptions

AI is becoming a health advisor.

Consumers are turning to AI for medical guidance, but trust has its limits.

AI chatbots are increasingly part of how people research symptoms, medications, and treatment options.

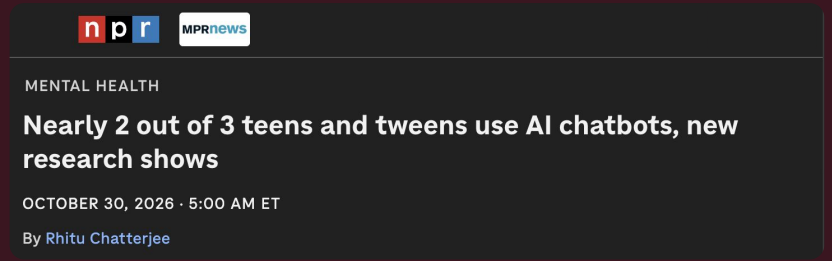
But recent reporting on harmful medical advice, alongside research showing consumers want humans making final healthcare decisions, highlights the tension between accessibility and trust.

TAKEAWAY: As AI becomes part of the patient journey, healthcare brands need to make reliable information accessible while reinforcing the value of human expertise.

SOURCES

The New York Times: AI Medical Advice and a Patient Death • **Pew Research:** Americans Want Humans Making Final Healthcare Decisions • **NPR:** Teens Turning to AI for Mental Health Support





The battle over health advice is escalating.

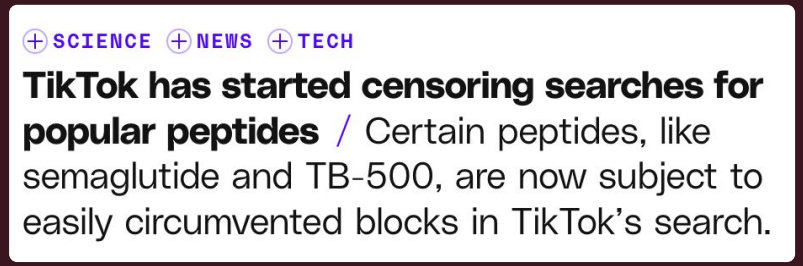
Wellness influencers are challenging prescription medicine, while platforms are starting to intervene.

Creators are promoting unproven alternatives to medications like Adderall, bringing questionable health advice into mainstream wellness conversations.

Meanwhile, TikTok is restricting searches for peptides, highlighting the growing tension between consumer curiosity, medical credibility, and platform responsibility.

TAKEAWAY: Healthcare brands can't rely on expertise alone. They need to make credible health information compelling enough to compete for attention.

SOURCES
WIRED: Wellness Influencers Are Pushing Unproven Alternatives to Adderall • **The Verge:** TikTok Cracks Down on Peptide Searches





Optimization overload.

Is tracking our health becoming bad for our health?

From wearables to wellness apps, consumers have more ways than ever to monitor and optimize their health. But a growing number are feeling overwhelmed by the constant stream of data, recommendations, and pressure to improve.

In response, some wellness experiences are shifting away from measurement and toward relaxation, restoration, and simply feeling good.

TAKEAWAY: More information doesn't always mean better care. Brands can create value by simplifying health management, providing clear guidance, and reducing the burden on consumers.

SOURCES

Yahoo: Study Finds 58% of Americans Feel... • **Town & Country:** The Rise of Experience-Based Wellness • **The New York Times:** Health Data and Our Bodies • **TechTarget:** Patients Unsure What to Trust Amid Health Information Overload • **ZDNET:** The Wearable Health Boom Is Creating Data Overload for Doctors





03

CREATIVE

Across healthcare and adjacent industries, brands are finding new ways to make health relevant, desirable, and culturally meaningful.

Running brands are building cult followings.

Running is becoming more than a sport.

Brands are bringing together performance, fashion, wellness, and community to create identities that resonate beyond traditional running audiences.

TAKEAWAY: Functional benefits can establish credibility, but a distinctive brand world gives consumers something to identify with and participate in.





©Photo Courtesy of District Vision / Photography by Rich Stapleton

SOURCES

GQ: Satisfy Is Running an Entirely Different Race • **Highsnobiety:** Our Legacy's Nike Collab • **Vogue:** How District Vision Created a Cult, High Fashion Running Brand for the Wellness Era

The Ordinary is making science part of its brand.

Transparency can be a creative advantage.

The Ordinary has built a distinctive brand around ingredient literacy and straightforward communication while conventional beauty marketing.

Rather than simplifying away the science, the brand has made understanding ingredients part of its appeal.

TAKEAWAY: Complexity doesn't have to be a barrier to engagement. Clear, confident communication can turn expertise into differentiation.

SOURCES

Highsnobiety: The Ordinary on Ingredients, Literacy & Trust • **Fashion:** How The Ordinary Shaped Transparency

HIGHSNOBIETY

THE ORDINARY ON INGREDIENTS, LITERACY & TRUST

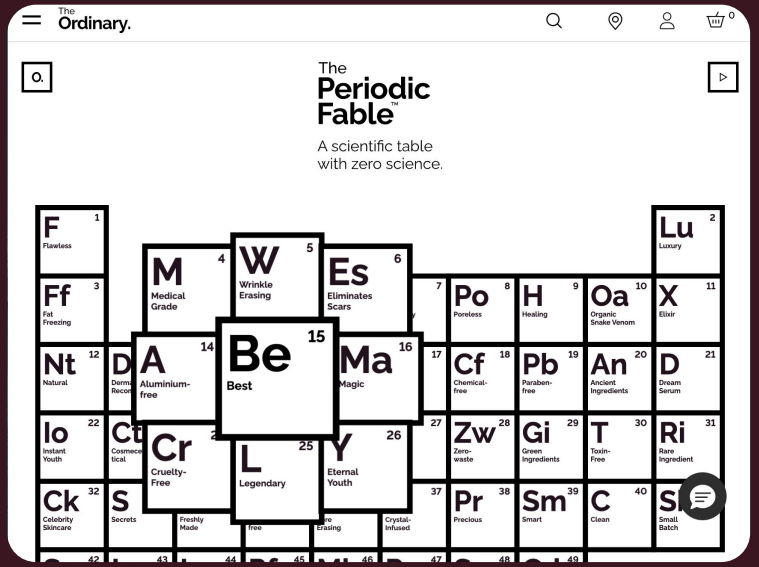


Image Source: TheOrdinary.com

Food is becoming a tool for self-optimization.

Food brands are moving beyond nutrition to promise specific functional benefits.

From gut health to hydration and metabolic wellness, CPG brands are increasingly developing and positioning products around what they can do for the body.

As functional benefits become selling points, the line between everyday food and wellness products is becoming less distinct.

TAKEAWAY: Healthcare brands are no longer the only ones promising better health. They need to demonstrate the value and credibility of their benefits in an increasingly crowded wellness marketplace.

SOURCES
PSFK: Active Bio-Utility: Why CPG Brands Are Trading Passive Indulgence and Comfort for Biological Performance



©Photo Courtesy of Poppi / PepsiCo



©Photo Courtesy of Huel

Theragun is getting nostalgic.

Recovery tech is borrowing from Y2K culture.

Therabody's Theragun Mini Y2K Collection brings nostalgic colors and aesthetics to a product traditionally marketed around performance and recovery.

It's another example of health and wellness technology becoming a lifestyle accessory, with design and cultural relevance playing a larger role in its appeal.

TAKEAWAY: Product design and cultural relevance can make functional health technologies more desirable and help brands reach audiences beyond their traditional categories.



©Photo Courtesy of Therabody

SOURCES
Rolling Stone: Theragun Mini Y2K Collection

04

KEY TAKEAWAYS

KEY TAKEAWAYS

Healthcare got personal. Marketing must follow.

CULTURE

Understand the person, not just the patient.

Consider the cultural, social, and emotional influences shaping health decisions.

TECHNOLOGY

Make expertise accessible and useful.

Help consumers navigate health information with clarity, credibility, and actionable guidance.

CREATIVE

Frame function with emotional truth.

Health is personal , so the best creative connects functional benefits to the motivations, identities, and interests that matter to people.

Healthcare got personal. Marketing must follow.



CULTURE

Understand the person, not just the patient.

Recognize people's experiences, symptoms, and the cultural and emotional factors shaping their health decisions.

*For **Boston Scientific**, we built a patient-first brand celebrating everyday victories beyond the scale.*

Read More →



TECHNOLOGY

Make expertise accessible and useful.

Help consumers navigate health information with clarity, credibility, and actionable guidance.

*For **Mayo Clinic**, we made complex cancer expertise accessible through YouTube Shorts that earned 500K+ views.*

Read more →



CREATIVE

Lead with emotion, then function.

Connect functional benefits to the motivations, identities, and interests that matter to people.

For Eversense 365, we turned a glucose monitoring breakthrough into a promise of fewer interruptions.

Read more →



Let's put these ideas to work.

At space150, we help healthcare brands navigate changing consumer and healthcare professional's expectations through strategy, creativity, media, analytics, and technology.

From building brands to developing campaigns and digital experiences, we connect healthcare expertise with a deeper understanding of people and culture.

EXPLORE OUR WORK →

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THANK YOU

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