



MARKET RESEARCH REPORT JANUARY 2026

Strategic insights into workforce wellbeing and employee benefits

Benefits with impact

From rising employee expectations and ever-changing workforce demographics to continuing economic uncertainty and rapid technological developments, the world of work is in a state of flux.

This landscape is prompting businesses to reassess their approach to benefits, as they strive to meet employee needs while, at the same time, supporting wider business goals. This includes moving away from one-size-fits-all packages and providing more tailored support.

The following research explores how UK employers are adapting, from improving how they communicate benefits to embedding wellbeing and financial resilience into their HR strategies.

It reveals that there's a growing recognition that benefits need to be more personalised to meet the changing and diverse needs of today's modern workforce.

The findings suggest that there is clear progress in this respect, despite challenges persisting, from low take-up of some benefits to inconsistent approaches to absence and gender-specific support.

Employers are increasingly collecting employee feedback, assessing workforce needs, measuring outcomes and refining their approach.

Moreover, wellbeing is now seen as a business-critical investment for improving employee retention and workplace culture, and forward-thinking employers are evolving their benefits strategies to make them more data-driven and aligned to wider business goals.

The report offers practical insights designed to help employers develop their benefit strategies so that they can deliver more to both their people and the business as a whole.



Iain Laws
CEO, Health & Benefits,
Everywhen

About the research

This research was conducted among 500 HR decision makers from the UK through online polling, on behalf of Everywhen, by Opinium Research

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Chapter 1

Communication of employee benefits

As the workplace continues to evolve, so too do the ways in which organisations communicate health and wellbeing support to their employees.

The rise of hybrid and remote working has introduced new complexities, making it more important than ever for businesses to ensure their communications are timely, accessible and relevant to a diverse and dispersed workforce.

Against this backdrop, employers are embracing digital tools, increasing the frequency of communication and striving to tailor messages to individual needs – whilst encountering a few challenges along the way.





Hybrid working: a communication barrier – or not?

Employers appear split on whether hybrid working has hindered their ability to communicate health and wellbeing support.

While just over a third (38%) agree that it is now more difficult to reach staff due to home or hybrid working arrangements, a slightly larger proportion (42%) disagree, suggesting that many have adapted successfully to new working models.

“

“The rise of hybrid working has brought long-standing gaps in benefits communication into sharper focus.

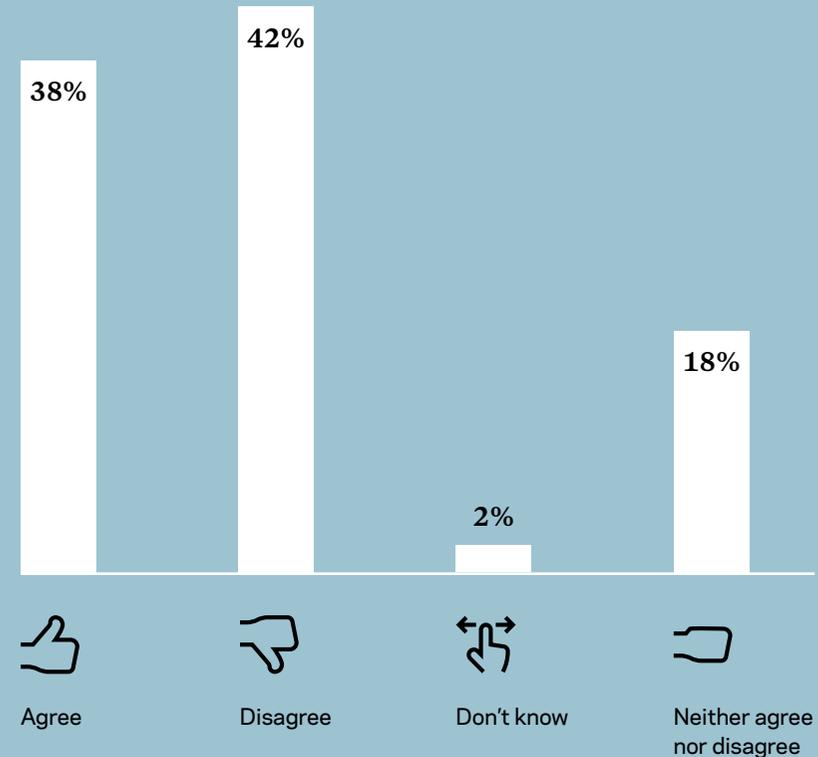
“Today, communication demands a more deliberate and structured approach. Clear, consistent messaging is essential to engage a dispersed but digitally connected workforce.”



Iain Laws
CEO, Health & Benefits,
Everywhen



It’s now more difficult to communicate the support we offer our staff, because we have many colleagues working from home all or some of the time.





The shift to digital

There is clearer consensus around the growing role of digital communication.

More than half (55%) of respondents agree that their organisation now concentrates more on digital channels, such as apps and online platforms, to deliver health and wellbeing messages.

“

“Digital-first communication has become the default for many employers, not just as a response to remote working, but as a reflection of how modern employees consume information.”

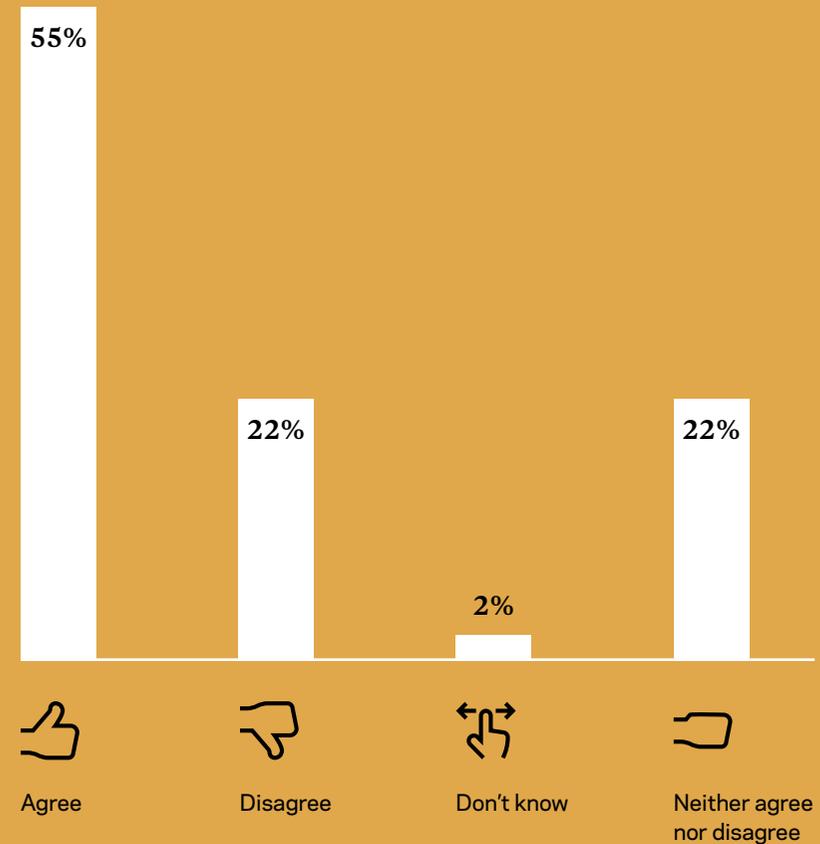
“For benefits engagement to succeed, the experience must feel as seamless and accessible as the apps employees use in their everyday lives.”



Iain Laws
CEO, Health & Benefits,
Everywhen



We now concentrate more on digital health and wellbeing communications, such as via apps and digital platforms.





The challenge of relevance and targeting

Despite this digital focus, many employers acknowledge challenges in tailoring communications effectively.

A significant proportion say they find it difficult to ensure that messaging is always relevant to different employee groups – such as age, role or location – with 43% expressing this concern.



“With increasing diversity across generations, roles and locations, benefits communication must go beyond broad messaging.”

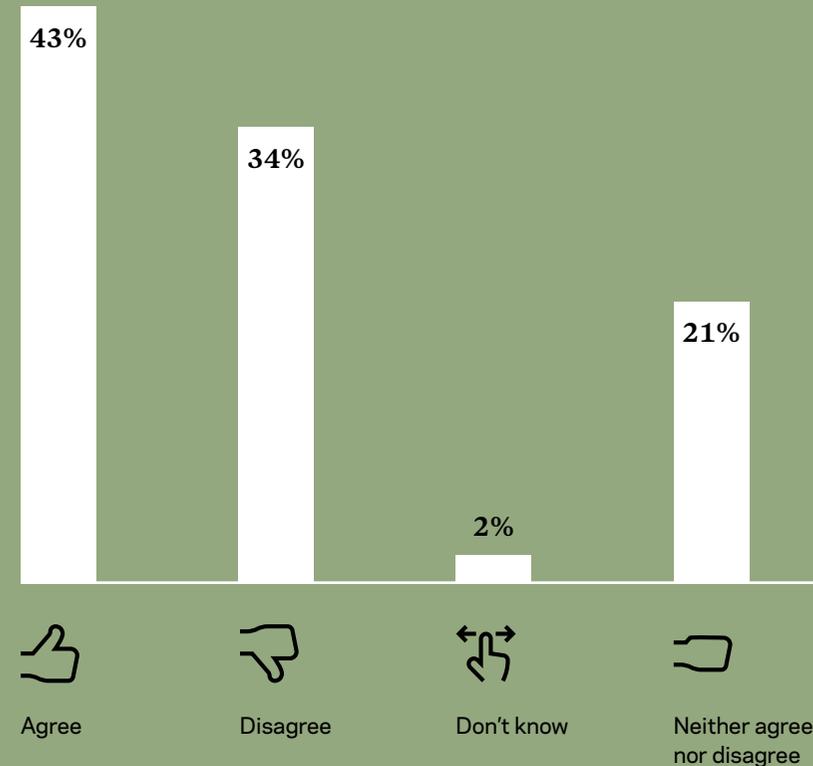
“Employers who can segment their workforce and tailor communications accordingly will be better placed to engage their people meaningfully.”



Kate Kilpatrick
Head of Marketing, Everywhen



We now find it difficult to ensure communication is always relevant to employees (e.g. being able to target specific messages at specific groups of our workforce).





More regular communication – but not always more effective

Encouragingly, the frequency of wellbeing communication appears to be increasing.

Nearly two-thirds (62%) of employers agree they are now communicating health and wellbeing support more regularly.

However, frequency alone does not guarantee effectiveness, especially if communications are not well targeted or fully understood.

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Communicating more often is a positive step, but frequency alone doesn't guarantee effectiveness.

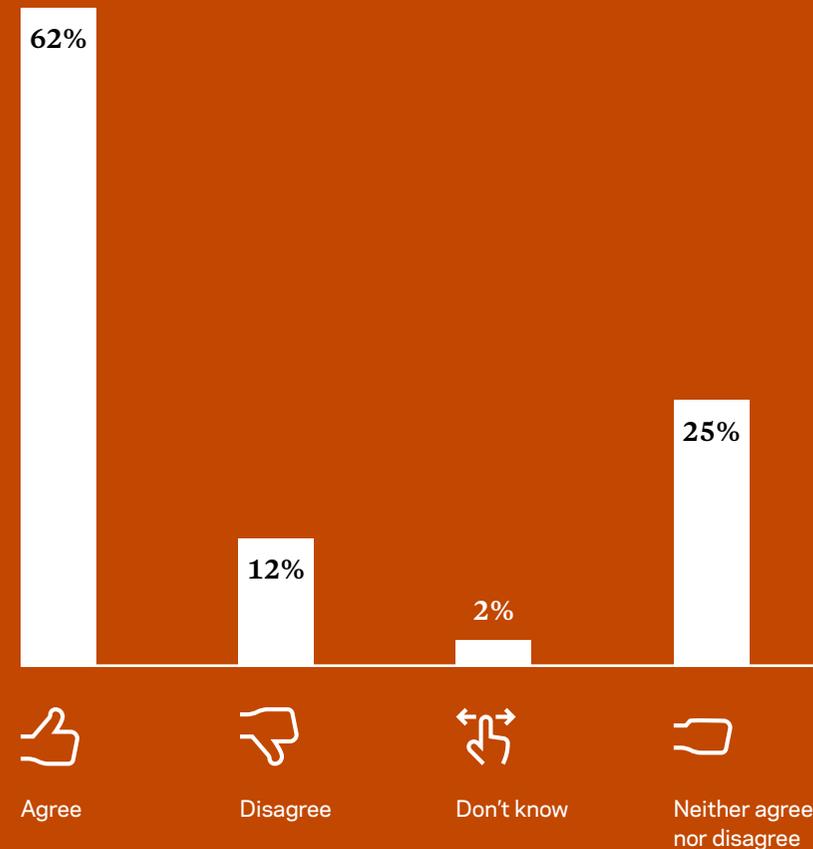
“The real opportunity now lies in making every message count, guiding employees to better understand and make informed decisions about the support available to them.”



Debra Clark
Head of Wellbeing, Everywhen



We now communicate health and wellbeing support more regularly.



Chapter 2

Employee absence management

Employee absence has long been a fact of working life – but the pressures facing today’s workforce are changing the way organisations monitor, interpret and respond to it.

From long NHS wait times to rising mental health concerns, the causes of absence are increasingly complex – and so too are the consequences.

Faced with growing demands on performance and people, employers are taking a more proactive approach – tracking absence more closely, tailoring wellbeing strategies in response and recognising the wider business impact of disengagement and time away from work.





Understanding employee absence and its impact

The majority of employers (81%) say they have a good understanding of absence within their organisation, suggesting that tracking and monitoring processes are in place.

However, understanding absence is just one part of the picture. Gaining insight into why employees are absent – particularly when the reasons are sensitive or may go unreported – is equally important in addressing the underlying issues.

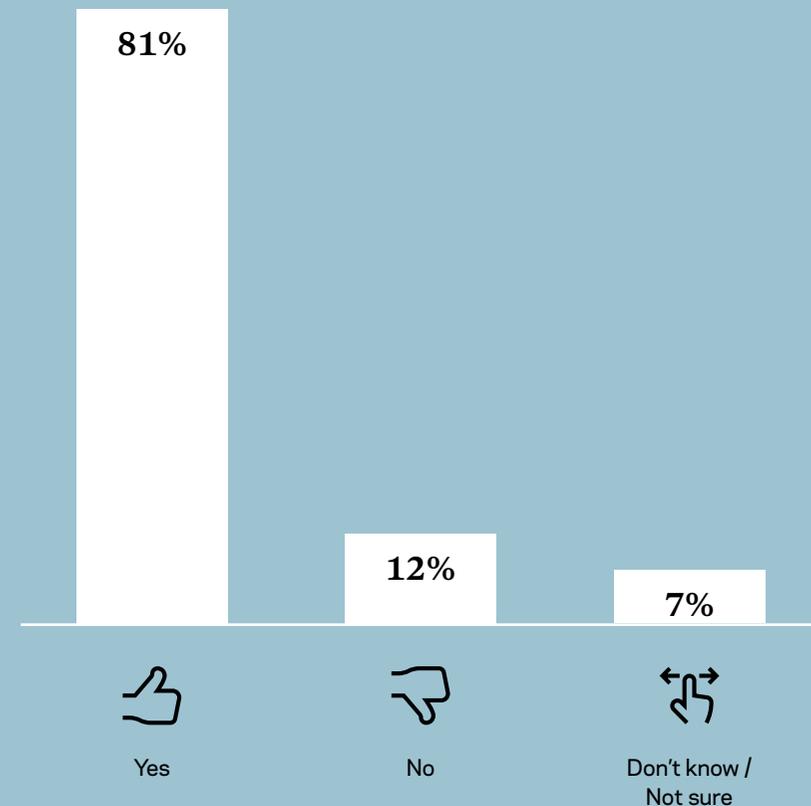
When asked about key wellbeing concerns that could influence absence trends, more than half of employers highlighted mental health pressures (51%), while 49% pointed to physical health challenges, such as difficulty accessing NHS services.

Financial wellbeing (46%) and social isolation from hybrid working (33%) were also flagged as areas of concern – highlighting the interconnected nature of modern workplace health.

Despite this, one in ten employers reported no concerns at all, indicating awareness levels and perceived risk still vary considerably.



Do you feel your business has a good understanding of employee absence within your company?





Do any of the following concern you in terms of your employees' health and wellbeing?

“

“Most employers now track absence, but the real value lies in understanding what’s driving it.

“When mental health, physical strain, and financial stress converge, absence becomes not just a health issue, but a business risk.



Iain Laws
CEO, Health & Benefits, Everywhen

51%

The mental health of our staff, for instance with increased anxiety as a result of pressures such as cost of living

49%

The physical health of our staff, for instance with the difficulty getting to see GPs, pressures on the NHS, and delays in being diagnosed and treated for illness

46%

The financial wellbeing of our staff, for instance with financial pressures they face

33%

The social health of our staff, for instance with isolation from hybrid working

10%

None of the above: 10%



The role of absence management in shaping wellbeing strategies

Absence management is not just reactive, it plays a central role in shaping how employers think about and deliver health and wellbeing support.

A majority (59%) use wellbeing initiatives as a preventative measure to reduce the likelihood of absence occurring in the first place. Nearly half (46%) also use support to aid return-to-work efforts, underscoring the growing recognition that proactive, flexible and supportive approaches can reduce long-term absence, support employees' recovery and a return to work.

Together, these findings suggest a shift toward more strategic, joined-up thinking, where absence data informs tailored wellbeing responses.

“

Wellbeing strategies are most effective when they're built on real workforce insight. This includes absence data, but also long-term sickness trends, income protection claims and, where available, private medical insurance data.

“Together, these sources can help employers deliver more responsive, preventative support – both before absence occurs and during recovery.”



David Williams
Head of Group Risk, Everywhen



How much does managing staff absence drive your health and wellbeing approach?

59%

We use health and wellbeing support as a preventative measure to reduce the likelihood of absence

46%

We use health and wellbeing support to get employees back to work sooner

59%

None of these

46%

Don't know / not sure



Issues affecting business performance

Absence does not exist in a vacuum. It sits within a wider ecosystem of workforce pressures that can affect productivity, culture and commercial performance.

When asked about the issues currently causing problems in their business, employers cited a range of interlinked challenges - quiet quitting (26%), absence rates (23%), staff turnover (23%) and presenteeism (17%) - highlighting workforces that may be under strain, disengaged or not fully supported.

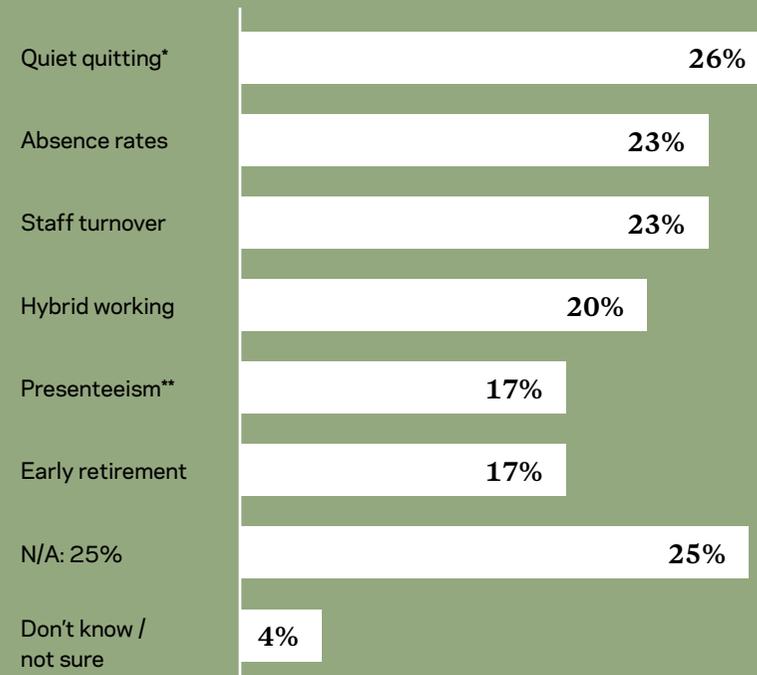
Looking ahead, nearly half of respondents believe it will become more difficult to recruit (47%) and retain (44%) talent over the next 12 months.

More than a third (37%) foresee challenges in keeping employees engaged, while one in two employers (50%) say their focus is currently pulled toward other areas of running the business - not the health and wellbeing of their workforce.

While many organisations recognise the value of supporting employee health, competing priorities and workforce pressures risk leaving wellbeing and absence management under-resourced - despite the clear link between a healthy, supported workforce and improved productivity, loyalty and long-term resilience.



Which, if any, of the following causes problems for your business?



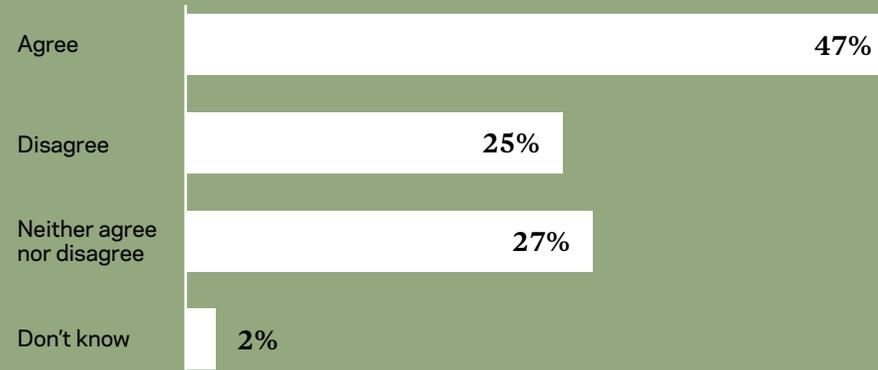
*doing only the bare minimum that the role involves, without effort or enthusiasm

**people continuing to work when they're not really well enough to

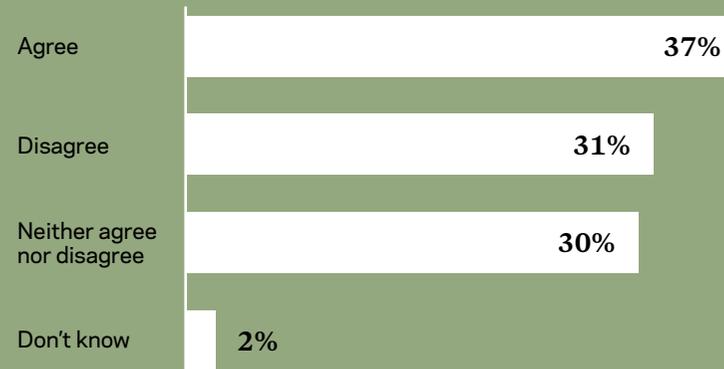


Thinking about the next 12 months (future trends), how far do you agree or disagree with the following statements?

It will be harder to recruit talent



It will be harder to engage employees





“

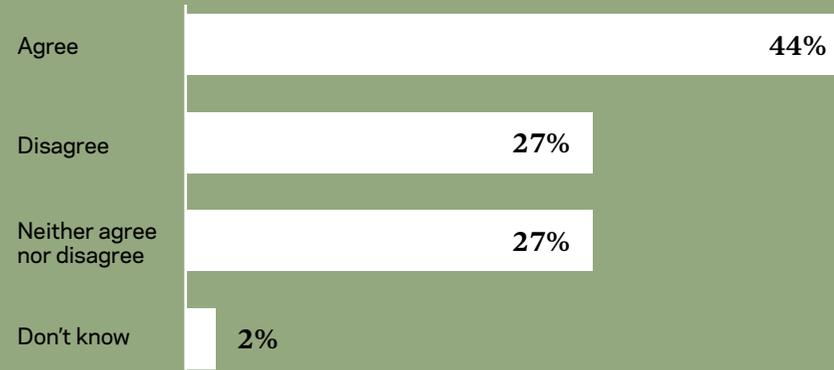
“Disengagement, presenteeism and absence are all signals of deeper workforce challenges.

“For employers, recognising the business impact of these issues is the first step toward building a healthier, more sustainable performance culture.”

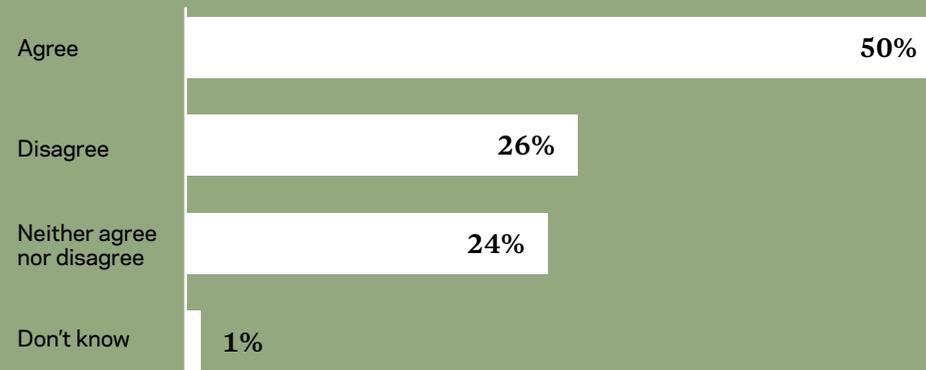


Debra Clark
Head of Wellbeing, Everywhen

It will be harder to retain talent



Our focus is on other areas of running the business, not the health and wellbeing of our staff



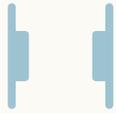
Chapter 3

Employee benefits awareness and uptake

Providing employee benefits is only the first step in supporting workforce wellbeing. It's how those benefits are understood, accessed and used that determines their true impact.

Many employers are taking steps to raise awareness and improve access, from digital platforms to internal champions. Challenges, however, remain, particularly when it comes to understanding the full scope of benefits and translating availability into everyday use.





Understanding the awareness gap

Only 39% of employers say their workforce has a good understanding of the full range of benefits, including added-value services. A further 35% believe employees understand some of what's on offer, but more than one in five (21%) say that some employees have a limited understanding or that most employees lack awareness altogether.

These results suggest that while basic awareness may be reasonably high, there is still considerable room for improvement.



“Even the most generous benefits package can fall flat if employees aren't aware of what's available to them.

“Clear, consistent communication, with regular reminders, is key to unlocking the full value of your benefits offering. Employers should review both the channels and clarity of their messaging to ensure every part of the workforce stays informed and engaged.”



Jason Britton
Commercial Director, Everywhen



Do you believe your staff all know the different employee benefits you offer them to support their health and wellbeing?

Most employees have a good understanding of the full range of benefits provided, including the added value benefits

39%

Most employees have a good understanding of some of the benefits provided, and some of the added value benefits

35%

Only some employees have a good understanding of the full range of benefits provided, including the added-value benefits

14%

Only some employees have a good understanding of some of the benefits provided, and some of the added-value benefits

4%

Most employees have a poor understanding of the full range of benefits provided

3%

Don't know / unsure

6%



Added-value benefits: understood or overlooked?

Many health and wellbeing benefits now include valuable embedded services such as access to virtual GPs and mental health counselling. However, the research shows that understanding of these services is inconsistent.

While nearly half of employers (47%) believe their managers have a good understanding of all added-value benefits, this drops to 41% when referring to employees. Another 41% of employers say employees only understand some of these services. In both cases, around one in eight employers (12%) admit there is a lack of understanding overall.

This knowledge gap could prevent employees from making the most of services that are already in place to support them.



“Added-value benefits, such as virtual GPs and EAPs, can be game-changing for employee wellbeing, but only if they’re recognised, understood and used.”

“Without clear communication, their potential is easily overlooked. Mapping these benefits to real-life employee needs and challenges is key to improving take-up.”



David Williams
Head of Group Risk, Everywhen



Many health and wellbeing benefits come with embedded added-value benefits included, such as access to virtual GPs and EAPs. How would you rate your managers’ and employees’ understanding of added-value benefits?

Our managers...



Our employees...





Technology's role in improving access

For some organisations, technology is helping to bridge this awareness gap.

When asked why they use a benefits platform, employers pointed to a range of practical benefits – most notably the ability to bring everything together in one place (34%), improve communication (33%) and make access easier (32%). Personalisation and 24/7 availability were also cited.

However, one in five employers (20%) say they do not use a benefits platform at all, highlighting a missed opportunity to streamline access and boost engagement.



“Technology can play a powerful role in driving engagement. Digital access alone, however, isn't enough.

“The most effective strategies combine convenience with clear signposting, personalisation and consistent communication. Employers should look to integrate digital tools with wider wellbeing initiatives to create a seamless, user-friendly experience.”



Renny Wickham
Head of Platforms, Everywhen



If you use a benefits platform for your employee benefits, what are the reasons why?

It's easier for employees to see all their benefits in one place

34%

It helps us communicate our employee benefits

33%

It makes it easier for employees to make use of their benefits

32%

It enables benefits to be accessed by employees at any time

32%

It helps employees make personal choices about which benefits to choose

31%



Encouraging greater use

Providing benefits is one thing, driving engagement is another. Employers are using a wide mix of approaches to promote uptake, including directing employees to support when requested (33%), promoting resources via intranet (26%) and appointing wellbeing champions (24%).

Others are investing in digital accessibility (34%), structured awareness calendars (22%), in-person events (21%), webinars (16%) and communications support from providers and advisers – both written (22%) and in-person (18%).

Elsewhere, 13% of employers admit they do not actively encourage use, missing an opportunity to reinforce the value of their wellbeing provision.

“

Putting benefits in place is only half the job. Encouraging employees to engage with them is where real value is realised.

“The most successful organisations take a proactive approach, using a mix of digital tools, targeted messaging and cultural touchpoints to embed benefits into everyday working life.”



Debra Clark
Head of Wellbeing, Everywhen



How, if at all, do you encourage employees to utilise the health and wellbeing support on offer to them?



Chapter 4

Setting the global standard for wellbeing

As workforces become more mobile and globally distributed, employers face growing pressure to ensure consistency and preparedness across international teams. To be truly effective, health, wellbeing and engagement strategies must do more than meet local compliance requirements, they must also reflect the diverse needs of employees around the world.

Everywhen's research shows that while many organisations are making progress in closing the global benefits gap, disparities remain, particularly when it comes to supporting employees through international relocations.





Are global staff receiving the same support as UK-based colleagues?

For employers with international teams, ensuring consistent support across borders can be a challenge.

While 57% say overseas staff receive the same health and wellbeing support as UK-based colleagues, 36% report that provision varies by country - suggesting a nuanced approach that may take account of regional legislation, entitlement and culture. A further 7% are unsure, indicating possible gaps in oversight or communication.

“

Global consistency is a goal, but not always a straightforward one. While employees expect fairness, effective support must also reflect local laws, entitlements and expectations.

“Striking the right balance means understanding where standardisation works and where tailored provision adds greater value.”



Sarah Dennis
Head of International, Everywhen



Do you offer the same health and wellbeing support to employees who work overseas as those in the UK, or does it differ depending on the country in which they work?

We offer our overseas employees the same health and wellbeing support as those based in the UK

57%

The health and wellbeing support we offer our employees overseas differs depending on the country in which they work

36%

Don't know / not sure

7%



Why employers are checking their global benefits are fit for purpose

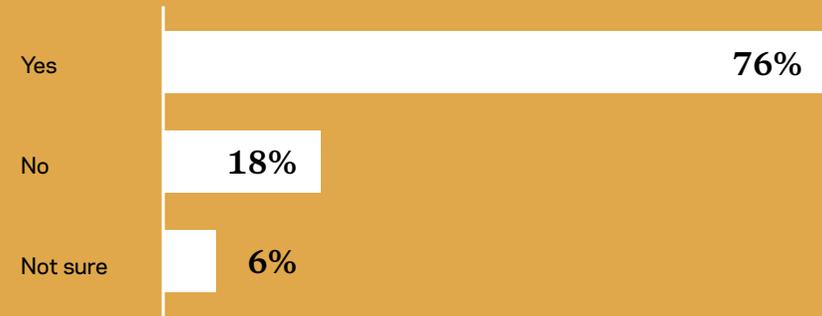
Three in four employers (76%) say they conduct global benefits gap analysis, evaluating what's offered against what's legally required or competitively expected in each region.

The motivations are varied. For 55%, it's about ensuring that all employee types, whether local or foreign nationals, are appropriately supported. Nearly half (47%) aim to meet local legal requirements, while 46% want to avoid overcompensating beyond what's necessary.

Importantly, 42% of employers conduct this analysis to keep their global benefits offering competitive, ensuring they remain attractive in the war for talent.



Do you carry out gap analysis for global benefits (to see the gap between what benefits you offer and what is required in the country where your employees are based)?



“

“Global benefits planning is about more than just ticking compliance boxes – it’s about understanding what employees genuinely need in each country and where the gaps lie.”

“A well-executed gap analysis ensures benefits are aligned with legal requirements, culturally relevant and strategically positioned to support recruitment, retention and cost control in each market.”



Sarah Dennis
Head of International, Everywhen



You state that you carry out gap analysis for global benefits.

What are your reasons for doing this?

55%

To ensure all types of staff are supported appropriately, e.g. local nationals, foreign nationals, etc. who may be entitled to, or require different benefits

47%

To make sure we are offering the benefits required by law in different countries and regions

46%

To make sure we are not offering benefits over and above what is required by law in different countries and regions (i.e. over-compensating unnecessarily)

42%

To make sure the benefits we offer are competitive and help us recruit and retain staff in a particular country or region



Are employees prepared for life abroad?

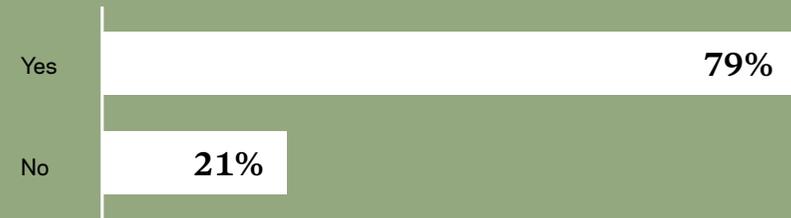
International mobility is clearly a feature of today's workforce, with 79% of employers saying staff have relocated abroad while working for their organisation.

Most employers believe their people are well prepared for this experience, with around three-quarters reporting confidence in employees' readiness to adapt to cultural (78%), environmental (79%), lifestyle (76%) and climate-related (75%) changes.

However, the figures also suggest that up to one in four employees may still be unprepared in key areas, raising concerns about the potential impact of relocation on wellbeing and performance. Without proper preparation, challenges such as cultural misunderstandings, social isolation and climate adjustment could hinder employees' ability to thrive in their new roles.



Have any of your employees ever relocated abroad while working for your organisation?



“

“International relocation is a deeply personal transition. From cultural norms to climate, the changes employees face can have a real impact on their wellbeing and performance.”

“Investing in structured preparation and support helps ease the adjustment, reduce stress and ensure employees thrive from day one in their new environment.”



Sarah Dennis
Head of International, Everywhen



Do you feel your employees who are relocating abroad are fully prepared for the experience of working abroad?

They are prepared for the change in...



Culture

(e.g. laws, religion, customs)

Prepared: **78%**

Unprepared: **22%**



Environment

(e.g. banking, schooling)

Prepared: **79%**

Unprepared: **20%**



Way of living

(e.g. isolation from family/friends)

Prepared: **76%**

Unprepared: **24%**



Climate

(e.g. impact on health & wellbeing)

Prepared: **75%**

Unprepared: **25%**



How employers are preparing staff for relocation

Employers are adopting a range of strategies to help employees adjust to life overseas. Almost half (48%) train line managers to better support relocating staff, while 46% provide in-country training once employees have arrived.

Support begins before the move for many. More than a third (37%) of organisations offer one-to-one training ahead of departure and 39% continue to support employees throughout their assignment.

These findings reflect a growing recognition that successful international mobility depends on support for the emotional, social and cultural challenges employees face.

“

“Relocating for work is a major life transition. The most effective mobility programmes don’t stop at visas and logistics, they address the personal, emotional and cultural impact of moving abroad.”

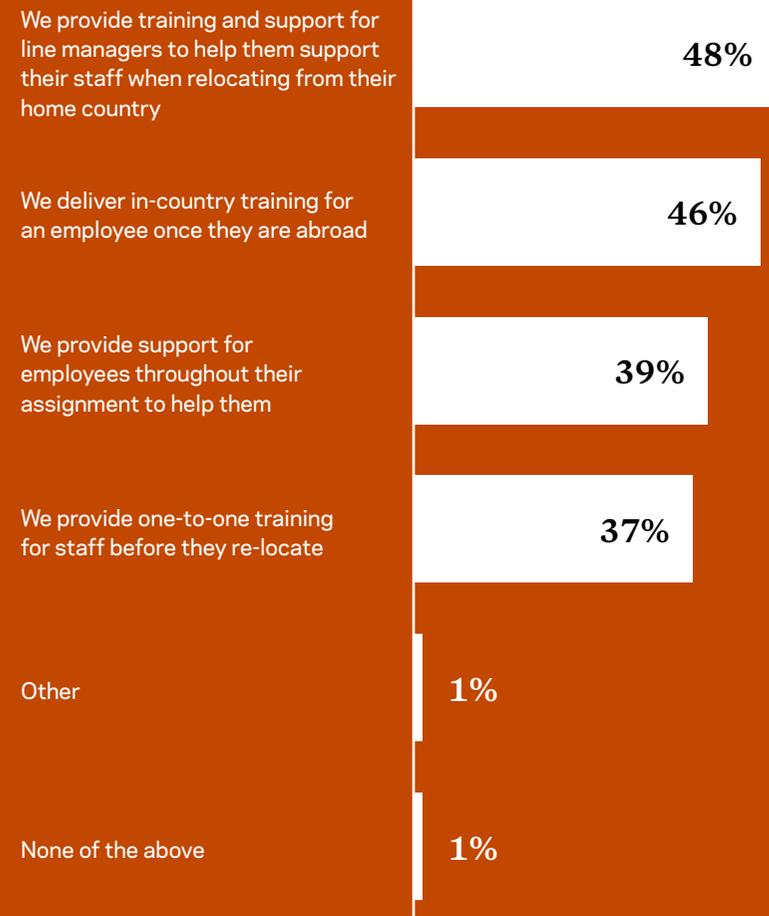
“From line manager training to ongoing in-country support, employers that invest in preparation set their people up for success and protect their business from the hidden costs of failed assignments.”



Sarah Dennis
Head of International, Everywhen



How do you ensure your staff are prepared when relocating from their home country?



Chapter 5

A foundational pillar of employee financial wellbeing

Workplace pensions remain one of the most significant employee benefits, both in terms of their perceived value and their long-term impact.

To deliver meaningful value, however, schemes must be well-governed, regularly reviewed and communicated effectively.

Our research has revealed how employers are dealing with key areas of pension provision, from the use of salary sacrifice and National Insurance savings to governance structures and compliance.

It highlights a desire to support employees, while also revealing opportunities to improve outcomes and boost engagement.





Offering salary sacrifice for pensions

Salary sacrifice pension schemes allow employees to exchange part of their salary for enhanced contributions, potentially boosting retirement savings while reducing National Insurance contributions for both employee and employer.

Despite the advantages, however, the research reveals that fewer than half of employers (48%) currently offer salary sacrifice for pensions.

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Employers not yet offering salary sacrifice should consider evaluating their current pension arrangements and assessing the business case.

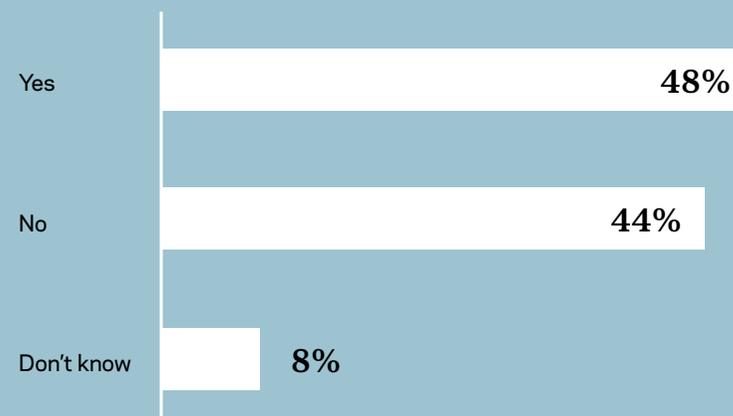
“Making the move to introduce salary sacrifice, or revisiting how it’s structured and communicated, can boost employees’ financial resilience along with improving recruitment and retention. What’s more it signals a long-term investment in the future of your workforce.”



Tim Gillingham,
Head of Employee Benefit Consulting, Everywhen



Salary sacrifice is when an employee gives up a portion of their salary, in return for an employee benefit. Thinking about your pension provision, do you offer salary sacrifice?





Where National Insurance savings go

Approaches to National Insurance savings tend to vary among those offering salary sacrifice. Strategic priorities - such as maximising employee value, offsetting costs or reinvesting into wider wellbeing provision - clearly differ.

A third (33%) return all NI savings to employees, while 27% opt to share a proportion. Around one in five (21%) retain the savings within the business and 12% use the money to fund other benefits.

“

“The way NI savings are used can say a lot about an organisation’s benefits strategy.”

“It’s prudent to regularly review your approach to ensure it aligns with the needs of both the business and its workforce. Loyalty, engagement and ROI can all be improved by reinvesting savings into employee benefits, including pension schemes.”



Charles Goodman,
Client Director, Everywhen



Which of the following best describes what you do with the National Insurance (NI) savings you make as an employer on salary sacrifice pension contributions?





Frequency of pension scheme reviews for value for money

Just under half of employers (48%) have reviewed their workplace pension scheme in the last 12 months. A further 35% have done so within the last three years. One in 10 admit to having never reviewed their scheme.

These figures suggest that while value-for-money reviews are common, a sizeable minority of organisations may not be keeping pace with best practice, potentially missing opportunities to improve scheme performance.

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“With pension products and investment markets always changing, pension reviews are essential.”

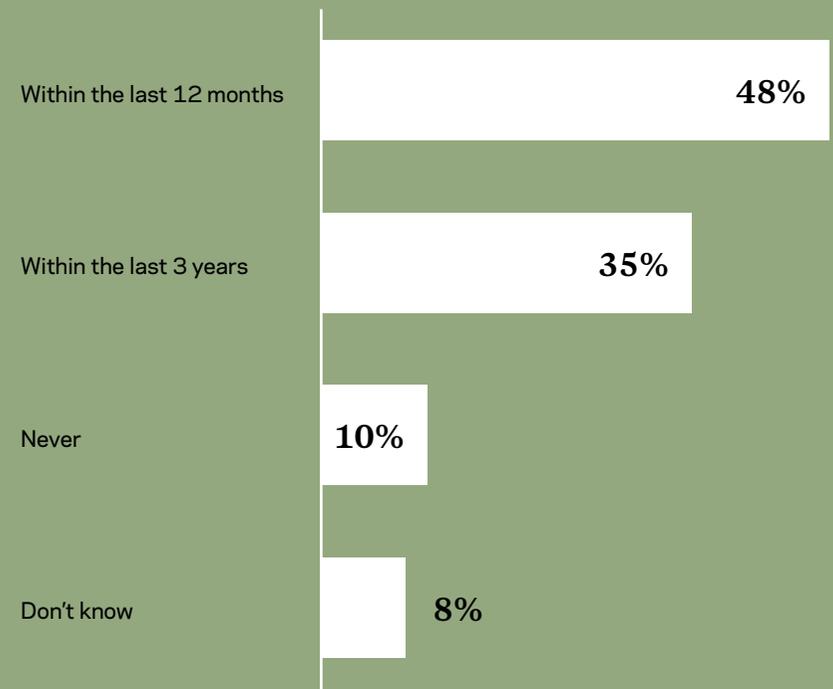
“The onus is on employers to ensure schemes remain competitive and meet workforce needs. Consideration should also be given to whether they offer value for money, maximise retirement outcomes and support employee recruitment and retention.”



Tim Gillingham,
Head of Employee Benefit Consulting, Everywhen



When did you last review your workplace pension scheme to check it offers value for money?



Chapter 6

Supporting people, strengthening business

Employee wellbeing is widely recognised as a key driver of workplace health, influencing everything from culture and productivity to recruitment and retention.

In order to have a meaningful impact, however, it should go

beyond being a tick-box exercise and address a wide range of needs across the four wellbeing pillars – financial, mental, physical and social.

Our research highlights a reassuring commitment to doing the right thing, alongside a growing awareness of the business benefits.





Support across the four wellbeing pillars

Wellbeing in the workplace can take many forms, from mental health counselling to financial literacy support and social connection. Employers' approaches to holistic wellbeing, however, remain varied.

While mental health is the most commonly supported pillar, offered by 54% of employers, other areas lag behind. Less than half (44%) support physical health and wellbeing and, despite the ongoing cost-of-living pressures, just 43% support financial wellbeing.

Almost one in 10, meanwhile, do not offer any form of support in these areas.

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To support employee wellbeing effectively, businesses need to adopt a joined-up strategy that addresses financial pressures, physical health and social connection, as well as mental health.

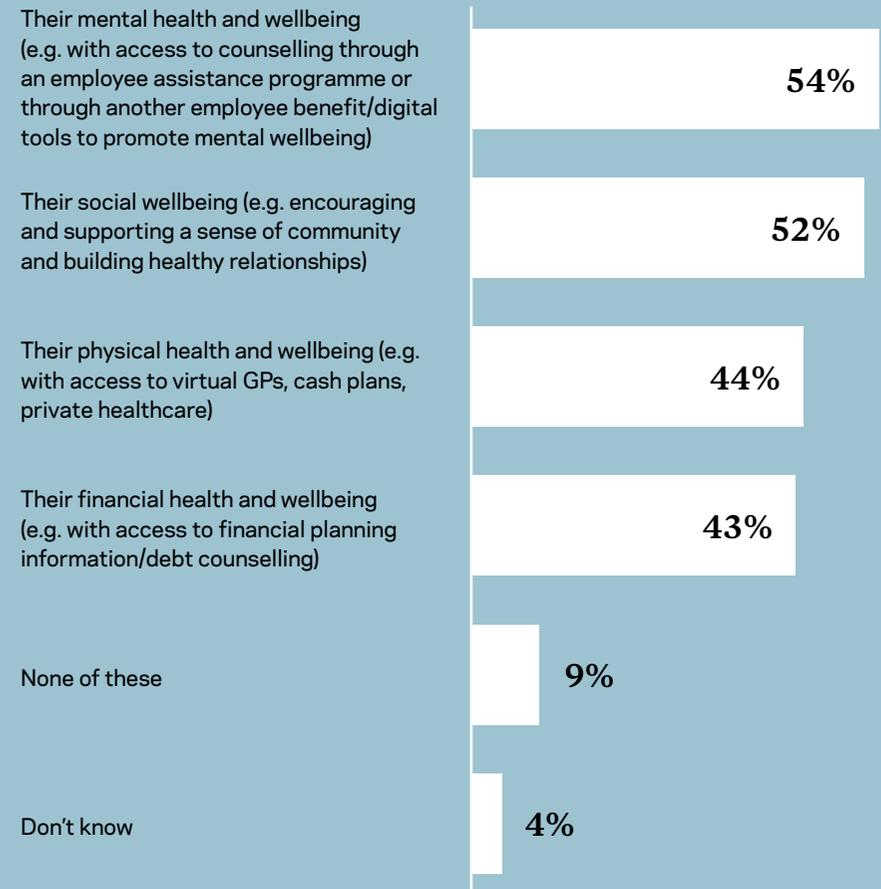
“By regularly reviewing support across all four pillars, businesses can help to ensure that no area is overlooked.”



Debra Clark
Head of Wellbeing, Everywhen



Which of the following types of support do you offer employees?





Gender-focused support improves, but gaps remain

As recognition of gender-specific wellbeing increases, we are starting to see employers introducing targeted support and awareness initiatives.

Just under a third (30%) offer coaching or support to those directly affected, regardless of seniority, while a further 24% are equipping line managers to better support their teams.

One in five, however, offer no gender-specific coaching or awareness at all and fewer than one in ten are engaging the C-suite in this area.

When asked to assess how well their organisation supports gender-specific wellbeing, just 36% believe they are offering enough support. Confidence in leadership was similarly mixed, with 34% believing line managers feel able to support staff, while just 24% say the same for the C-suite.

Only 29% say they measure the success of gender-specific wellbeing support.



What coaching and awareness-building, if any, do you offer for gender-specific health and wellbeing issues (e.g. menopause, fertility and screening programmes for gender-biased cancers)? We offer coaching and awareness...





In terms of gender-specific support, which of these statements do you feel apply to your organisation?

What coaching and awareness-building, if any, do you offer for gender-specific health and wellbeing issues (e.g. menopause, fertility and screening programmes for gender-biased cancers)? We offer coaching and awareness...

“

“Offering gender-specific wellbeing support is an important step in addressing workforce needs and offering more personalised support, but it must be backed by confident, well-informed leadership.”

“This trend reflects the increasing importance of targeted wellbeing provision, as workforces become more diverse and employees have increased expectations.”



Debra Clark
Head of Wellbeing, Everywhen



39%

Our wellbeing strategies are working to support employees



36%

The company is offering enough support



34%

Line managers feel able to support staff



29%

We measure how successful our support is



24%

C-suite feel they're able to support staff

None of the above: 3%

N/A, we do not offer any support: 10%



Tailored wellbeing strategies to meet diverse needs

Employers are committed to strengthening their health and wellbeing support, the research reveals, with 62% set to increase their focus in the year ahead.

More than half say they will focus more on tailoring support to the specific needs of their workforce – by age (52%), by circumstance (58%) and by gender (52%).

This trend reflects the increasing importance of targeted wellbeing provision, as workforces become more diverse.

“

“As employee needs grow more diverse, so must the strategies that are designed to support them.”

“Employers should explore ways to personalise wellbeing initiatives and invest in data-driven insights to understand where support is most needed.”

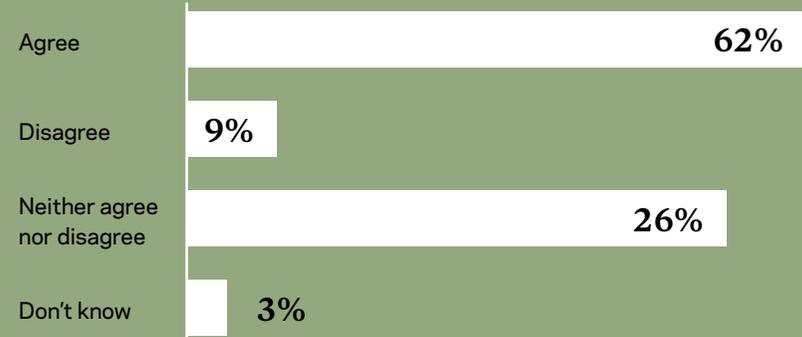


Debra Clark
Head of Wellbeing, Everywhen

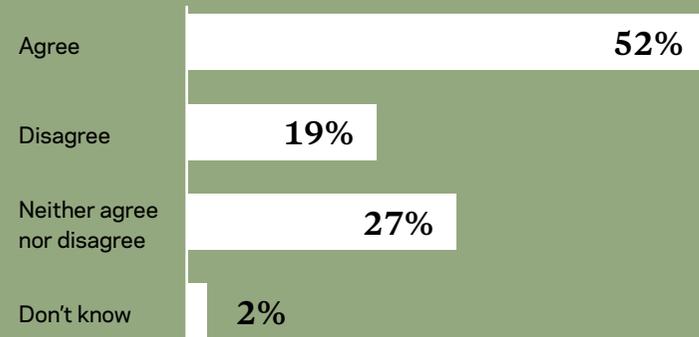


Thinking about the next 12 months, how far do you agree or disagree with the following statement?

We will increase our focus on supporting the health and wellbeing of our staff



We will increase our focus on targeting the health and wellbeing support we offer different demographics of staff by age

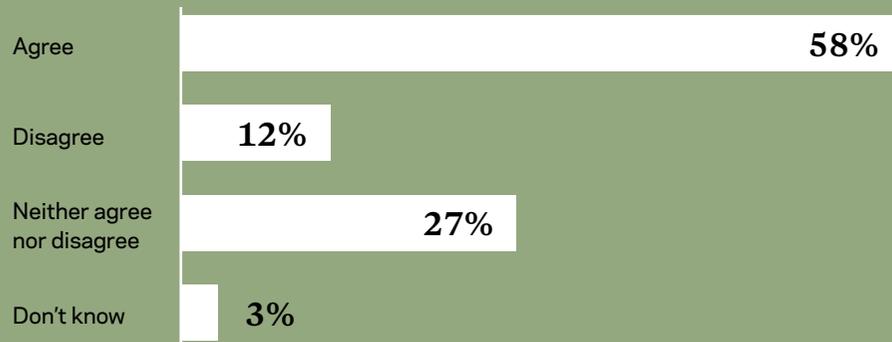




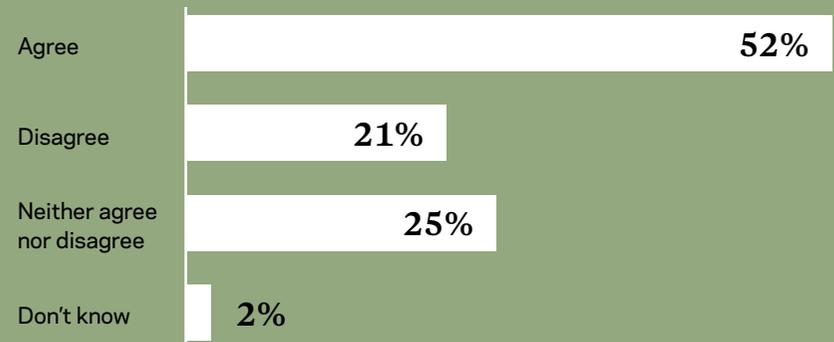
Tailored wellbeing strategies to meet diverse needs

Thinking about the next 12 months, how far do you agree or disagree with the following statement?

We will increase our focus on targeting the health and wellbeing support we offer, dependent on specific needs of our workforce



We will increase our focus on offering gender-specific benefits to our staff





The business case for wellbeing support

Employers increasingly recognise the strategic importance of wellbeing to workplace productivity, talent attraction and retention.

61% believe that the way they support employee wellbeing will play a crucial role in their recruitment and retention strategies over the next 12 months.

Loyalty (35%), retention (35%), engagement (34%) and productivity (35%) were all cited among the biggest business benefits of investing in health and wellbeing.

“

“Wellbeing support has moved from a ‘nice to have’ to a ‘need to have’.

“To realise its full value, businesses must embed it into their talent strategies and ensure leadership is championing the agenda at every level.”

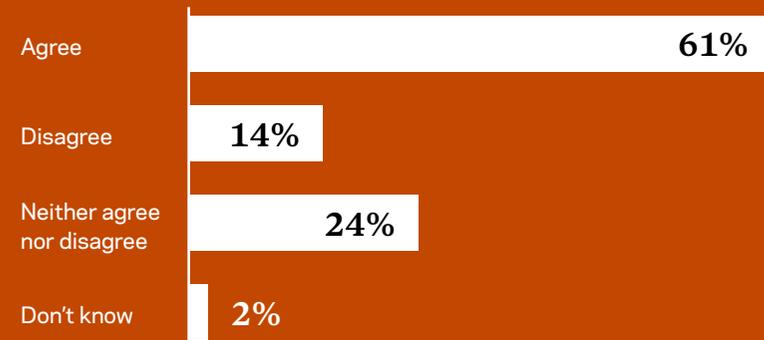


Jason Britton
Commercial Director, Everywhen



How far do you agree or disagree with the following statement?

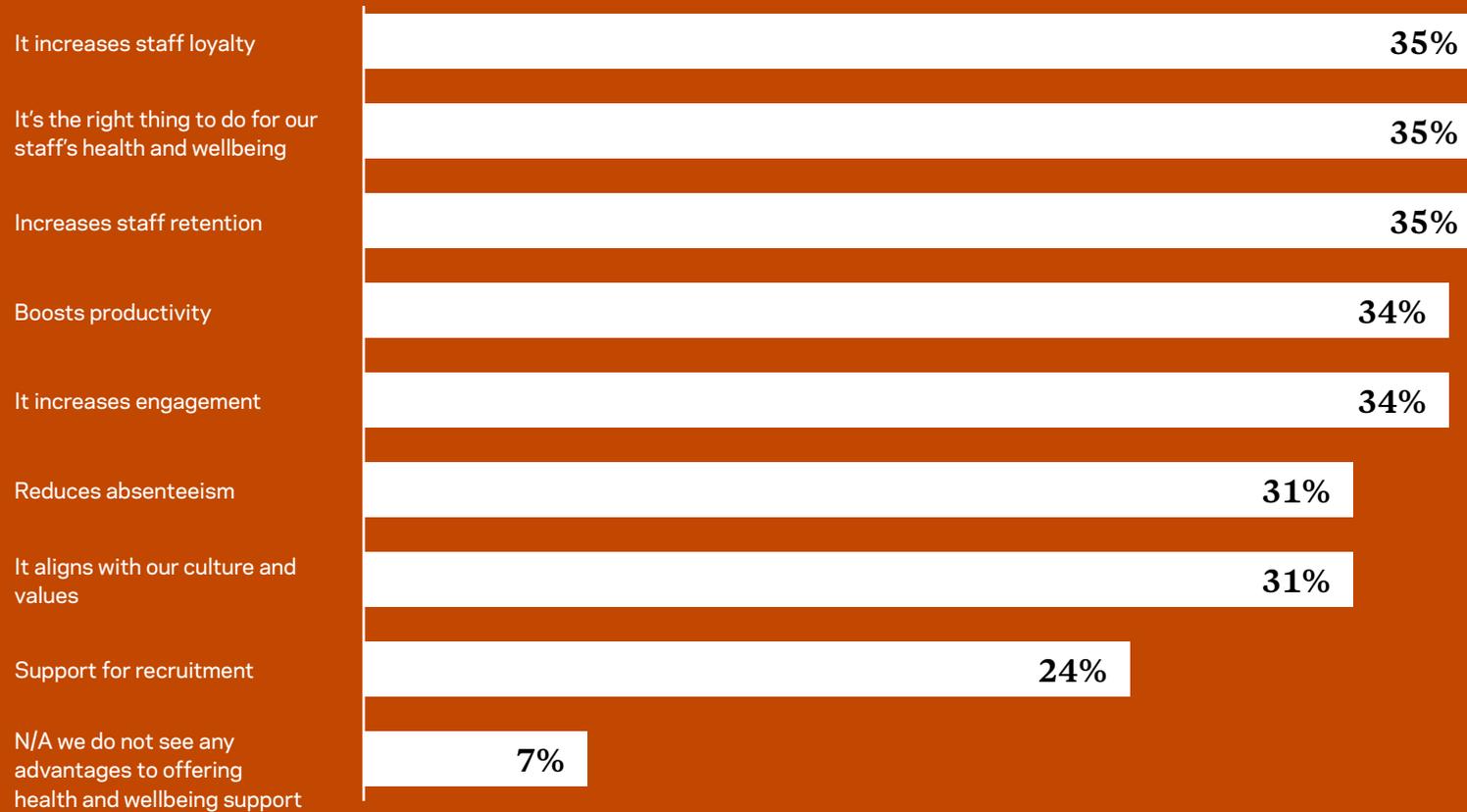
How we support the health and wellbeing of our staff will play a crucial role in our recruitment and retention strategy over the next 12 months





The business case for wellbeing support

What are the main advantages to your company in offering health and wellbeing support to your staff?



Chapter 7

Aligning benefit strategy with business needs

The need for a strategic, data-informed approach to the planning and delivery of employee benefits packages is becoming ever clear, particularly as their role evolves.

To support recruitment and retention, employers are placing greater importance on holistic health and wellbeing, with a notable focus on mental and financial resilience.

Our research has also revealed how benefits strategies are being shaped by employee feedback and are being tailored to meet different needs, from gender to seniority.

While many employers still opt for universal provision, the findings suggest a shift towards a more targeted approach.





What matters most to a future benefits strategy

When asked which areas would increase in importance when it comes to boosting recruitment and retention, almost a quarter of employers (24%) pointed to overall health and wellbeing packages.

Mental health support (20%) and financial health (12%) also ranked highly, highlighting the importance of holistic wellbeing in supporting a healthy, productive workforce.

Interestingly, while social interaction (9%), communications (8%) and ESG strategy (8%) may still have a role to play, they appear to be lower priorities.



“Supporting employee mental and financial health is becoming a key focus for employers, as they look to attract and retain talent in an increasingly competitive market. This can have a powerful impact on workforce resilience and organisational performance.”

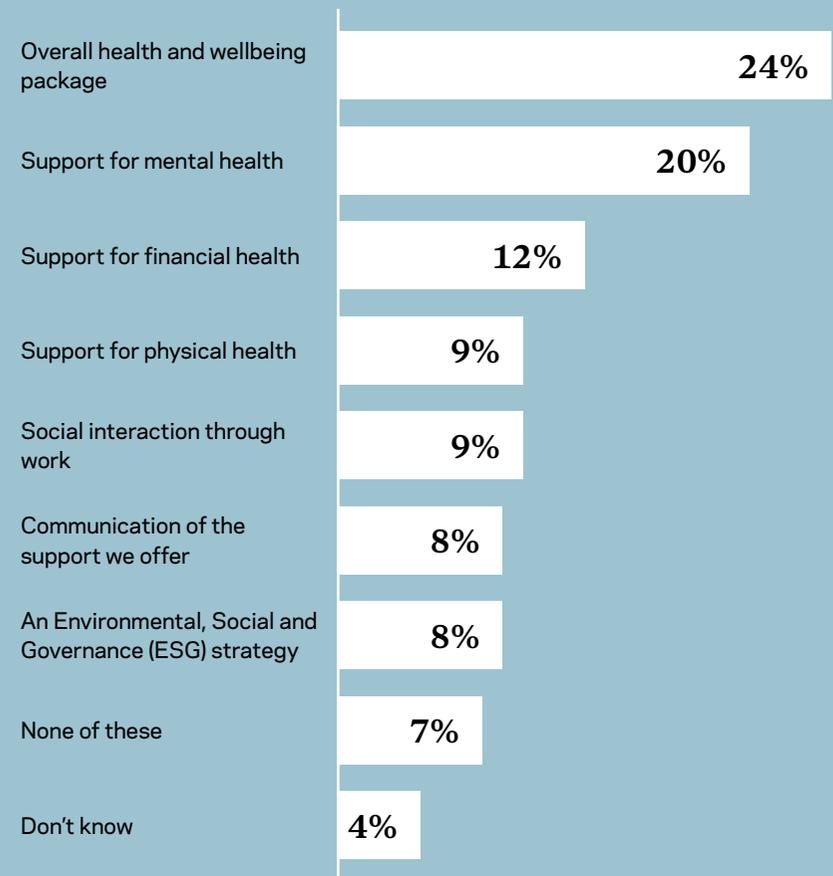
“By aligning benefits with employees’ most pressing concerns, businesses can build a more engaged and loyal workforce.”



Jason Britton
Commercial Director, Everywhen



In order to enhance the recruitment and retention of talent at your company, which of the following areas at your company do you think will increase most in importance?





Gathering employee insight

Encouragingly, an overwhelming majority of employers (86%) ask staff what health and wellbeing support they would find beneficial. This covers a range of methods, from formal surveys (33%) and performance reviews (31%) to informal conversations (24%).

This feedback can be invaluable to ensuring benefit strategies meet employee needs and expectations. The findings, however, also highlight an opportunity for many employers to use these insights to inform decision-making and measure the impact on engagement and wellbeing outcomes.

“

Understanding what employees value is critical to a benefits strategy that supports both your workforce and your organisational goals.

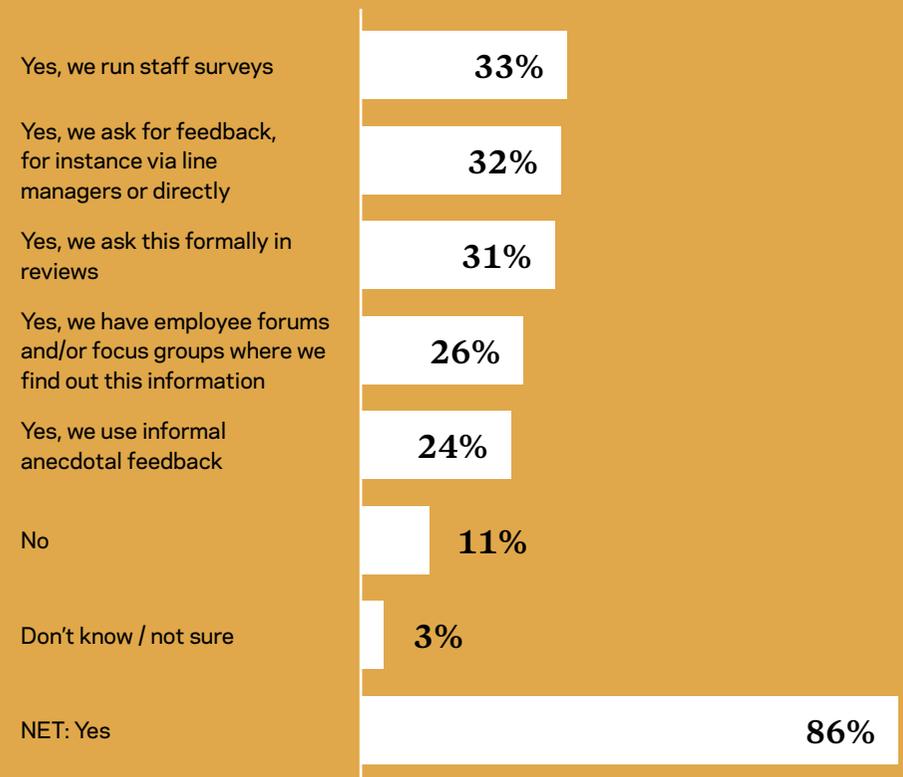
“Gathering regular feedback can help you remain responsive to changing needs and ensure support stays relevant and inclusive.”



Jason Britton
Commercial Director, Everywhen



Do you ask your staff what health and wellbeing support they would find beneficial?





Universal or tailored? Balancing fairness with flexibility

The majority of employers continue to take a universal approach to benefit provision, offering the same support regardless of gender (36%), seniority (35%) or lifestyle/risk profile (33%). A sizeable minority, however, are now beginning to tailor benefits more strategically.

Around a quarter (24%) target provision based on age, lifestyle or health risk, and 18% vary benefits by seniority or gender. This suggests that the traditional “one-size-fits-all” model may be starting to give way to a more segmented approach that reflects workforce demographics and needs.



“As workforces become more diverse, benefits strategies should evolve to reflect different life stages and risks, ensuring the right support reaches the right people at the right time.”

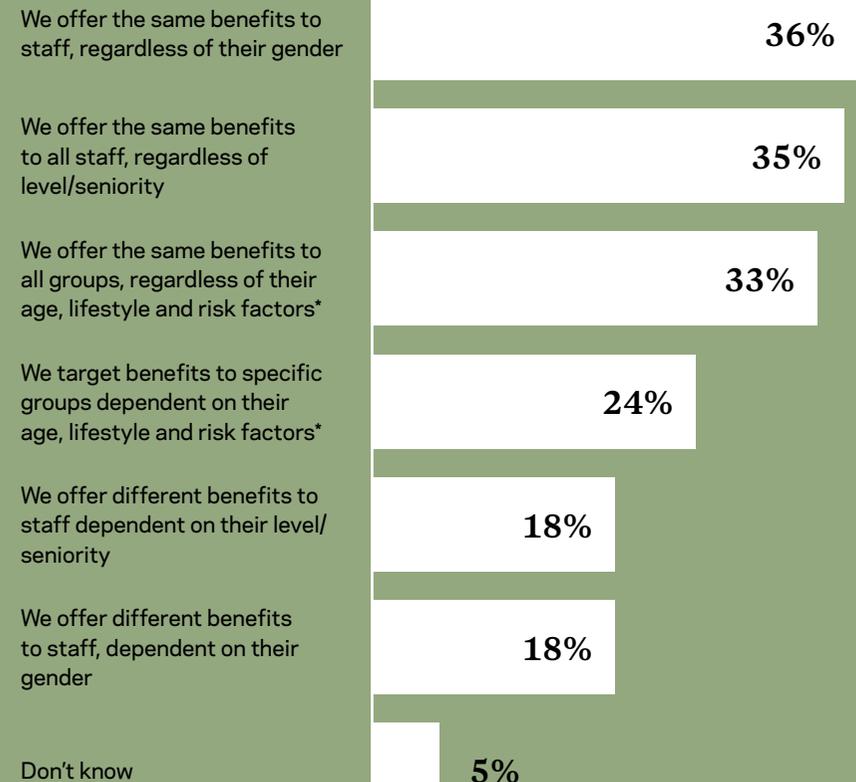
“To do this effectively, employers should regularly review their benefits offering through the lens of employee data and emerging needs.”



Jason Britton
Commercial Director, Everywhen



In terms of offering specific benefits to meet the different needs of staff, how do you approach this?



*e.g. risk of developing certain health conditions, such as diabetes



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