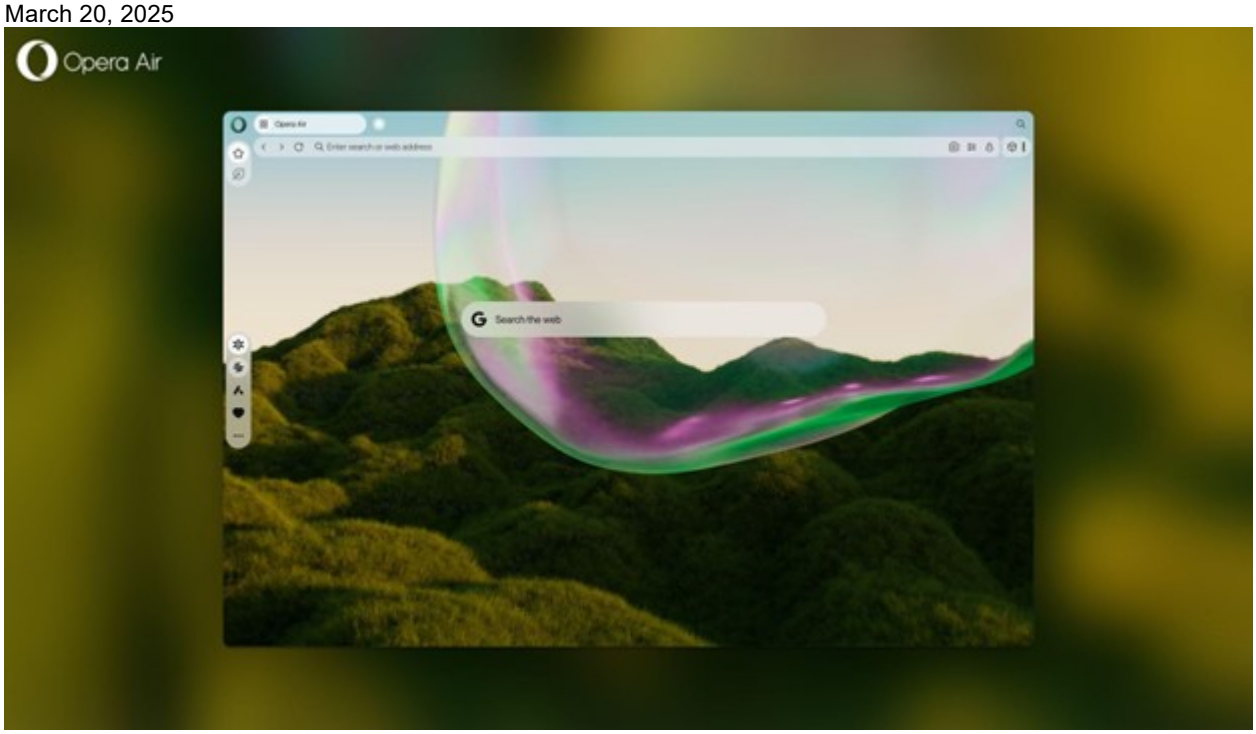
Opera centers mindfulness while browsing with Opera Air

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In January of 2025, Opera conducted a worldwide survey that asked whether people ever feel stressed or distracted while browsing the web. 70% of respondents reported that they did, a figure that rose as high as 87% in Germany. With our lives more digitized than ever, computers – with the browser as a superapp – have become the main portal through which most of us do our jobs, read the news, stream our favorite content, and so much more. But that constant engagement with the often messy world can sometimes contribute to stress rather than relieve it.

Opera set out to address this paradox with the first browser centered around the concept of mindfulness: Opera Air. With minimalist Scandinavian design and the mindfulness features Boosts and Take a Break integrated right in the sidebar, Opera Air is "the right product at the right time" – a browser built to not just look great, but make its users feel better while they surf the web.

Worldwide Wellness

The wellness industry is massive. According to a 2024 report from the Global Wellness Institute, it is valued at over $6.4 trillion dollars – making it not only bigger than the sports, tourism, and pharmaceutical industries, but worth over 6% of the global GDP. It comprises myriad elements – such as nutrition and weight loss, personal care and beauty, spas and physical activity – and it shows no sign of slowing down. Projected to be valued at $9 trillion by 2028, the +7% annual growth rate is driven in large part by younger generations that are spending considerably more than older consumers on wellness products.

Mental wellness is a strong component of that overall growth, with (according to survey data from McKinsey & Company) consumers hungry for effective, research-backed health and wellness solutions. Resources such as meditation, audio therapy, and mindfulness apps, have become increasingly popular as a result, as people have looked for new ways to improve their well-being. And with rising costs of living and an uncertain global economic outlook, they are likely to increasingly look at free alternatives.

The Browser as a Wellness App

The browser has more traditionally been thought of as a utility tool – something that emphasizes performance, speed, and security, and encourages us to be as productive as possible. These are, of course, present in Opera Air. But, as Simon Batt from XDA Developers put it when writing about Opera's newest browser, "given how much work gets done in our browsers, it's odd that companies haven't capitalized on making their software as calming as possible."

That is the central idea behind Opera Air: to offer an application that helps users feel better while they browse the web. Opera Air achieves this through both its aesthetics – with a clean, simple interface and frosted glass UI – as well as the integrated mindfulness features, Boosts and Take a Break, which offer users different ways to achieve focus, calm, and other mindsets associated with a positive well-being.

Boosts combine lo-fi music and natural sounds with an auditory technique called binaural beats. The beats play as two different frequencies in each ear – which the brain registers as a third frequency – that can induce various mental states, such as relaxation or focus. There are 19 preset boosts included in this feature, for example Creativity Boost, Energized Focus, and Deep Relaxation.

Far more than just background music for your browser, Boosts are also fully customizable – a key consideration of the younger audience driving the growth of the wellness industry. Each of the three elements of a boost – the music track, ambient sound, and binaural beat – can be customized so that users can create entirely new Boosts of their own.

Take a Break, meanwhile, offers different exercises that can help users achieve mindfulness and boost their physical and mental health. They include: breathing exercises that help reduce stress and blood pressure; neck exercises to relieve tension and reduce pain; meditation sessions that promote relaxation and help improve focus, awareness, and general mindfulness; and Full Body Scans, which build the mind-body connection. The exercises in Take a Break range from 3-15 minutes – removing the need "to poke around too much or spend too much time" finding a meditation or a breathing technique – and the feature comes with the ability to set break reminders, so users can remember to step back and engage in self-care throughout the day.

With the demand for healthier digital habits growing, Opera Air steps into uncharted territory. It reimagines the browser – an everyday tool that is our access point for nearly everything – into a wellness tool. With the potential to "revolutionize how users interact with the web," Opera Air is already carving out a space for itself in the browser market, winning over media and new users alike.

To try Opera Air, click here.