

## Exercise and Fitness - Ireland - September 2016

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“As the health trend in Ireland continues to accelerate we find this is making consumers more active in an effort to stay fit and healthy. However, the marketplace for gyms and fitness centres is changing as a result of the cost-cutting consumer mindset – leading to the expansion of no-frills ‘budget’ gyms.”

– Emma McGeown, Research Analyst

This report looks at the following areas:

- What is the gym industry worth in Ireland?
- How many Irish consumers go to the gym?
- What motivates consumers to visit the gym?
- What are consumers interested in seeing next in gyms?

Flexibility and technology are two important emerging forces in the exercise and fitness market. Technology is expanding and enhancing fitness regimes from exercise apps (eg Fitness Pal and Couch to 5K) to fitness trackers such as Fitbit meaning that consumers are more equipped to meet their goals both in home and at the gym.

The rapidly expanding budget sector has created no-frills gyms/fitness centres, which are bringing new users into the market due to their affordability and flexibility, eg no contracts, easy to cancel membership with the click of a button.

The expansion of no-frills gyms such as PureGym and FlyeFit has also engaged those who are less affluent by offering an alternative to premium health club memberships. However, this new way of cutting costs has meant that even though Irish consumers' finances are healthier, budget gyms are now seen as the norm and something gym-goers have become accustomed to.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know  
Issues covered in this Report

### Executive Summary

The market  
Figure 1: Estimated consumer spending on gyms, fitness centres and sports club memberships, NI and RoI, 2014-18

Forecast  
Market factors  
Irish consumers' exercise meets the NHS recommendation  
Number of consumers with 'healthy' finances rises in Ireland  
Almost a fifth of Irish are members of a gym or fitness centre  
Rise of technology and exercise  
Competitive strategies  
The consumer  
A third visit a gym/fitness centre three or more days a week  
Figure 2: How often consumers typically visit gyms, fitness clubs or leisure centres, NI and RoI, June 2016

Cardio training favoured  
Figure 3: Activities/ equipment used by consumers at gyms, fitness clubs or leisure centres in the last six months, NI and RoI, June 2016

Improving general fitness is the top motivator  
Figure 4: Motivations by consumers to visit gyms, fitness clubs or leisure centres, NI and RoI, June 2016

Jogging/running is the most popular sport outside of the gym  
Figure 5: Exercise and fitness activities that consumers have engaged in outside of gyms, fitness clubs and leisure centres in the last 12 months, NI and RoI, June 2016

Reduced rates at gyms for groups would encourage more visits  
Figure 6: Attitudes towards exercise and fitness, NI and RoI, June 2016

What we think

### Issues and Insights

What is the gym industry worth in Ireland?  
The facts  
The implications  
How many Irish consumers go to the gym?  
The facts  
The implications  
What motivates consumers to visit the gym?  
The facts  
The implications  
What are consumers interested in seeing next in gyms?  
The facts

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## The Implications

### The Market – What You Need to Know

- Gym membership expenditure set for rise
- Irish consumers' exercise meets the NHS recommendation
- Number of consumers with 'healthy' finances rises in Ireland
- Almost a fifth of Irish consumers are members of a gym or fitness centre
- Rise of technology and exercise

### Market Size and Forecast

- Expenditure on gym memberships forecast 2% growth in 2016  
Figure 7: Estimated consumer spending on gyms, fitness centres and sports club memberships, IoI, NI and RoI, 2014-21
- RoI consumers spending more on gym and fitness centres compared to NI consumers
- Sport accessories in demand  
Figure 9: Estimated consumer spending on sports clothes (excluding footwear) and equipment, NI and RoI, 2015 and 2016

### Market Drivers

- Average minutes per week participating in sport or exercise  
Figure 10: Average minutes per week participating in sport or exercise, by gender and age, IoI, 2015
- Rise in healthy finances  
Figure 11: How consumers rate their current financial situation, NI and RoI, June 2015 and June 2016
- Current 'health' trend aids growth in gyms and fitness centres  
Figure 12: Agreement with the statement 'I feel fitter compared to 12 months ago', by gender and age, NI and RoI, June 2016  
Figure 13: If consumers use private gyms, fitness clubs or leisure centres, NI and RoI, June 2016
- More sporting events could spike higher interest
- Rise of technology and exercise
- Pokémon GO combines gaming and exercise

### Key Players and Innovations – What You Need to Know

- PureGym's no-frills approach is working
- GymCo adds value with health experience
- DW Sports seeks to target seniors
- Virgin Active creates immersive spin classes
- Fitness First goes digital
- Scope for gyms to partner with healthcare providers

### Who's Innovating?

- UK Virgin Active launches immersive spin classes
- Fitness First goes digital
- PureGym partners with AXA

### Competitive Strategies

- PureGym

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Key facts  
Competitive strategy  
Latest developments  
GymCo  
Key facts  
Competitive strategies  
Recent developments  
DW Sports Fitness  
Key facts  
Competitive strategies  
Recent developments  
Think-Fit  
Key facts  
Competitive strategies  
Latest developments  
Curves  
Key facts  
Competitive strategies  
Latest developments  
FlyeFit  
Key facts  
Competitive strategies  
Latest developments  
Ben Dunne  
Key facts  
Competitive strategy  
Raw Gym  
Key facts  
Competitive strategy

### The Consumer – What You Need to Know

Most visit a gym of fitness centre three or more times per week  
Cardio tops exercise equipment  
Top motivation for gym-goers is improving general health  
Jogging/running is the top exercise outside of gyms  
Reduced group rates appeal to Irish consumers

### The Consumer – Frequency of Gym/Fitness Centre Visits

A third visit a gym/fitness centre three or more days a week  
Figure 14: How often consumers typically visit gyms, fitness clubs or leisure centres, NI and RoI, June 2016  
Men seek higher frequency of weekly exercise

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Figure 15: Consumers who typically visited a gym, fitness club or leisure centre 3 or more days a week, by gender, NI and RoI, June 2016  
Figure 16: Consumers who currently use a private gym, fitness club or leisure centre, by gender, NI and RoI, June 2016

## A third visit a gym/fitness club one or two days a week

Figure 17: Consumers who typically visited a gym, fitness club or leisure centre 1-2 days a week, by gender and age, NI and RoI, June 2016  
Figure 18: Consumers who currently use a private gym, fitness club or leisure centre, by age, NI and RoI, June 2016

## The Consumer – Activities/Equipment Used at Gyms/Fitness Centres

### Cardio tops exercise equipment

Figure 19: Activities/ equipment used by consumers at gyms, fitness clubs or leisure centres in the last six months, NI and RoI, June 2016

### Millennials show high usage of cardio training in gyms/fitness centres

Figure 20: Consumers who have used cardio training equipment (eg treadmill) at gyms, fitness clubs or leisure centres in the last six months, by gender and age, NI and RoI, June 2016

### Weight training preferred by Irish men

Figure 21: Consumers who have used weight training equipment at gyms, fitness clubs or leisure centres in the last six months, by gender and age, NI and RoI, June 2016  
Figure 22: Agreement with the statement 'I avoid weight training equipment when I'm at the gym', by gender, NI and RoI, June 2016

### Swimming appeals to parents

Figure 23: Consumers who had a swim session in the pool at gyms, fitness clubs or leisure centres in the last six months, by age of children, NI and RoI, June 2016

### Exercise classes appeal to women

Figure 24: Consumers who have taken part in a group exercise class (eg yoga, Pilates, aerobics, spin etc) at gyms, fitness clubs or leisure centres in the last six months, by gender, NI and RoI, June 2016

## The Consumer – Motivations to Use Gyms/Fitness Centres

### Health trend strong as top motivation is improving general health

Figure 25: Motivations by consumers to visit gyms, fitness clubs or leisure centres, NI and RoI, June 2016

### Improving general health/fitness strong among women

Figure 26: Gym-goers who agree that one of their top motivations for visiting gyms, fitness clubs or leisure centres is to improve general fitness/health, by gender and age, NI and RoI, June 2016

### Weight loss is an important motivation for women

Figure 27: Gym-goers who agree that one of their top motivations for visiting gyms, fitness clubs or leisure centres is to lose weight/ tone up, by gender, NI and RoI, June 2016  
Figure 28: Percentage of RoI population estimated to be obese or overweight, by gender, 2010 and 2030

Figure 29: Percentage of the UK (including NI) population estimated to be obese or overweight, by gender, 2010 and 2030

### Building muscle favoured by men and younger consumers

Figure 30: Gym-goers who agree that one of their top motivations for visiting gyms, fitness clubs or leisure centres is to build muscle/ strength, by gender and age, NI and RoI, June 2016

### The gym seen as a place for escape and de-stressing

## The Consumer – Exercise and Sports Participation Outside of a Gym/Fitness Centre

### Jogging/running is the top exercise outside of gyms

Figure 31: Exercise and fitness activities that consumers have engaged in outside of gyms, fitness clubs and leisure centres in the last 12 months, NI and RoI, June 2016

### Younger consumers more likely to run/jog

Figure 32: Consumers who have engaged in jogging/running outside of gyms, fitness clubs and leisure centres in the last 12 months, by age, NI and RoI, June 2016

### Retired least likely to cycle

Figure 33: Consumers who have engaged in cycling outside of gyms, fitness clubs and leisure centres in the last 12 months, by work status, NI and RoI, June 2016

### Football is the top sport

Figure 34: Types of sports consumers have engaged in outside of gyms, fitness clubs and leisure centres in the last 12 months, NI and RoI, June 2016

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Figure 35: Consumers who have engaged in football outside of gyms, fitness clubs and leisure centres in the last 12 months, by gender, NI and RoI, June 2016

## Hiking/rambling offers appeal to most

Figure 36: Consumers who have engaged in hiking/rambling outside of gyms, fitness clubs and leisure centres in the last 12 months, by gender and age, NI and RoI, June 2016

## The Consumer – Attitudes towards Exercise and Fitness

### Reduced group rates would encourage more participation

Figure 37: Attitudes towards exercise and fitness, NI and RoI, June 2016

### Reduced group rates appeal to Millennials

Figure 38: Consumer agreement with the statement 'Reduced group rates (ie with friends, colleagues) for gyms/fitness clubs might encourage me to use them more', by gender and age, NI and RoI, June 2016

### Less affluent consumers prefer to exercise at home

Figure 39: Consumer agreement with the statement 'I prefer to exercise at home (eg jogging/ using personal equipment)', by gender and social class, NI and RoI, June 2016

### Later/earlier fitness classes could suit workers better

Figure 40: Consumer agreement with the statement 'I would take part in more sport/ fitness classes if they took place at times more suited to me (eg late night, before work hours)', by work status, NI and RoI, June 2016

## Appendix – Data Sources, Abbreviations and Supporting Information

Definition

Data sources

Generational Cohorts

Abbreviations

## Appendix – The Consumer

### NI Toluna tables

Figure 41: If consumers use private gyms, fitness clubs or leisure centres, by demographics, NI, June 2016

Figure 42: How often consumers typically visit gyms, fitness clubs or leisure centres, by demographics, NI, June 2016

Figure 43: How often consumers typically visit gyms, fitness clubs or leisure centres, by demographics, NI, June 2016 (continued)

Figure 44: Activities/ equipment used by consumers at gyms, fitness clubs or leisure centres in the last six months, by demographics, NI, June 2016

Figure 45: Activities/ equipment used by consumers at gyms, fitness clubs or leisure centres in the last six months, by demographics, NI, June 2016 (continued)

Figure 46: Activities/ equipment used by consumers at gyms, fitness clubs or leisure centres in the last six months, by demographics, NI, June 2016 (continued)

Figure 47: Motivations by consumers to visit gyms, fitness clubs or leisure centres, by demographics, NI, June 2016

Figure 48: Motivations by consumers to visit gyms, fitness clubs or leisure centres, by demographics, NI, June 2016 (continued)

Figure 49: Motivations by consumers to visit gyms, fitness clubs or leisure centres, by demographics, NI, June 2016 (continued)

Figure 50: Exercise and fitness activities that consumers have engaged in outside of gyms, fitness centres and health clubs in the last 12 months, by demographics, NI, June 2016

Figure 51: Exercise and fitness activities that consumers have engaged in outside of gyms, fitness centres and health clubs in the last 12 months, by demographics, NI, June 2016 (continued)

Figure 52: Exercise and fitness activities that consumers have engaged in outside of gyms, fitness centres and health clubs in the last 12 months, by demographics, NI, June 2016 (continued)

Figure 53: Agreement with the statement 'Reduced group rates (ie with friends, colleagues) for gyms/fitness clubs might encourage me to use them more', by demographics, NI, June 2016

Figure 54: Agreement with the statement 'I prefer to exercise at home (eg jogging/ using personal equipment)', by demographics, NI, June 2016

Figure 55: Agreement with the statement 'I use a Fitbit/ Jawbone/ other type of tracking device to monitor my fitness', by demographics, NI, June 2016

Figure 56: Agreement with the statement 'I would like to be able to give data from my fitness app/device to health/life insurance provider to lower premiums', by demographics, NI, June 2016

Figure 57: Agreement with the statement 'I prefer to mix and match sports and fitness activities rather than sticking to one activity (eg yoga and football)', by demographics, NI, June 2016

Figure 58: Agreement with the statement 'I avoid weight training equipment when I'm at the gym', by demographics, NI, June 2016

Figure 59: Agreement with the statement 'I would take part in more sport/ fitness classes if they took place at times more suited to me (eg late night, before work hours)', by demographics, NI, June 2016

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Figure 60: Agreement with the statement 'I use online videos/blogs as part of my exercise regime (eg YouTube kettle bells class)', by demographics, NI, June 2016  
 Figure 61: Agreement with the statement 'I would be willing to pay more to be able to book gym equipment at specific times (eg 15-minute slot on treadmill)', by demographics, NI, June 2016  
 Figure 62: Agreement with the statement 'I would be interested in using virtual reality as part of my exercise (eg VR goggles simulating a run through the mountains while on a treadmill)', by demographics, NI, June 2016  
 Figure 63: Agreement with the statement 'I exercise/am more physically active compared to 12 months ago', by demographics, NI, June 2016  
 Figure 64: Agreement with the statement 'I feel fitter compared to 12 months ago', by demographics, NI, June 2016

## Rol Toluna tables

Figure 65: If consumers use private gyms, fitness clubs or leisure centres, by demographics, Rol, June 2016  
 Figure 66: How often consumers typically visit gyms, fitness clubs or leisure centres, by demographics, Rol, June 2016  
 Figure 67: How often consumers typically visit gyms, fitness clubs or leisure centres, by demographics, Rol, June 2016 (continued)  
 Figure 68: Activities/ equipment used by consumers at gyms, fitness clubs or leisure centres in the last six months, by demographics, Rol, June 2016  
 Figure 69: Activities/ equipment used by consumers at gyms, fitness clubs or leisure centres in the last six months, by demographics, Rol, June 2016 (continued)  
 Figure 70: Activities/ equipment used by consumers at gyms, fitness clubs or leisure centres in the last six months, by demographics, Rol, June 2016 (continued)  
 Figure 71: Motivations by consumers to visit gyms, fitness clubs or leisure centres, by demographics, Rol, June 2016  
 Figure 72: Motivations by consumers to visit gyms, fitness clubs or leisure centres, by demographics, Rol, June 2016 (continued)  
 Figure 73: Motivations by consumers to visit gyms, fitness clubs or leisure centres, by demographics, Rol, June 2016 (continued)  
 Figure 74: Exercise and fitness activities that consumers have engaged in outside of gyms, fitness centres and health clubs in the last 12 months, by demographics, Rol, June 2016  
 Figure 75: Exercise and fitness activities that consumers have engaged in outside of gyms, fitness centres and health clubs in the last 12 months, by demographics, Rol, June 2016 (continued)  
 Figure 76: Exercise and fitness activities that consumers have engaged in outside of gyms, fitness centres and health clubs in the last 12 months, by demographics, Rol, June 2016 (continued)  
 Figure 77: Agreement with the statement 'Reduced group rates (ie with friends, colleagues) for gyms/fitness clubs might encourage me to use them more', by demographics, Rol, June 2016  
 Figure 78: Agreement with the statement 'I prefer to exercise at home (eg jogging/ using personal equipment)', by demographics, Rol, June 2016  
 Figure 79: Agreement with the statement 'I use a Fitbit/ Jawbone/ other type of tracking device to monitor my fitness', by demographics, Rol, June 2016  
 Figure 80: Agreement with the statement 'I would like to be able to give data from my fitness app/device to health/life insurance provider to lower premiums', by demographics, Rol, June 2016  
 Figure 81: Agreement with the statement 'I prefer to mix and match sports and fitness activities rather than sticking to one activity (eg yoga and football)', by demographics, Rol, June 2016  
 Figure 82: Agreement with the statement 'I avoid weight training equipment when I'm at the gym', by demographics, Rol, June 2016  
 Figure 83: Agreement with the statement 'I would take part in more sport/ fitness classes if they took place at times more suited to me (eg late night, before work hours)', by demographics, Rol, June 2016  
 Figure 84: Agreement with the statement 'I use online videos/blogs as part of my exercise regime (eg YouTube kettle bells class)', by demographics, Rol, June 2016  
 Figure 85: Agreement with the statement 'I would be willing to pay more to be able to book gym equipment at specific times (eg 15-minute slot on treadmill)', by demographics, Rol, June 2016  
 Figure 86: Agreement with the statement 'I would be interested in using virtual reality as part of my exercise (eg VR goggles simulating a run through the mountains while on a treadmill)', by demographics, Rol, June 2016  
 Figure 87: Agreement with the statement 'I exercise/am more physically active compared to 12 months ago', by demographics, Rol, June 2016  
 Figure 88: Agreement with the statement 'I feel fitter compared to 12 months ago', by demographics, Rol, June 2016

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