

Health and Fitness Clubs - US - February 2019

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This report looks at the following areas:

- Home exercise remains a barrier to membership
- Mixing up the routine



"Both revenue and memberships in the health and fitness club industry continue on a steady incline. A shift in recent years shows that memberships are increasing at a faster rate than number of clubs. Working out at home and enhanced home fitness equipment are obstacles for the market."

- Karen Formanski, Health and Wellness Analyst

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