

Health and Fitness Clubs - US - June 2013

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“Though membership and revenues at health and fitness clubs have appeared to recover from the recession, locations are still under pressure to perform. The market of health and fitness clubs is up against several challenges, including increased free alternatives and high price points. Clubs that can meet a variety of needs for members will be most successful.”

– Emily Krol, Health and Wellness Analyst

In this report we answer the key questions:

- How can clubs compete against cheaper alternatives and retain members?
- How will the Affordable Care Act (ACA) affect the market of gyms and health clubs?
- How does the prevalence of smaller specialized studios affect the demand for larger, all-purpose gyms?

The recession impacted on many areas of discretionary spending, and health and fitness clubs were one of those areas. However, with the economy in recovery, membership at health and fitness clubs is swinging back up: membership levels steadily increased from 2007-11. Additionally, the number of consumers who report working out at a gym, has increased from 2010-12, especially among teens. Furthermore, health club revenues have also climbed steadily from 2007-11. Due to the consumer desire to stay fit and healthy, membership levels and revenues at health and fitness clubs are expected to continue upward.

The market for health and fitness clubs is poised for growth, as Americans are taking a greater stance in being proactive about their health and wellness. The Bureau of Labor Statistics recently reported that by 2020, employment of fitness trainers and instructors is expected to grow 24%. Additionally, the prevalence of obesity in the U.S. continues to spark a movement toward physical fitness and being healthier.

This report will review trends in health and fitness club membership levels and revenues. It will also illustrate attributes that consumers seek from health and fitness clubs. Readers will gain a sense of what motivates people to join a gym, and also what barriers prevent them from becoming a member. Trends and innovations in the health and fitness club industry will also be explored. Finally, the report will review current marketing strategies of selected fitness clubs, and offer recommendations to players in this space.

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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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