Health and Fitness Clubs - UK - July 2015

Report Price: £1750.00 | $2834.04 | €2223.04

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Nearly four fifths of UK adults have at least one health or fitness goal, yet only 12% currently use a gym. However, the indications for the private health and fitness club sector remain promising, with the continued rise of budget gyms helping to break down the barriers associated with more established clubs; namely cost, location and the commitment of entering long-term contracts.

This report looks at the following areas:

- Does polarisation mean the end for the mid-market?
- How can full-service health and fitness clubs justify their premium?

The pressure on full-service health clubs is intensifying. As shown by the recent troubles experienced by the two biggest mid-market chains, clubs that do not exceed expectations on service level could fall victim to the popularity of budget gyms and the growing range of convenient, hassle-free fitness alternatives.

Personalisation can help these operators to justify their premium price point. Interest in tracking workouts and monitoring nutritional intake suggests that operators need to form a relationship with consumers in and away from the gym. Memberships that include the use of ‘360-degree’ fitness tracking apps or devices can effectively give users access to a virtual personal trainer through setting customised goals, delivering dietary advice and providing feedback.

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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