

## Health and Fitness Clubs - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Health and fitness club revenues increased from 2011-16 but are expected to soften some into the future, a result of the markets' heavy dependence on adults aged 18-34 and competition from digital fitness tools.

- **Marissa Gilbert, Senior Health & Wellness Analyst**

This report looks at the following areas:

- Home exercising remains key barrier to market growth
- Some people prefer to exercise outside
- Older adults are not confident in their ability to exercise

Despite its positive outlook, the health and fitness club market is up against some challenges, including consumer preferences for exercising at home, low interest in joining a gym, and low membership interest, particularly among older adults. Opportunities for growth will come from diversified offerings, such as occasional memberships, outdoor fitness facilities, and offering streaming/on-demand classes.

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Building children's confidence through fitness

Fitness and fashion pop-up collaboration

## What's Out?

Unsustainable unlimited

Not keeping up with changing trends

## What's Next?

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