

## Health and Fitness Clubs - UK - July 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“The health and fitness market is in a strong position to continue growing. With an increased focus on active lives, healthy eating, and exercise from both consumers and other industries this should feed into the health club sector. Operators need to keep up with market trends, especially technology.”

– **Helen Fricker, Senior Leisure Analyst**

This report looks at the following areas:

- How can gym operators use technology to increase member retention rates?
- How can gym operators use technology to increase member and staff interaction?

The UK private health and fitness club market is strong and growing steadily. Although primarily driven by the low-cost sector, more premium operators are reacting by investing in their sites.

Consumer confidence dropped in the run up to the 2017 general election and the uncertainty of its result may lead to more cautious spending behaviour; the low-cost sector will likely benefit from this.

In order to stay in growth, private health and fitness clubs need to be providing a service and experience that cannot be found elsewhere. Technology in the form of new classes, data mining and tracking can be used alongside personal interactions to do this.

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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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