“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 2010-11, 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.

**DID YOU KNOW?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.
Health and Fitness Clubs - US - June 2013

Table of Contents

Scope and Themes

What you need to know
Definition
Data sources
Sales data
Consumer survey data
Advertising creative
Abbreviations and terms
Abbreviations
Terms

Executive Summary

The market
Figure 1: Total U.S. revenue and fan chart forecast of health and fitness clubs, at current prices, 2007-17
Figure 2: U.S. health and fitness club members and number of clubs, 2007-12

Market factors
Age
Obesity
Figure 3: Currently a health club member, by body mass index, March 2013

The consumer
Attitudes toward health and fitness clubs
Figure 4: Attitudes toward health clubs, by gender, March 2013

Reasons to join
Figure 5: Influence in joining a health club, March 2013

Reasons not to join by age
Figure 6: Barriers to joining a health club, by age, March 2013

What we think

Issues in the Market

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?

Insights and Opportunities

Going outside the club
Food and drink
Music helps to increase motivation
Branding fitness
Partnering with apps

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Trend Applications

**Trend: Click and Connect**

**Trend: Help Me Help Myself**

**Mintel Futures: Old Gold**

Market Size and Forecast

**Key points**

Club revenues continue to grow, but not as strong as expected

**Sales and forecast of health and fitness clubs**

Figure 7: Total U.S. revenue sales and forecast of health and fitness clubs, at current prices, 2007-17

Figure 8: Total U.S. revenue sales and forecast of health and fitness clubs, at inflation-adjusted prices, 2007-17

**Fan chart forecast**

Figure 9: Total U.S. revenue and fan chart forecast of health and fitness clubs, at current prices, 2007-17

Market Drivers

**Key points**

**Incidence of exercise**

Figure 10: Exercise participation and location, January 2004-November 2012

**Demographics**

**Age**

Figure 11: Population, by age, 2008-18

Figure 12: Exercise participation in the past year, by age, October 2011-November 2012

**Race/ethnicity**

Figure 13: Population, by race and Hispanic origin, 2008-18

Figure 14: Exercise participation in the past year, by race/Hispanic origin, October 2011-November 2012

**Impact of geography**

Figure 15: Type of health club currently a member of, by geography, March 2013

Figure 16: Exercise participation in the past year, by geography, October 2011-November 2012

Figure 17: Percent of residents active to a healthy level*, by state, 2012

**Household income**

Figure 18: Median household income, in inflation-adjusted dollars, 2001-11

**Obesity**

Figure 19: Body mass index, by key demographics, and membership status, March, 2013

Figure 20: Prevalence of obesity among children and teens aged 2-19, 1971-2010

**Seasonality**

Health and Fitness Club Membership

**Key points**

**Gym membership remains low**

Figure 21: Health and fitness club membership status, March 2013

Figure 22: Health and fitness club membership status (not a member), March 2013
Men more likely than women to belong to all-purpose gym

Gyms need to appeal to older consumers
  Figure 23: Type of health club currently a member of, by gender and age, March 2013

More money, more members
  Figure 24: Type of health club currently a member of, by household income, March 2013

Black and Hispanic respondents willing to invest in membership
  Figure 25: Type of health club currently a member of, by race/Hispanic origin, March 2013

Exercise at a gym more often
  Figure 26: Frequency of exercise, by exercised at a fitness club or program, October 2011-November 2012

Competitive Context
  Working at home
  Running outside
  Active video games (i.e., Nike+, Xbox Kinect Training, Wii)
  Apps (i.e., Nike Training Club, MyFitnessPal, Runkeeper)
  Videos/DVDs/OnDemand and other technologies
    Figure 27: Wello.com online ad
  Social discounts (i.e., exercise programs through Groupon)
  Classes at retail locations (i.e., Athleta, Lululemon)
    Figure 28: Exercise activities and tools, any interest in using, May 2012

Strategies to keep gyms in play

Health Club Performance
  Key point
  Growth not as healthy as expected
    Figure 29: Average health and fitness club revenue per member, 2007-12
    Figure 30: U.S. health and fitness club members and number of clubs, 2007-12

Innovations and Innovators
  New classes
    Figure 31: Kangoo Jumps product shot
  Personalized locations
  New opportunities
  Equipment
    Figure 32: ViPR product shot

Company Profiles
  Crunch
  Equinox
  Flirty Girl Fitness
  LA Fitness
  Life Time Fitness

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Planet Fitness

Demographics of club visitors
Figure 33: Brand of clubs visited, by key demographics, March, 2013

Characteristics of club visitors
Figure 34: Attitudes toward health clubs, by brand of club visited, March 2013

Club influences
Figure 35: Any influence in joining a health club, by brand of club visited, March 2013

Gym members mostly engaged in healthy life choices
Figure 36: Attitudes/Opinions about diet and health, exercised at a fitness club or program, October 2011-November 2012

Marketing Strategies

Overview of the brand landscape

Strategy: Sex appeal
Figure 37: David Barton Gym ad, "Look better naked," 2013
Figure 38: World Gym online promotion, "$0 enrollment fee," 2013
Figure 39: Equinox online ad, "Dexterity," 2013
Figure 40: Equinox out-of-home ad, "Stair master," 2013

Strategy: Value positioning
Figure 41: Planet Fitness, Out-of-home, "$10 a month," "Only a dumbbell would pay more," 2013
Figure 42: Planet Fitness ad, "Ten Bucks," 2012-13
Figure 43: XSport Fitness online ad, 2013

Strategy: Everyone is welcome
Figure 44: Planet Fitness ad, "I got a serious burn on today," 2013
Figure 45: Planet Fitness ad, "You’re so hot, hey hottie," 2013

Strategy: Inspire me
Figure 46: 24 Hour Fitness, "Stick with it: Shane's story," 2013
Figure 47: Life time Fitness, "My Life time Fitness," 2013

Social Media – Health and Fitness Clubs

Key points

Social media metrics

Market overview

Brand usage and awareness
Figure 48: Usage and awareness of selected health and fitness clubs, March 2013

Interaction with health and fitness clubs
Figure 49: Interaction with health and fitness clubs, March 2013

Online conversations
Figure 50: Online conversations on selected health and fitness clubs, April 6-May 5, 2013
Figure 51: Online conversations on selected health and fitness clubs, by day, April 6-May 5, 2013

Where are people talking about health and fitness clubs?
Figure 52: Online conversations on selected health and fitness clubs, by page type, April 6-May 5, 2013
What are people talking about?
Figure 53: Types of conversations around selected health and fitness clubs, April 6-May 5, 2013
Figure 54: Types of conversations around selected health and fitness clubs, by day, April 6-May 5, 2013
Figure 55: Types of conversations around selected health and fitness clubs, by page type, April 6-May 5, 2013

Analysis by brand
LA Fitness
Figure 56: LA Fitness—key social media indicators, May 2013

Key online campaigns
What we think

Planet Fitness
Figure 57: Planet Fitness—key social media indicators, May 2013

Key online campaigns
What we think

Life Time Fitness
Figure 58: Life Time Fitness—key social media indicators, May 2013

Key online campaigns
What we think

Crunch
Figure 59: Crunch—key social media indicators, May 2013

Key online campaigns
What we think

Equinox
Figure 60: Equinox—key social media indicators, May 2013

Key online campaigns
What we think

Flirty Girl Fitness
Figure 61: Flirty Girl Fitness—key social media indicators, May 2013

What we think

Attitudes Toward Health Clubs

Key points
Belonging to a gym is expensive
Costs of time and energy
Women struggle a little more than men
Figure 62: Attitudes toward health clubs, by gender, March 2013
Younger people struggle with cost
Figure 63: Attitudes toward health clubs, by age, March 2013
Expense more of a barrier for both past and future members
Figure 64: Attitudes toward health clubs, by membership status, March 2013
Young men appreciate social aspects of a gym
Barriers to Joining a Health Club

Key points

Free alternatives prevent people from joining

Appealing to women with weights

Appealing to men
  Figure 66: Barriers to joining a health club, by gender, March 2013

Younger generations looking to save money, while older generations need motivation

Motivating older exercisers
  Figure 67: Barriers to joining a health club, by age, March 2013

Those from lower income households unable to exercise
  Figure 68: Barriers to joining a health club, by household income, March 2013

Consumers looking for flexible memberships
  Figure 69: Barriers to joining a health club, by attitudes toward health clubs, March 2013 (Part 1)
  Figure 70: Barriers to joining a health club, by attitudes toward health clubs, March 2013 (Part 2)

Interest in Health and Fitness Club Attributes

Key points

Customizable options more affordable than traditional memberships

Unique offerings can expand membership, especially among younger adults
  Figure 71: Attributes interested in at a health club, by age, March 2013

Customizable solutions to appeal to the masses
  Figure 72: Attributes interested in at a health club, by attitudes toward health clubs, March 2013

Health Club Membership Influence

Key points

Convenient locations most important
  Figure 73: Influence in joining a health club, March 2013

Classes vs. weights
  Figure 74: Any influence in joining a health club, by gender, March 2013

Younger respondents want it all
  Figure 75: Any influence in joining a health club, by age, March 2013

Custom Consumer Group: Teens

Key point

Exercise habits of teens
  Figure 76: Teen exercise participation and location, January 2006-November 2012

Teen boys exercise more than teen girls
  Figure 77: Teen exercise location and frequency of exercise, by gender, October 2011-November 2012
  Figure 78: Teen opinions about leisure time, by gender, October 2011-November 2012

Older teens exercise more than younger teens
Health and Fitness Clubs - US - June 2013

Figure 79: Teen exercise location and frequency of exercise, by age, October 2011-November 2012
Figure 80: Teen opinions about sports and video games, by gender, October 2011-November 2012

Teens who exercise at fitness clubs more likely to love sports
Figure 81: Teen opinions about leisure time, exercised at a fitness club or program, October 2011–November 2012

Spotlight on Body Mass Index (BMI)

Key points
- Increase gym membership with overweight and obese adults
  Figure 82: Type of health club currently a member of, by body mass index, March 2013
- Overweight and obese struggle with motivation
  Figure 83: Attitudes toward health clubs, by body mass index, March 2013
- Make health clubs more attainable for overweight and obese
  Figure 84: Barriers to joining a health club, by body mass index, March 2013
- Offer diet and nutrition advice to help those who struggle with diet
  Figure 85: Attributes interested in at a health club, by body mass index, March 2013
- Influencing those who are overweight to join
  Figure 86: Any influence in joining a health club, by body mass index, March 2013

Appendix – Other Useful Consumer Tables

Health and fitness club membership
Figure 87: Type of health club currently a member of, by gender, March 2013
Figure 88: Type of health club currently a member of, by age, March 2013
Figure 89: Type of health club currently a member of, by presence of children in household, March 2013
Figure 90: Type of health club currently a member of, by brand of club visited, March 2013
Figure 91: Type of health club currently a member of, by gender, March 2013
Figure 92: Type of health club currently a member of, by age, March 2013
Figure 93: Type of health club currently a member of, by body mass index, March 2013

Attitudes toward health and fitness clubs
Figure 94: Attitudes toward health clubs, by race/Hispanic origin, March 2013
Source: Mintel
Figure 96: Barriers to joining a health club, by attitudes toward health clubs, March 2013 (Part 1)
Figure 97: Barriers to joining a health club, by attitudes toward health clubs, March 2013 (Part 2)

Interest in health and fitness club attributes
Figure 98: Attributes interested in at a health club, by gender and age, March 2013
Figure 99: Attributes interested in at a health club, by membership status, March 2013
Figure 100: Attributes interested in at a health club, by attitudes toward health clubs, March 2013
Figure 101: Attributes interested in at a health club, by attitudes toward health clubs, March 2013

Influences
Figure 102: Any influence in joining a health club, by gender and age, March 2013
Figure 103: Any influence in joining a health club, by attitudes toward health clubs, March 2013
Figure 104: Any influence in joining a health club, by attitudes toward health clubs, March 2013

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BMI demographics

Figure 105: Body mass index, by key demographics, March, 2013

Appendix – Social Media – Health and Fitness Clubs

Online conversations

Figure 106: Online conversations on selected health and fitness clubs, April 6-May 5, 2013
Figure 107: Online conversations on selected health and fitness clubs, by day, April 6-May 5, 2013
Figure 108: Online conversations on selected health and fitness clubs, by page type, April 6-May 5, 2013
Figure 109: Types of conversations around selected health and fitness clubs, April 6-May 5, 2013
Figure 110: Types of conversations around selected health and fitness clubs, by day, April 6-May 5, 2013
Figure 111: Types of conversations around selected health and fitness clubs, by page type, April 6-May 5, 2013

Appendix – Brand Usage or Awareness

Figure 112: Brand usage or awareness, March 2013
Figure 113: Crunch usage or awareness, by demographics, March 2013
Figure 114: LA Fitness usage or awareness, by demographics, March 2013
Figure 115: Equinox usage or awareness, by demographics, March 2013
Figure 116: Planet Fitness usage or awareness, by demographics, March 2013
Figure 117: Lifetime Fitness usage or awareness, by demographics, March 2013
Figure 118: Flirty Girl Fitness usage or awareness, by demographics, March 2013

Appendix – Activities Done

Figure 119: Activities done, March 2013

Appendix – Trade Associations and Partnerships