“As the health trend in Ireland continues to accelerate we find this is making consumers more active in an effort to stay fit and healthy. However, the marketplace for gyms and fitness centres is changing as a result of the cost-cutting consumer mindset – leading to the expansion of no-frills ‘budget’ gyms.”
– Emma McGeown, Research Analyst

This report looks at the following areas:

- What is the gym industry worth in Ireland?
- How many Irish consumers go to the gym?
- What motivates consumers to visit the gym?
- What are consumers interested in seeing next in gyms?

Flexibility and technology are two important emerging forces in the exercise and fitness market. Technology is expanding and enhancing fitness regimes from exercise apps (eg Fitness Pal and Couch to 5K) to fitness trackers such as Fitbit meaning that consumers are more equipped to meet their goals both in home and at the gym.

The rapidly expanding budget sector has created no-frills gyms/fitness centres, which are bringing new users into the market due to their affordability and flexibility, eg no contracts, easy to cancel membership with the click of a button.

The expansion of no-frills gyms such as PureGym and FlyeFit has also engaged those who are less affluent by offering an alternative to premium health club memberships. However, this new way of cutting costs has meant that even though Irish consumers' finances are healthier, budget gyms are now seen as the norm and something gym-goers have become accustomed to.
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