“Growth in health and fitness clubs is being driven by low-cost operators, with little sign of the expansion of locations slowing in the short term. While people are keener than ever to take on active challenges and boost their health, intense competition is coming from the home workout market and wide range of boutique fitness studios.”

– Paul Davies, Category Director, Leisure Research

This report looks at the following areas:

- Varied classes and friendly instructors are vital for boosting attendance
- The desire for tracking performance is driving the use of technology in fitness

Traditional gyms must ensure they are utilising technology to allow members to track their progress, while providing more personal interaction from high-quality staff and personal trainers.
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Private health and fitness club membership passes the 6 million mark

Competition for new members will limit revenue growth over the next five years

Membership fees continue to grow and dominate revenue

More leisure time is being spent on gym visits

Leading health and fitness clubs rapidly expanding their number of sites

Franchise model is supporting growth in locations and local ownership

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Franchise model is supporting growth in locations and local ownership

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The Gym Group cements its positions as the second-largest gym brand

Health and fitness innovations showcased at CES 2019

Apple expands the use of its GymKit technology

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The strongest growth potential is among 16-24 year olds

Cost is the main concern for non-members

Over six in 10 members use gyms three times a week or more

Half of people are paying £15-39.99 per month

People expect clean gyms and working equipment even at low-cost facilities

Quality instructors are key for three quarters of people

Classes and group exercise motivate more people than individual workouts

Keeping members updated on their progress is vital

Friendly instructors and varied classes are key to driving usage

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Membership Fees of Health and Fitness Clubs

Half of people are paying £15-39.99 per month for membership

Younger men are paying the lowest membership fees

Attitudes towards Health and Fitness Clubs

People expect clean gyms and working equipment even at low-cost facilities

Quality instructors are key for three quarters of people

Classes and group exercise motivate more people than individual workouts

Keeping members updated on their progress is vital

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Driving the Use of Health and Fitness Clubs

Gyms will come under increasing pressure from home workouts and fitness apps

Friendly instructors and varied classes are key to driving usage

Gyms must utilise technology to help people track workout progress

Prioritise varied classes to encourage more women to attend

Gyms could boost attendance among three quarters of people

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CHAID methodology

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