

## **Saudi Arabia Health And Fitness Club - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019-2029**

Market Report | 2024-02-17 | 80 pages | Mordor Intelligence

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### **Report description:**

The Saudi Arabia Health And Fitness Club Market size is estimated at USD 0.96 billion in 2024, and is expected to reach USD 1.62 billion by 2029, growing at a CAGR of 11.06% during the forecast period (2024-2029).

Individuals increasingly engage in rigorous exercise routines to manage weight and increase stamina to improve overall health. Therefore, there has been a significant rise in the number of health clubs and gyms with personal training and latest fitness equipment in the country. The growing number of obese people in Saudi Arabia is further driving the need for fitness clubs. Obesity is caused mainly by a lack of exercise and poor dietary habits, which can lead to a variety of cardiovascular and lifestyle disorders. The Government of Saudi Arabia is also encouraging people to change their sedentary lifestyles through various fitness programs. For instance, in 2021, the government launched Saudi Vision 2030 Quality of Life Objectives, which supported major sports projects implemented by the Ministry of Sports, the Saudi Olympic and Paralympic Committee, and its affiliated federations.

Furthermore, with increasing disposable income and rising adoption of a healthy lifestyle, customers are willing to pay more for the convenience of higher-end fitness facilities. As a result, players in the market focus on opening fitness clubs with high-end features and the latest technologies to meet customer needs. For instance, in November 2021, Armah Sports launched a new health club concept for Middle Eastern customers. It was the first B-fit club to open in Jeddah, Saudi Arabia. It operated as a full-service Smart Club, featuring various innovative tech solutions integrated with a high-end gym.

Saudi Arabia Health & Fitness Club Market Market Trends

Membership Health and Fitness Clubs are in High Demand

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In the form of membership fees, health and fitness clubs offer various discounted plans and additional benefits to customers opting for these services. Many clubs are introducing health insurance and premium memberships, monthly and quarterly memberships, and a flexible, low-cost membership cancellation policy to encourage consumers to opt for fitness club membership. Also, monthly memberships with low cancellation fees have attracted more customers to gyms and fitness studios in recent years.

Additionally, new market players are trying to increase their market penetration through flexible gym membership, attracting the attention of a larger group of customers in the country. For instance, in 2022, Pure Gym opened its new site in Riyadh with flexible membership plans that could be paid monthly and canceled anytime. The new gym was in the Al Munsiyah district of the Saudi capital, Riyadh. The site included two gyms - Pure Gym Munsiyah Man and Pure Gym Munsiyah Woman.

#### Health and Fitness Clubs are more Popular among Men

Men in Saudi Arabia usually visit health and fitness clubs for stress management, mental well-being, and physical fitness. Health and fitness clubs also provide opportunities for individuals to socialize. Men may join group classes and sports leagues or enjoy the camaraderie of working out alongside others. Furthermore, fitness clubs offer an environment for individuals to engage in exercises that aid rehabilitation or prevent injuries.

Additionally, players have been opening affordable gyms and other health clubs to make them accessible to mass customers, especially men. For example, Leejam Sports Co. opened a new low-cost Xpress fitness center for men in Al Khobar on Feb 13, 2023. The 1,422 square meter center started operating 24 hours with a low-cost model. The digitally-enabled center offered highly flexible subscriptions beginning in one month at reasonable prices.

#### Saudi Arabia Health & Fitness Club Market Industry Overview

The Saudi Arabian health and fitness club market is highly fragmented, with the significant presence of private-label players. Leejam Sports Company, World Gym International LLC, RSG Group LLC, Armah Group, and Al Manahil Entertainment Co. are a few prominent players in the market. These major players are constantly acquiring different strategies to cater to the needs of consumers and remain competitive in the market. They are also focusing on social media platforms for their service offerings, online marketing, and branding to attract more customers.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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