

## **South America Health and Fitness Club - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The South America Health and Fitness Club Market size is estimated at USD 4.63 billion in 2024, and is expected to reach USD 7.54 billion by 2029, growing at a CAGR of 10.26% during the forecast period (2024-2029).

#### Key Highlights

- The growing health consciousness and the rising healthcare costs are leading customers to consume healthy food and engage in regular workouts to remain fit. Thus, customers are increasingly adopting preventive healthcare, which, in turn, resulted in an increased number of fitness club establishments in the region.
- According to the Federal Council of Physical Education, there was more than a 12% increment in the number of fitness clubs in Brazil during 2012-2016. The statistics portray a proportionate rise in the number of consumers opting for such services to meet fitness requisites.
- The rise in government initiatives to promote fitness has also been driving market growth. Furthermore, to sustain in this competitive market, key players are continuously equipment their fitness clubs with innovative/advanced gym equipment.

#### South America Fitness Market Trends

##### Increasing Inclination toward Health Clubs for Fitness

Similarly, like other regions, South America has also witnessed increased consumption of unhealthy food and sugar is causing obesity, which leads to diabetes, heart disease, and high blood pressure. Therefore, the rise in awareness among millennials has resulted in an increase in expenditure on healthy lifestyle and fitness activities, which is encouraging them to join fitness clubs.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Moreover, Gen X is more likely to be consumers of health clubs than any other demographic, so health clubs are focusing to keep this consumer segment engaged, and continuing to invest in their gym and health memberships by offering personalized service offerings. The popular fitness services in the region majorly include gym facilities, yoga, Pilate, swimming, martial arts, Zumba, Brazilian Jiu-jitsu, and cross fit. Thus providing a plethora of services for the consumers to choose from.

## Brazil is the Largest Market

As per the data published by International Health, Racquet & Sportsclub Association (IHRSA), Brazil was among the top four countries, which had the most number of members in health and fitness clubs, in 2017 (in millions). It had 9.6 million members in 2017, with the United States, Germany, and the United Kingdom occupying the first three spots. Moreover, Brazil alone accounts for more than half of the health clubs in Latin America, with 34,509 facilities. Argentina has the highest penetration rate among all the Latin American countries as 6.8% of Argentinians belong to a health club. In Brazil, the increasing number of lifestyle problems, such as obesity, diabetes, hypertension, cervical, and other problems, is on a rise. This is due to the sedentary lifestyle that has become very common among the youth, as well as the elderly population. As per the records published by Ministerio da Saude, the share of the adult population who were considered obese in Brazil in 2007 was 13.35%, which increased to 18.95% in 2017. The above factor is expected to increase the number of members in the health and fitness clubs in Brazil, both young and elderly population are likely to drive this growth.

## South America Fitness Industry Overview

South America health and fitness club market is highly competitive. The leading players are extensively concentrating on factors, including membership prices, additional services, like nutritional programs and spa services, and marketing activities, in order to retain their existing customers and to gain a competitive advantage in the market. Moreover, these players are also focusing on a social media platforms and online distribution channels for their online marketing and branding of their service offerings to attract more customers.

### Additional Benefits:

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

### **Table of Contents:**

#### 1 INTRODUCTION

##### 1.1 Study Deliverables

##### 1.2 Study Assumptions

##### 1.3 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

##### 3.1 Market Overview

#### 4 MARKET DYNAMICS

##### 4.1 Market Drivers

##### 4.2 Market Restraints

##### 4.3 Porter's Five Forces Analysis

##### 4.3.1 Threat of New Entrants

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.3.2 Bargaining Power of Buyers/Consumers
- 4.3.3 Bargaining Power of Suppliers
- 4.3.4 Threat of Substitute Products
- 4.3.5 Intensity of Competitive Rivalry

## 5 MARKET SEGMENTATION

- 5.1 By Service Type
  - 5.1.1 Membership Fees
  - 5.1.2 Total Admission Fees
  - 5.1.3 Personal Training and Instruction Services
- 5.2 Geography
  - 5.2.1 Brazil
  - 5.2.2 Argentina
  - 5.2.3 Colombia
  - 5.2.4 Rest of South America

## 6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Share Analysis
- 6.4 Company Profiles
  - 6.4.1 Anytime Fitness LLC
  - 6.4.2 Academia Bio Ritmo
  - 6.4.3 Bodytech Sports Medicine
  - 6.4.4 GOLD'S GYM
  - 6.4.5 Megatlon Club
  - 6.4.6 Planet Fitness Franchising, LLC
  - 6.4.7 AYO Fitness Club
  - 6.4.8 OX Fitness Club

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**South America Health and Fitness Club - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-28"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

