

Health And Fitness Club - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Health And Fitness Club Market size is estimated at USD 121.51 billion in 2025, and is expected to reach USD 202.65 billion by 2030, at a CAGR of 10.77% during the forecast period (2025-2030).

Driven by heightened health consciousness and lifestyle changes, consumers are increasingly investing in health and fitness clubs. As chronic health issues like obesity and diabetes rise, more individuals are turning to gyms and fitness centers to maintain their well-being. The adoption of advanced equipment in health clubs has attracted a surge in memberships, especially from those seeking high-performance workouts. Furthermore, fitness chains are broadening their market share by launching hybrid studios that seamlessly blend physical facilities with digital services. This shift not only helped operators regain their pre-pandemic revenues but also opened up new income avenues through digital subscriptions and virtual training. The growing influence of social media, amplified by vigorous marketing from fitness studios, is shaping global trends. The rise of budget gyms and affordable fitness clubs, coupled with health clubs rolling out enticing discounts, tailored packages, and loyalty programs, highlights this trend. Franchising is emerging as a preferred strategy for fitness chains eyeing expansion in developing markets. Simultaneously, companies are actively seeking public and private equity investments and forging equipment partnerships to fuel their global footprint. These companies are diversifying their offerings, from workout regimens to personal training. For example, in March 2024, Equinox Holdings Inc. inaugurated its inaugural gym in Philadelphia, spanning 37,000 sq. ft. The new center boasts services like cycling, yoga, pilates, and barre, alongside personalized training and meal planning.

Health and Fitness Club Market Trends

Health and Fitness Clubs Witness Surge in Memberships Amid Rising Wellness Awareness

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As global awareness of health and wellness surges, gyms and fitness centers are witnessing an influx of new members. Premium memberships, along with monthly and quarterly subscription options, have become popular. Flexible and cost-effective cancellation policies further entice consumers to commit to fitness club memberships. This burgeoning segment has not only boosted revenues for health and fitness clubs but has also spurred industry development. In densely populated developing nations, unisex health and fitness clubs are becoming increasingly popular. These clubs offer a valuable opportunity for health investment and fitness pursuits, even in space-limited areas. Fitness centers and gyms are diversifying their offerings, presenting a variety of training programs and membership packages. Such memberships not only draw in new clientele but also play a pivotal role in retaining existing members, due to perks tied to equipment and services. Common membership benefits encompass discounted rates, access to fitness instructors, and added amenities. Highlighting the trend, in May 2024, Equinox Holdings Inc. rolled out its premium membership program, "Optimize by Equinox," tagged at a hefty USD 40,000 annually. This exclusive "Optimize" membership boasts three weekly 60-minute training sessions with a top-tier trainer. Moreover, members enjoy two monthly half-hour consultations with a nutrition coach, another two with a sleep coach, and a complimentary monthly massage therapy session.

North America Dominates the Market

In the United States, heightened consumer awareness about health and fitness is propelling the growth of the health and fitness club market, boosting the demand for wellness club memberships. Data from the Bureau of Labor Statistics in 2023 revealed that 21.2% of the US population participated in sports, exercise, and recreational activities. Meanwhile, urbanization and the rise of desk jobs have led many Canadians to become less active during work hours. According to the International Monetary Fund in 2023, Canada's workforce comprised 20.18 million individuals. As a result, gyms and fitness centers have emerged as accessible solutions, providing opportunities for Canadians to counteract this sedentary trend and enhance their health. In Mexico, a nation grappling with one of the world's largest obesity rates, data from the Ministry of Health in 2023 highlighted alarming figures: 67.6% of those aged 20-39, 83.4% of individuals between 40-59, and 74.4% of seniors over 60 were classified as overweight or obese. These rising obesity rates have spurred a surge in commercial gyms and fitness centers, capitalizing on the pressing health concern. Consequently, health and fitness trends from the US, Canada, and Mexico are resonating with consumers in the region, amplifying the demand for health clubs. Businesses are seizing this momentum, capitalizing on the growing consumer enthusiasm for physical activities and wellness, thus fueling market growth.

Health and Fitness Club Industry Overview

The global health and fitness club market is highly competitive, with numerous global players vying for dominance. These players are launching new clubs and health programs, tailoring them to evolving consumer preferences, and actively expanding their regional presence. By doing so, they aim to diversify their customer base and capture a larger market share. Key strategies employed by these companies include expansions, mergers, and acquisitions. Notable players in this arena include Planet Fitness, 24-Hour Fitness Worldwide Inc., Equinox Holdings Inc., Life Time Group Holdings, Inc., and RSG Group GmbH.

Additional Benefits:

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

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