

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

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Report description:

The Saudi Arabia Health And Fitness Club Market size is estimated at USD 1.06 billion in 2025, and is expected to reach USD 1.79 billion by 2030, at a CAGR of 10.9% during the forecast period (2025-2030).

Individuals increasingly participate in rigorous exercise routines to manage weight and increase stamina to improve overall health. Consequently, there has been a notable increase in the number of health clubs and fitness centers equipped with personal training facilities and state-of-the-art exercise equipment in the country. The growing number of obese people in Saudi Arabia is further fueling the demand for fitness clubs. The primary cause of obesity is primarily attributed to insufficient physical activity and unhealthy eating habits, which can result in various cardiovascular and lifestyle-related ailments.

One of the significant trends in the health and fitness club market of Saudi Arabia is the implementation of beneficial government initiatives. For instance, the government launched Saudi Vision 2030 Quality of Life Objectives, which supports significant sports projects implemented by the Ministry of Sports, the Saudi Olympic and Paralympic Committee, and its affiliated federations. Furthermore, with increasing disposable income and the rising adoption of a healthy lifestyle, customers are willing to pay more for the convenience of higher-end fitness facilities.

Saudi Arabia Health and Fitness Club Market Trends

Membership-based Fitness and Health Clubs are the Most Popular

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

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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. The rising popularity of wellness tourism is expected to positively impact Saudi Arabia's health and fitness club market in the coming years.

Hotels and resorts in the country are increasingly opening high-end health and fitness clubs with advanced amenities like infrared therapy and body scanning, personal training, yoga and pilates studios, and spa facilities, among others. For instance, in 2023, Equinox, a fitness company based in Manhattan, revealed plans to run a resort within Saudi Arabia's Amaala project. The Equinox Resort Amaala will focus on sports, fitness, and lifestyle and comprise 128 keys, including two penthouses and amenities such as restaurants, a magnesium salt rooftop pool, spa, beach club, and an Equinox Fitness Club.

Health and Fitness Clubs are More Popular Among Men

Men have dominated the Saudi Arabia health and fitness club market over the years, accounting for the largest portion of the market share. Due to conservative norms, women in Middle Eastern nations have been less likely to engage in fitness services. 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. Modern fitness clubs offer a wide range of services beyond traditional gym equipment, including personal training, group classes, and sports-specific training. These offerings cater to various fitness goals and interests, appealing to a broader male audience.

Furthermore, fitness clubs offer an environment for individuals to engage in exercises that aid rehabilitation or prevent injuries. Additionally, market players are investing in corporate wellness programs that include gym membership, as well as fitness incentives. These programs encourage male employees to participate in fitness activities.

Saudi Arabia Health and Fitness Club 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 employing different strategies to cater to the needs of consumers and remain competitive in the market. They also focus 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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