

Saudi Arabia Health And Fitness Club - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Saudi Arabia Health And Fitness Club Market Analysis

Saudi Arabia health and fitness club market size in 2026 is estimated at USD 1.74 billion, growing from 2025 value of USD 1.56 billion with 2031 projections showing USD 3.01 billion, growing at 11.53% CAGR over 2026-2031. This growth is primarily fueled by the increasing awareness of health and wellness among the population, as more individuals prioritize physical fitness and adopt healthier lifestyles. The market's expansion is further supported by rising disposable incomes, enabling consumers to spend more on fitness-related services and memberships. Government initiatives, such as Saudi Vision 2030, play a pivotal role in promoting physical activity and encouraging the establishment of fitness facilities across the country. These initiatives aim to reduce lifestyle-related diseases and improve the overall well-being of the population, thereby driving demand for health and fitness clubs. Additionally, the market is benefiting from the growing presence of international fitness brands and the introduction of innovative services, such as personalized training programs, virtual fitness classes, and wellness-focused offerings. The increasing penetration of digital fitness platforms and mobile applications is also contributing to the market's growth, as they provide convenient and flexible fitness solutions to consumers.

Saudi Arabia Health And Fitness Club Market Trends and Insights

Government support and vision 2030 reforms

The Saudi Arabian health and fitness club market is significantly driven by government support and the ambitious Vision 2030

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reforms. These reforms aim to diversify the economy and reduce dependence on oil revenues by promoting sectors like health, wellness, and fitness. Vision 2030's Health Sector Transformation Program fundamentally reshapes fitness infrastructure through unprecedented public investment and regulatory modernization. The government has introduced various initiatives to encourage physical activity and healthy lifestyles among citizens, aligning with the Vision 2030 objective of increasing the participation rate in sports and physical activities. Additionally, substantial investments in infrastructure, such as the development of fitness centers, gyms, and recreational facilities, are further propelling the market. These efforts are complemented by public awareness campaigns and partnerships with private entities to foster a culture of health and fitness across the nation. The government's proactive approach and strategic reforms are creating a conducive environment for the growth of the health and fitness club market in Saudi Arabia.

Growth of gym culture and penetration of gym brands

In Saudi Arabia, physical activity has shifted from being a leisure activity to becoming an essential part of everyday routines. The 2024 Physical Activity Statistics Bulletin, published by the General Authority for Statistics (GASTAT), highlights that 58.5% of Saudi residents aged 18 and older actively participate in physical activities for at least 150 minutes each week. This growing focus on health and fitness has significantly increased the demand for gyms and fitness centers across the country. To address this rising demand, market players are actively introducing strategic innovations and expanding their presence in the region. Prominent fitness chains are not only entering the Saudi market but are also establishing a strong foothold by opening new facilities. International fitness brands, including Gold's Gym, World Gym, Landmark Fitness, and Curves, are forming franchise partnerships to cater to the growing appetite for fitness services. These collaborations aim to provide high-quality fitness solutions and capitalize on the increasing health awareness among Saudi residents. The fitness industry in Saudi Arabia is witnessing rapid growth as both local and international players work to meet the evolving needs of the market.

Surging demand for home gyms and recreational activities

The market faces a significant restraint due to the surging demand for home gyms and recreational activities. Consumers are increasingly opting for home-based fitness solutions, driven by convenience, cost-effectiveness, and the ability to customize their workout routines. The availability of online fitness platforms and mobile applications offering personalized workout plans and real-time tracking has further accelerated this shift. Additionally, recreational activities, including outdoor sports, hiking, and community fitness events, are gaining popularity, diverting consumer interest away from traditional fitness clubs. The growing awareness of health and wellness has also encouraged individuals to explore alternative fitness options that align with their personal preferences and schedules. These factors collectively pose a challenge to the growth of health and fitness clubs in the region, as they struggle to compete with the flexibility, accessibility, and cost advantages offered by alternative fitness solutions.

Other drivers and restraints analyzed in the detailed report include:

Rising awareness and increasing obesity among consumers
Urbanization and lifestyle changes
High membership prices in premium gyms

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Membership fees are the largest contributor to revenue generation in the Saudi Arabia health and fitness club market, accounting for a substantial 79.74% market share in 2025. This dominant position highlights the widespread adoption of subscription-based business models among fitness operators in the region. The preference for membership fees reflects consumers' long-term commitment to fitness clubs and the operators' strategic focus on securing steady, predictable income streams. This revenue

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model provides stability to fitness businesses, allowing them to invest in facilities, equipment, and services that enhance member experience. The large market share also indicates that the majority of consumers in Saudi Arabia prefer accessing fitness services through memberships rather than pay-per-use options. As a result, the fitness industry in Saudi Arabia is strongly anchored on this model, supporting sustained growth and service innovation.

On the other hand, personal training and instruction is emerging as the fastest-growing segment within the Saudi Arabia health and fitness market, with a robust CAGR of 12.95% expected between 2026 and 2031. This rapid growth is fueled by increasing consumer demand for personalized fitness solutions tailored to individual goals and needs. Cultural preferences in Saudi Arabia also play a significant role, as many consumers favor guided instruction from qualified professionals to ensure effective and safe workouts. The rise in health awareness and the pursuit of fitness goals have further strengthened interest in personal training services. Additionally, fitness clubs are increasingly focusing on offering specialized training programs and one-on-one coaching to differentiate themselves in a competitive market.

Men hold the largest market share in the Saudi Arabia health and fitness club market, accounting for 77.62% of the market in 2025. This substantial share reflects longstanding participation trends rooted in traditional cultural norms that have historically favored male involvement in fitness activities. The dominance of men in the fitness sector is also linked to social factors and access to fitness facilities tailored primarily for male users. This pattern has shaped the development of fitness clubs and their programming, focusing largely on male preferences and fitness needs. The strong market presence of men underscores the entrenched cultural attitudes towards gender roles within the country's fitness landscape. Despite ongoing social changes, male participation remains dominant, providing a stable customer base for fitness operators.

Conversely, women represent the fastest-growing segment in the Saudi fitness club market, with a notable CAGR of 13.05% projected from 2026 to 2031. This rapid expansion is largely attributed to the strategic initiatives outlined in Saudi Arabia's Vision 2030, which emphasizes enhancing female workforce participation and empowering women's social engagement. The development of specialized fitness facilities catering exclusively to women is a key driver behind this growth, addressing cultural sensitivities and increasing access. Rising health awareness and changing societal attitudes are further encouraging more women to embrace fitness activities. Additionally, the government's supportive policies and investments in women's fitness infrastructure contribute to expanding female participation.

The Saudi Arabia Health and Fitness Club Market Report is Segmented by Revenue Stream (Membership Fees, Personal Training and Instruction, and Other Revenue Streams), End User (Men, Women), Club Type (Budget Gyms, Premium/Boutique Gyms and Clubs), Structure (Independent, Chained). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Landmark Group RSG Group GmbH NuYu Fitness Amwal Al Khaleej (BodyMasters) Leejam Sports Company World Gym International LLC Arena Fitness Centers KSA Lava Fitness Al Manahil Entertainment Co. Kinetico KSA Armah Group GymNation LLC PureGym KSA Gold's Gym Saudi Sports Clubs Company Forme Wellness Snap Fitness Saudi 9Round Franchising, LLC FitZone Club Spectrum Wellness

Additional Benefits:

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

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