

Health and Fitness Clubs - UK - June 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

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"One area where there could be potential is for a kind of 'budget plus' club, where elements of the budget format are retained but with a wider range of facilities in order to broaden appeal."

– Michael Oliver, Senior Leisure & Media Analyst

In this report we answer the key questions:

- Is there still potential for new club formats?
- How can clubs better target women?
- How can non-budget clubs counter the threat from budget rivals?
- Where are future users most likely to come from and what would encourage them to join or rejoin?

The UK health and fitness club market has proved to be comparatively resilient during the economic downturn but factors like the continued squeeze on household incomes and high levels of youth unemployment have made life tough for the mid-market clubs.

However, they have created ideal conditions for the development of the budget health clubs sector, which has expanded rapidly in the past three or four years and now accounts for nearly a fifth of total UK private health and fitness club membership.

This report examines the current status of the industry, including innovations and market trends, profiles the leading operators and looks at the growth of the budget sector, as well as assessing consumer behaviour and attitudes, including usage and interest in using fitness technology products.

Mintel last reported on this market in *Health and Fitness Clubs – UK, November 2012*.

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