Health and Fitness Clubs - UK - July 2016

Report Price: £1750.00 | $2834.04 | €2223.04

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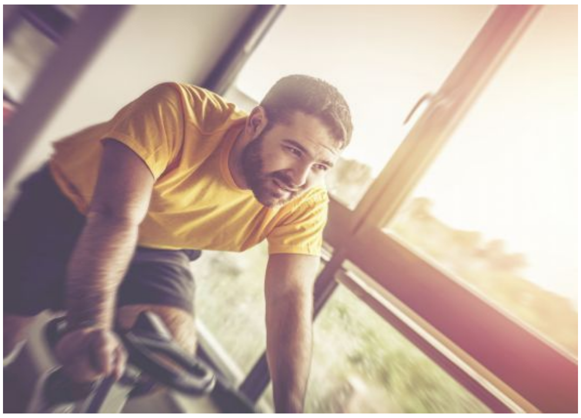

"Flexibility and technology are two important emerging forces in the private health and fitness club market, the former filtering up from a rapidly-expanding low-cost sector that is bringing new users into the market and the latter filtering down from a premium segment focused on improving experiences and the sophistication of training programmes."
– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- Will new technologies offer equal opportunities for all?
- Will the Government's new sport and activity policy change the game

The UK's private health and fitness club market is now pushing towards the £3 billion and 5.5 million member marks in value and volume terms, with the still rapidly-expanding low-cost sector the principal driver of current growth.

Increasing provision within the low-cost segment is expected to remain the primary source of further development into the medium term, a period in which consumers are expected to respond particularly favourably to the more flexible payment and pricing options becoming available.

The flexible payment trend poses a trading-down threat to the mid-market and premium segments, where the perennial problem of churn remains an ongoing issue too. In response, operators here are likely to invest strongly in new technologies that offer more stimulating exercise experiences and increasingly personalised training programmes.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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