

European Health and Fitness
Market: Analysis By Value, By
Membership, By Club, By Region
Size and Trends with Impact of
COVID-19 and Forecast up to
2026

June 2022



European Health and Fitness Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

European Market Analysis

European Regional Market Analysis

Impact of COVID

Dynamics

Competitive Landscape

Company Profiling

European Health and Fitness Market: Coverage

Scope of the Report

Attributes	Details
Title	European Health and Fitness Market: Analysis By Value, By Membership, By Club, By Region Size and Trends with Impact of COVID-19 and Forecast up to 2026
Coverage	Europe
Regional Coverage	Germany, UK, France, Italy, Spain, Rest of Europe
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2022-2026
Competition in the Market	Fragmented
Key Players	Basic-Fit, PureGym, SATS Group, Virgin Group Ltd. (Virgin Active), RSG Group GmbH, The Gym Group PLC, David Lloyd Leisure, FitX, Fitness First, Clever Fit, Alex Fitness, Keep Cool, and VivaGym Group

European Health and Fitness Market: Coverage

Executive Summary

Health has been defined by the World Health Organization as a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity. It includes aging well, longevity, quality of life, freedom from pain, etc. Fitness, on the other hand, is defined as a set of attributes that people have or achieve that relate to the ability to perform physical activity. The European health and fitness market in 2021 was valued at US\$22.94 billion. The market is expected to reach US\$32.55 billion by 2026, growing at a CAGR of 7.25% during the forecast period of 2022-2026.

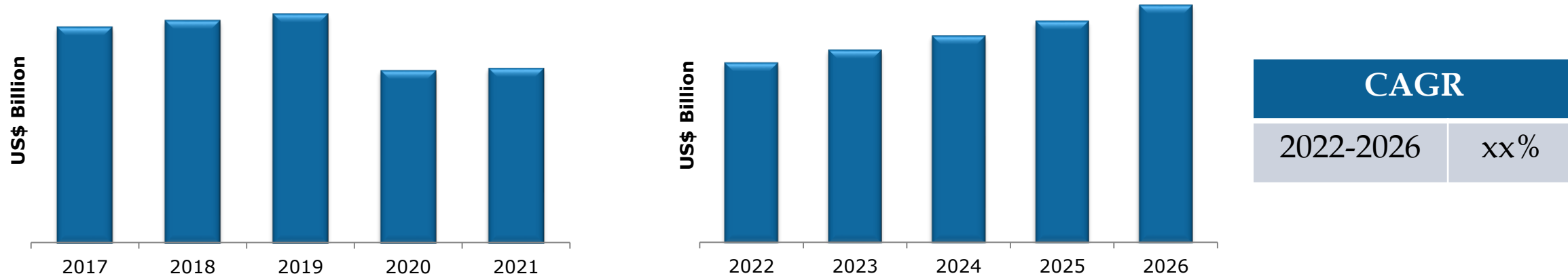
The European health and fitness market can be analyzed by value, membership, and the number of clubs. The European health and fitness market by membership is expected to grow at a CAGR of 8.10% during the year 2022-2026. The growing trend of hybrid membership and virtual training has given the flexibility to the members to exercise anywhere and anytime. On the other hand, the number of clubs are also expected to increase at a CAGR of 6.5% owing to the growing popularity of gyms and group training.

The COVID-19 pandemic has adversely affected the European health and fitness market in the year 2020. The COVID-19 pandemic caused governments to enforce multiple lockdown periods for fitness clubs in Europe, in some cases between 40% and 50% of operational days in 2020. COVID-19 has accelerated the adoption of a hybrid model of online/in-person workouts that more brick-and-mortar gyms are likely to retain when the pandemic recedes. Moreover, fitness innovations are accelerated in response to COVID-19 constraints. More cutting-edge virtual and real-world experiences, including holographic technologies, are anticipated in the near future. Therefore, as the innovations increase, the market is expected to experience growth in the post-COVID era.

The European health and fitness market has increased in 2021. The projections are made that the market would rise in the next four years i.e. 2022-2026 tremendously. The European health and fitness market is expected to increase due to favorable demographic changes, the rise of lifestyle-related illness, growing fitness club membership penetration rate, increasing number of social media users, growing personal disposable income, increasing obesity, and increasingly-health conscious audience, increased importance of employee well-being programs, etc. Yet the market faces some challenges such as a lack of skilled and professional trainers, the high cost of setting up a club, etc. Moreover, the market growth would succeed due to various market trends like increasing adoption of virtual reality in training, growing use of fitness wearables, the evolution of hybrid gym memberships, technological advancements, increasing market consolidation, rapid digitization, etc.

Health and Fitness Market: European Analysis

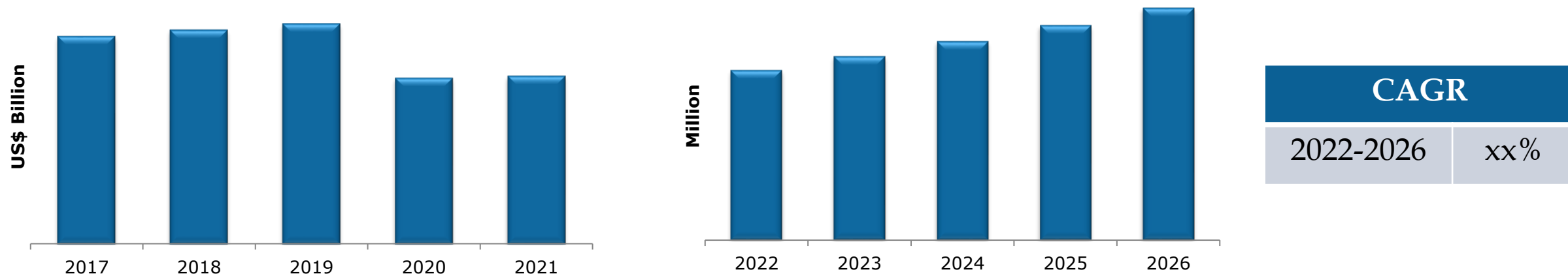
European Health and Fitness Market by Value



The European Health and Fitness market valued at US\$... billion in 2021, increased as compared to US\$... billion in 2020. European Health and Fitness market is anticipated to reach up to US\$... billion by 2026, at a CAGR of ...%, from US\$... billion in 2022.

Health and Fitness Market: European Membership Analysis

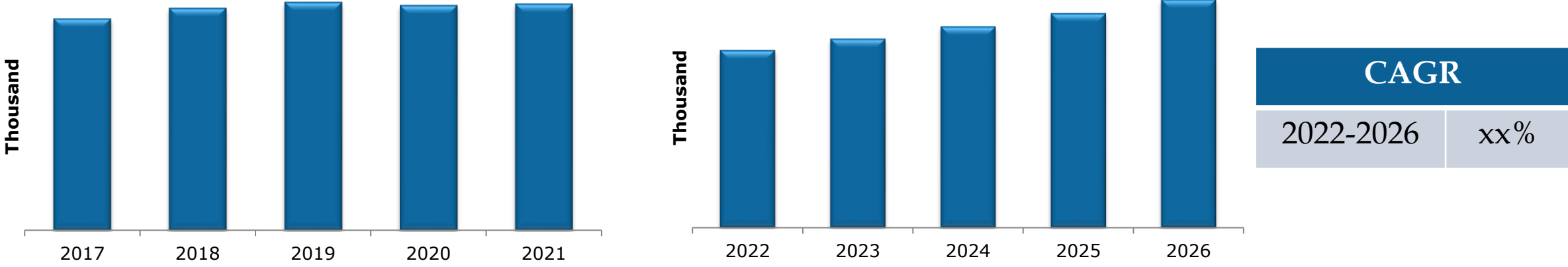
European Health and Fitness Market by Membership



The European Health and Fitness market by membership reached ... million in 2021, increased as compared to ... million in 2020. European Health and Fitness market is anticipated to reach up to ... million by 2026, at a CAGR of%, from ... million in 2022.

Health and Fitness Market: European Club Analysis

European Health and Fitness Market by Number of Club



The number of club in the European Health and Fitness market reached ... thousand in 2021, increased as compared to .. thousand in 2020. The number of club in the European Health and Fitness market is anticipated to reach up to ... thousand by 2026, at a CAGR of%, from ... thousand in 2022.

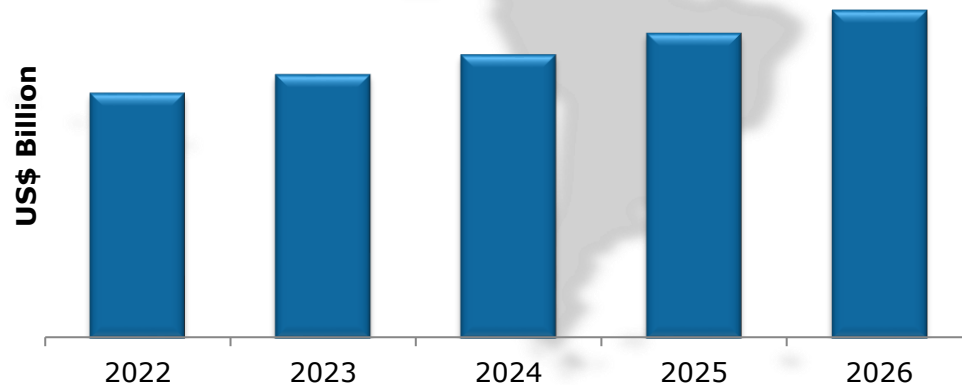
Health and Fitness Market: Regional Analysis

European Health and Fitness Market by Region; 2021



Region	Share	CAGR
	2021	(2022-2026)
Germany	xx%	xx%
UK	xx%	xx%
France	xx%	xx%
Italy	xx%	xx%
Spain	xx%	xx%
Rest of Europe	xx%	xx%

Germany Health and Fitness Market by Value

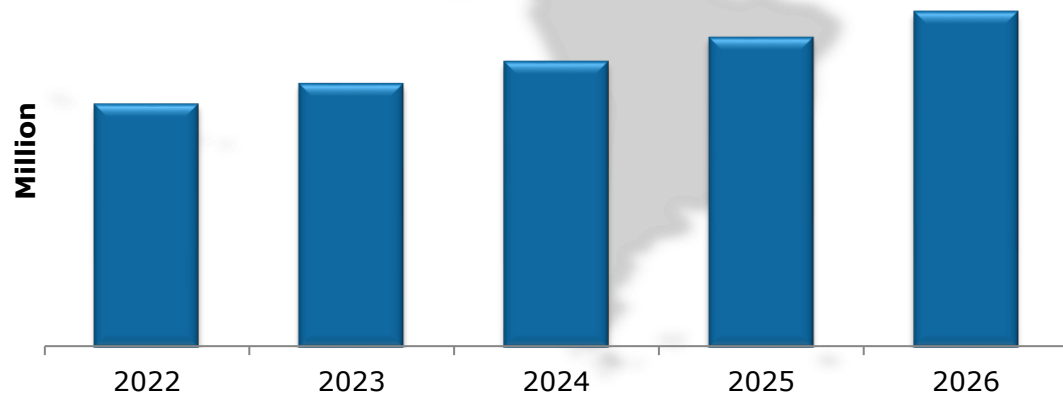


Health and Fitness Market: Regional Membership Analysis

European Health and Fitness Membership Market by Region;
2021



Germany Health and Fitness Market by Membership



Region	Share	CAGR
	2021	(2022-2026)
Germany	xx%	xx%
UK	xx%	xx%
France	xx%	xx%
Italy	xx%	xx%
Spain	xx%	xx%
Rest of Europe	xx%	xx%

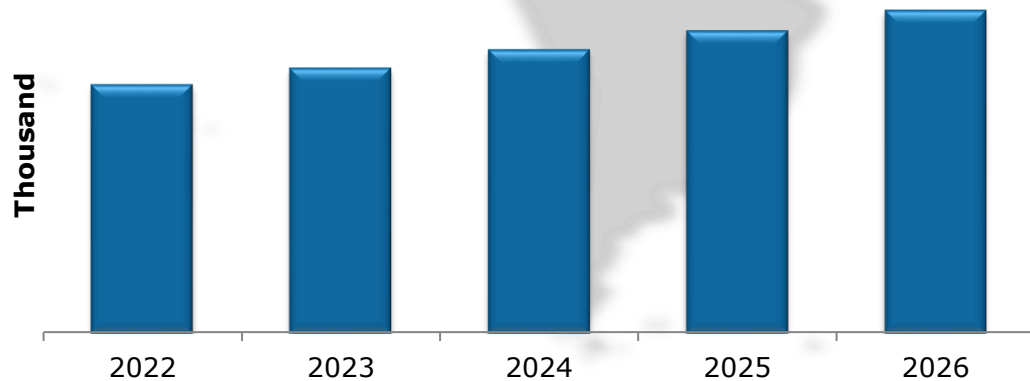
Health and Fitness Market: Regional Club Analysis

European Health and Fitness Club Market by Region; 2021

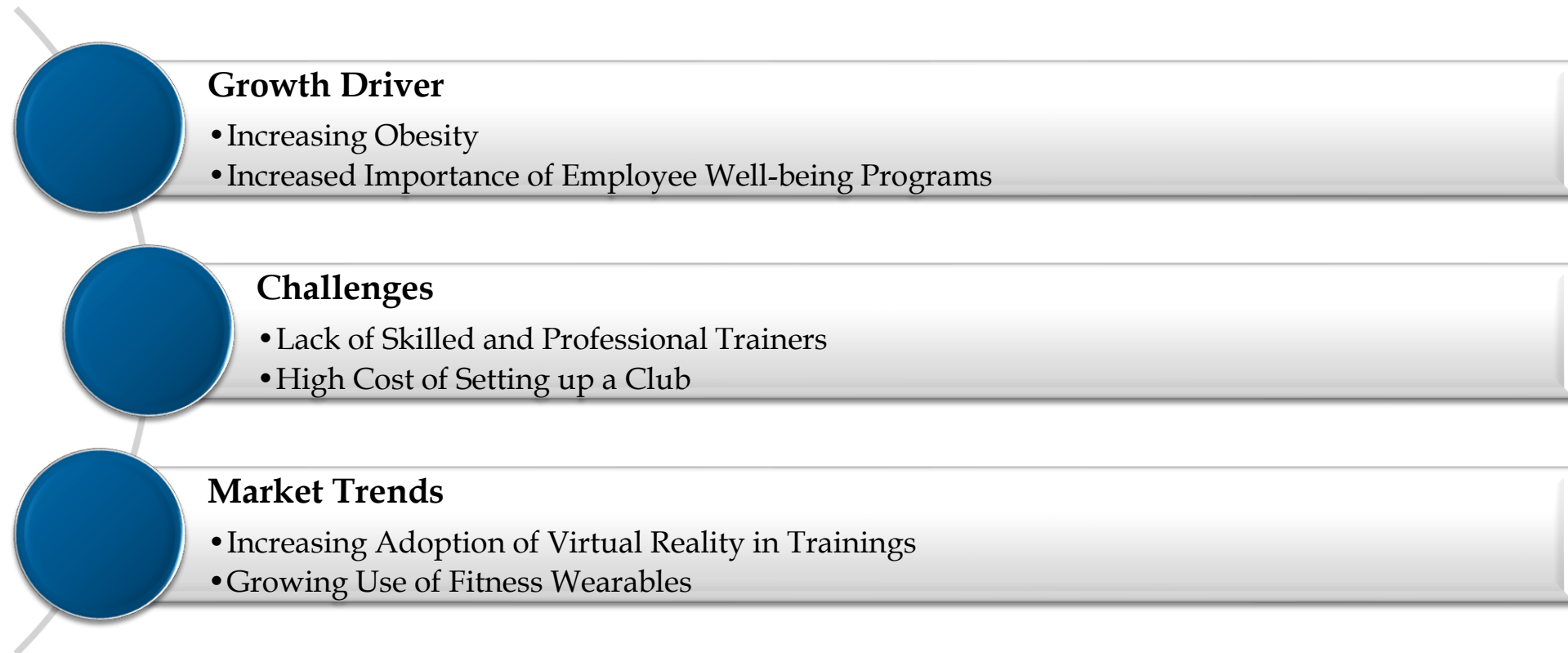


Region	Share	CAGR
	2021	(2022-2026)
Germany	xx%	xx%
Italy	xx%	xx%
UK	xx%	xx%
Spain	xx%	xx%
France	xx%	xx%
Rest of Europe	xx%	xx%

Germany Health and Fitness Market by Number of Clubs



European Health and Fitness Market: Dynamics



European Health and Fitness Market: Competitive Landscape

Players Profiled

- Basic-Fit
- PureGym
- SATS Group
- Virgin Group Ltd. (Virgin Active)
- RSG Group GmbH
- The Gym Group PLC
- David Lloyd Leisure
- FitX
- Fitness First
- Clever Fit
- Alex Fitness
- Keep Cool
- VivaGym Group

European Health and Fitness Market Players by Clubs; 2019-2021 (Number of Clubs)

