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# European Health & Fitness Market Report 2016



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# Executive Summary

In this third edition, the 2016 EuropeActive European Health & Fitness Market Report presents the most comprehensive analysis of the European health and fitness industry to date. The report contains the most important current information on the main European fitness markets, the major club operators in Europe and recent merger and acquisition activities, as well as a snapshot of the leading equipment manufacturers worldwide.

As shown in the first chapter of this report, the top 10 players achieved total revenues of EUR 2.8 billion in 2015. This represents 10.3% of the total European market, which has a market value of EUR 26.7 billion (+4.9%). With respect to membership, the 30 largest operators had a total of almost 11 million members at the end of 2015, an increase of 7.1% compared to the previous year's top 30. This total accounts for 20.9% of the total European market of 52.4 million health and fitness club members at the end of 2015.

The leading operator in terms of membership remains the German discount chain McFIT/High5 with an estimated total of 1.37 million members. The Dutch low-cost operator Basic-Fit reported a combined total of about one million members at the end of 2015, while the British chain Pure Gym ranks third after increasing its membership by 260,000 to 680,000 in 2015.

The European revenue ranking is led by the British premium operators Virgin Active (EUR 485 million) and David Lloyd Leisure (EUR 460 million). Scandinavian market leader Health & Fitness Nordic (EUR 321 million) ranks third, followed by McFIT/High5 with estimated revenues of EUR 268 million.

Health and fitness club operators remained highly attractive for investors in 2015, from both inside and outside the industry. As presented in the merger and acquisitions section, there were 19 M&A transactions in 2015, the same number as last year and more than twice as many as two years ago. This is another indicator of the high attractiveness of health and fitness companies for both strategic and financial investors.

In addition to its focus on operators, the report also contains a snapshot of the global equipment industry, highlighting the status and development of leading fitness equipment suppliers. The year 2015 was another year of strong growth for the global commercial fitness equipment industry, which has an estimated market size of EUR 2.65 billion. The selected leading manufacturers, which account for 72% of the total commercial market, achieved a growth rate of 14.7% in 2015 (influ-

enced by currency effects because of the strong US dollar).

Furthermore, this report provides detailed profiles of the largest national fitness markets in Europe. Together, the 18 countries analysed have 51.5 million members (98.2% of the European market), revenues of EUR 25.7 billion (96.5%) and 48,217 clubs (94.2%). This underlines the relevance of this report with regard to the entire European health and fitness market.

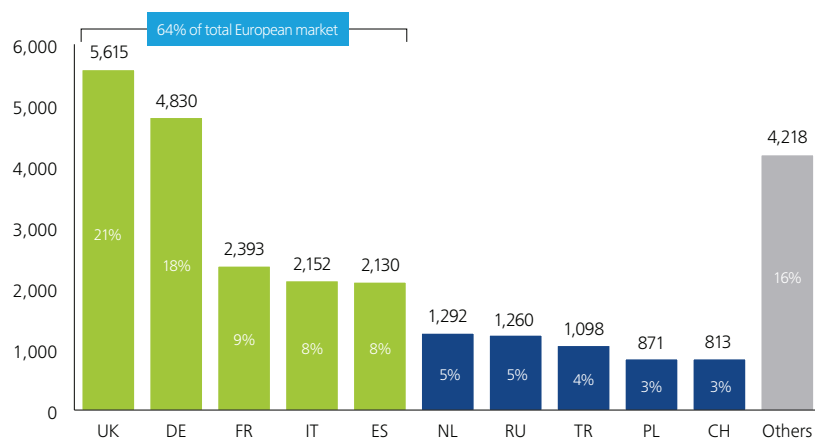
With a total market volume of almost EUR 26.7 billion, Europe has taken over the leading role as the largest fitness market in the world. In comparison, the United States recorded revenues of EUR 23.5 billion in 2015 according to IHRSA (as stated in Health Club Management). At the same time, the total market volume exceeds that of the European football market, which amounted to EUR 21.3 billion in the 2013/14 season.

As shown in Figure 1, the two largest national fitness markets in Europe are the United Kingdom (EUR 5.6 billion) and Germany (EUR 4.8 billion). When combined with France (EUR 2.4 billion), Italy (EUR 2.2 billion) and Spain (EUR 2.1 billion), the five leading countries account for 64% of the total European health and fitness market. At the same time, Eastern European markets such as Russia, Turkey and Poland have entered the top 10 and despite the fact that these countries have evidenced lower membership growth in the previous years than the other markets, they will likely offer higher growth potential in the medium to long-term.

Based on membership, Germany is the largest market in Europe with a total of 9.5 million. The UK is second with 8.8 million members followed by France (5.2 million), Italy (5.1 million) and Spain (4.9 million). As shown in Figure 2, Turkey and Russia still display considerable market potential with penetration rates of 2.4% and 1.9% respectively. By contrast, Norway is the most mature market with 4,823 inhabitants per club and a penetration rate of 19.4%. Among the top 10 countries, Sweden and the Netherlands are the most mature markets with penetration rates of 16.7% and 16.4%, respectively.

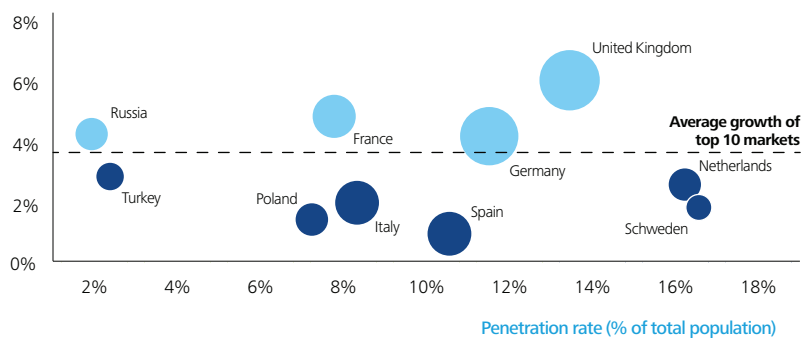
This report is the most comprehensive piece of research on the European health and fitness market to date, but it is still only a step towards more transparency and knowledge in this exciting industry. More work must be done in the future to obtain reliable data on the development of the individual national markets and leading fitness operators of the European health and fitness industry.

**Fig. 1 – Top 10 European fitness markets by revenue in million EUR and share of the total European market (2015)**



**Fig. 2 – Total membership, membership growth and penetration rate of top 10 European fitness markets (2015)**

#### Membership growth



■ Above-average growth markets ■ Below-average growth markets

Bubble size represents total membership as of 2015



# Ireland



## Health and fitness market

In Ireland, a total of 0.44 million people are members at 710 health and fitness clubs, which is equivalent to 9.5% of the total population and 12.2% of the population aged 15 years and older. 210 of the clubs are estimated to be privately owned. The survey participants reported an average of 620 members per club at the end of 2015, up 2.6% from the previous year. Based on the sample size, the average monthly gross membership fee is EUR 48.8 – a year-on-year decrease of 2.4% reflecting the increasing budget sector. This figure results in a market volume of EUR 209 million in terms of net membership revenues and EUR 230 million including secondary revenue, up 1.3% from last year.

Leading market players in terms of clubs include the micro-club operator Curves (13 clubs) énergie group and Aura Leisure (ten clubs each). Among the other notable multi club operators in Ireland, many are connected to hotels. Overall, the seven leading players in the Irish fitness market operate only 59 clubs or 8.3% of the total number of clubs. Compared to other European countries, this is a relatively small number.

Additionally, the total number of fitness and administrative staff in the industry in Ireland is estimated to be around 9,500 full-time equivalents, based on a survey average of 13.4 employees per club.

Irish club operators display a high degree of optimism for the future, as 62.8% of respondents expect revenues to increase by at least 2.5% in 2016 with 70.6% of them having achieved this in 2015.

Fig. 44 – Leading regular operators by number of clubs

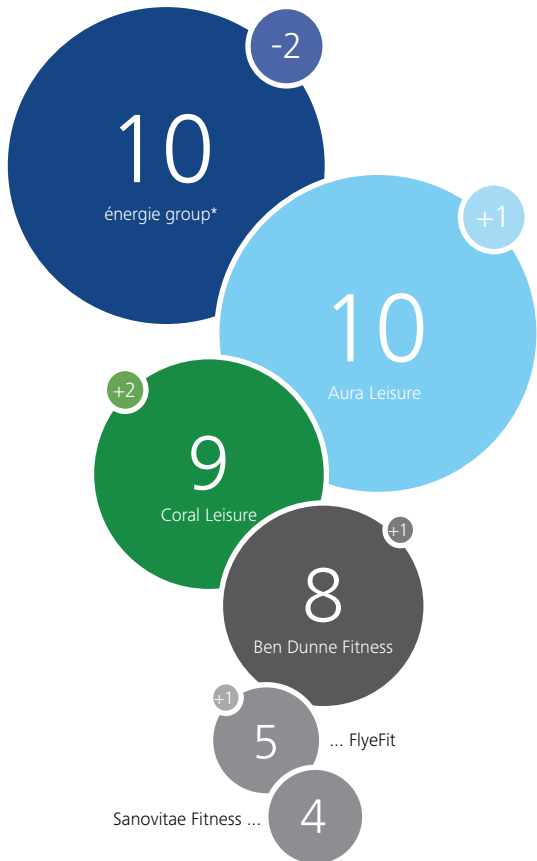


Fig. 45 – Leading micro club operators by number of clubs



\* fully or partly a franchise operation



### Eurobarometer

In Ireland, 52% of the population engages in physical activity with at least some regularity and 16% visit a fitness club to do so. Of these, 71% are motivated to improve their health. On the other hand, 55% are prevented from exercising by a lack of time and motivation. 84% are satisfied with the opportunities offered by local sports clubs and other local providers, but at least 45% agreed with the statement that local authorities do not engage enough for citizens with regards to physical activity.

### General country information

In 2015, Ireland had approximately 4.6 million inhabitants, of whom 65.4% were between 15 and 64 years of age. The country's real GDP per capita amounted to EUR 39,500 in 2014, with a real disposable income of EUR 18,847 in 2014. The unemployment rate was 9.4% in 2015. Leisure and culture accounted for 6.2% of consumption in 2014, and health for 4.6%. The standard VAT rate is 23%; no discounts apply to fitness offerings.

### National Association

Ireland Active

Barry Walsh

<http://www.irelandactive.ie>

710  
in 2014

Clubs

0.44m  
in 2014  
Members

EUR 48.8  
in 2014  
Average monthly  
membership fee

9.2%  
in 2014  
9.5%  
Penetration

EUR 230m  
in 2014  
Total revenues

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