



European
Health & Fitness Market
Report 2024

Preface	5
The European Fitness Market at a Glance	6
Methodology	10
Overview of the European Fitness Ecosystem	18
Snapshots of selected Ecosystem segments	21
Selected overarching topics in the Ecosystem	56
Deep Dive into the European Operator Landscape	74
Major European fitness operators	74
Profiles of selected European fitness operators	79
Development of European Fitness Markets	118
Overview of selected European fitness markets	118
Selected European country profiles	121
The year in (re)view from EuropeActive	168
The View from Brussels	186
Diversity in the fitness sector	172
About EuropeActive	179
EuropeActive Event Calendar	180
About Deloitte Sports Business Group	181
Your Contacts	184

The European Fitness Market at a Glance

On behalf of EuropeActive and Deloitte, we welcome you to the eleventh edition of the European Health & Fitness Market Report (EHFMR) covering the calendar year 2023. This report represents the thirteenth joint publication with Deloitte and reflects EuropeActive's effort to further strengthen its position as the knowledge center of the European health & fitness sector by providing reliable and sound market data.

This report is the most comprehensive piece of research on the European health & fitness market, but it is still only a step towards more transparency and knowledge on the sector. Further professionalization of market research is still needed. Any feedback you have would be much appreciated, as it is only with the collaboration of all market participants that we can obtain quality information to help ensure growth in our sector and achieve our goal of 100 million members in Europe by 2030!

A big thank you from our side to all operators, suppliers, intermediaries, market experts, and associations who have assisted in this report. Our analysis would not have been possible without their support and that of the sponsors.

We trust you will find reading this report valuable.

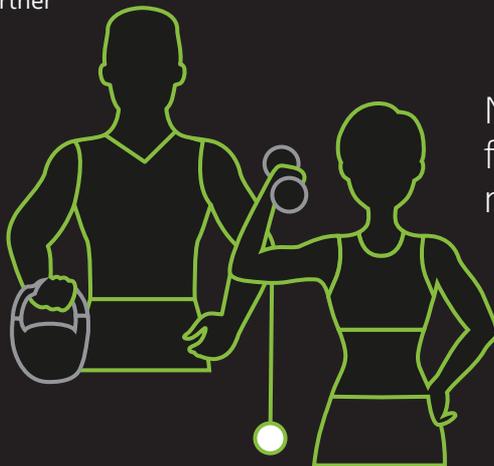
Sincerely,



Herman Rutgers
EuropeActive
Ambassador

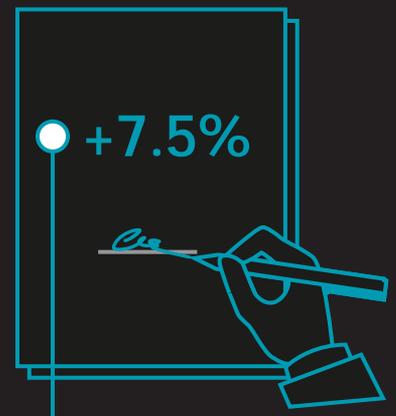


Karsten Hollasch
Deloitte
Partner

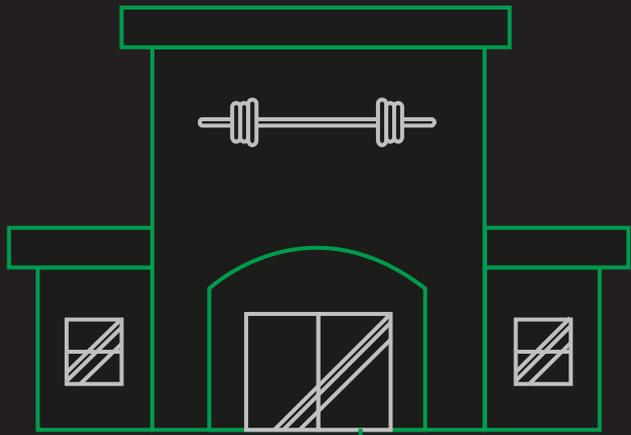


Number of
fitness club
members

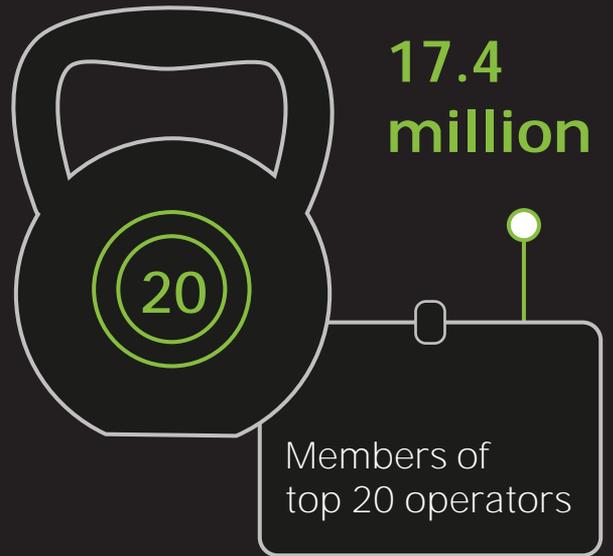
67.6 million



Membership
change¹



Clubs
64,970



17.4 million

Members of top 20 operators



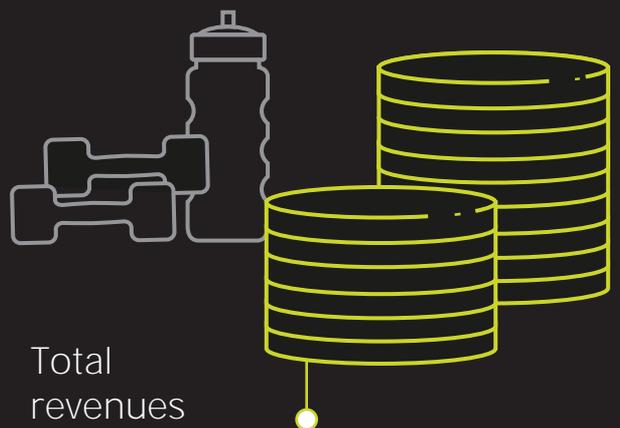
Club change¹
+1.4%

M&A deals

12



8.4% (total)
10.1% (15+)
Penetration rate

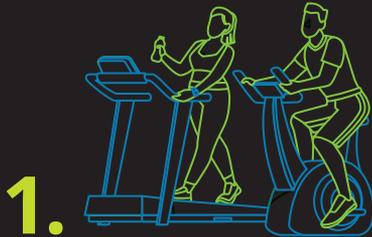


Total revenues

€31.8 billion

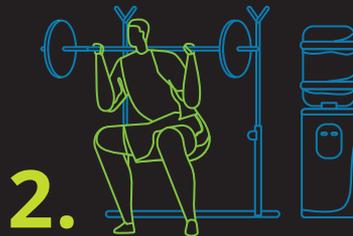


Key Takeaways of the EuropeActive Consumer Survey¹



1.

After the share of regular fitness practitioners in the overall population increased from 2022 (54%) to 2023 (60%), this share has remained stable in 2024 (61%).



2.

The three key fitness settings remain complementary environments. However, the proportion of multi-setting users has slightly decreased, driven by a distinct shift away from home fitness in favour of club-based exercise.



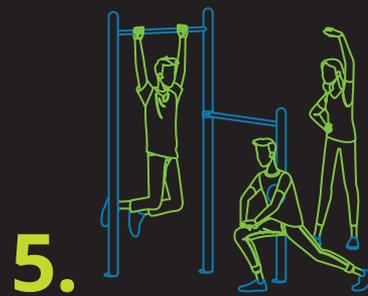
3.

From the consumer's point of view, the most important factor in choosing their fitness club is the price as well as the value they get for the invested money. This is followed by location, quality of service and features and opening hours, whereas social factors play a less prominent role in the club selection process.



4.

Regular fitness practitioners represent a highly interesting target group from a business perspective, as they display openness for attractive products and services and also have an above-average time and financial budget.



5.

Regular home and outdoor practitioners who do not use a fitness club mainly cite the presence of other fitness practitioners, club opening hours and a general preference for the home or outdoor environment as reasons for not including club-based exercise into their fitness routines.



6.

Regarding people who generally do not follow a regular fitness routine (or none at all), it is primarily intrinsic reasons, such as general motivational problems or time constraints, impeding more frequent exercise. Therefore, converting this group into regular fitness practitioners appears to be a complex challenge while at the same time implying sizable target group potential.



Special focus

M&A and investment activity

Transactions involving European brick-and-mortar fitness companies

In 2023, a total of 12 transactions were registered in the area of brick-and-mortar fitness companies (i.e., companies that operate stationary fitness clubs), in the course of which 142 clubs were transferred. The acquired shares are geographically distributed across 7 countries (AT, BE, DE, UK, PL, CH, NO) and henceforth will be part of the portfolios of 9 individual buyers (see Table 1 and 2).

This report considers transactions that involved European brick-and-mortar fitness companies and in which a minimum of four gyms as well as at least 50% of the target's shares were acquired.

Tab. 1 – Top 3 transactions in 2023

By number of clubs

#	Key Facts	Description
1	NonStop Gym SA	
	<ul style="list-style-type: none"> December 2023 31 Clubs Seller: Private Buyer: Invision AG (Financial) 	Invision AG has acquired a majority stake in NonStop Gym SA, a prominent Swiss fitness center operator with 31 clubs at the time of the transaction. The deal complements NonStop Gym's growth strategy on its way to a nationwide penetration of the Swiss market with its value offering.
2	Actic	
	<ul style="list-style-type: none"> March 2023 22 Clubs Seller: Actic Fitness GmbH (Strategic) Buyer: INJOY Quality GmbH (Strategic) 	ACISO Holding's subsidiary INJOY Quality GmbH has acquired Actic Fitness GmbH from the Swedish Actic Group AB, adding 22 clubs in Germany and Austria to its portfolio. The deal also marks Actic's withdrawal from German-speaking markets, with the financial and administrative resources thus freed up being intended for the further development of Actic's core markets in the Nordics.
3	Aktiv Trening AS	
	<ul style="list-style-type: none"> September 2023 17 Clubs Seller: Financial Buyer: Norsk Treningshelse AS (Strategic) 	Norsk Treningshelse AS, a Norwegian fitness center company, has acquired Norway's Aktiv Trening AS through its subsidiary Treningshelse Holding AS. The transaction includes 17 fitness centers and is Norsk Treningshelse's third acquisition in the last 5 years.

Sources: Mergermarket, MANJUNKE Consulting, Fitness News Europe, Company information, EuropeActive, Deloitte analysis



Germany



Revenue (in EUR m)

5,440

(4,860)



Members (in k)

11,300

(10,280)



Clubs

9,111

(9,149)



VAT rate on fitness

19% regular



Penetration rate

13.4%

(12.4%)

Market description

Consolidation towards the chain segment continues in the German health and fitness market. It accounts for the majority of memberships and generates more revenue than independent operators for the first time in 2023. However, the majority of clubs continue to be independent. In 2023, average membership fees increased for the third consecutive year, partly due to price increases as a result of continued inflationary pressures.

2023 marked the first year since 2019 without any COVID-19-related health and safety measures, allowing the market to grow significantly in terms of revenue and memberships. As of December 2023, both KPIs have not quite returned to pre-COVID levels (98.7% and 96.9%, respectively). At the same time, the total number of clubs slightly decreased for the fourth consecutive year since 2019 (9,669 clubs).

Association

DSSV e. V. – Arbeitgeberverband deutscher Fitness- und Gesundheits-Anlagen

Website

www.dssv.de



Recent market events

selected/illustrative

Merger of Ai Fitness and jumpers to form BestFit Group (64 clubs¹)



2020

COVID-19-induced lockdown of c. 40%²



2020/21

Waterland PE acquired 50% stake of FIT/ONE (30 clubs¹ in DE & AT)



2021

Lafayette Mittelstand Capital acquired ACISO (172 clubs in DE & AT, incl. franchises¹)



2022

LifeFit group acquired In Shape (13 clubs¹) and FitnessLOFT (27 clubs¹)



2022

First edition of FIBO after COVID-19 related break



2023

INJOY acquired 22¹ clubs of Actic Group (in DE & AT)



2023

BestFit Group acquired FiveStar (11 clubs¹) with c. 50k members



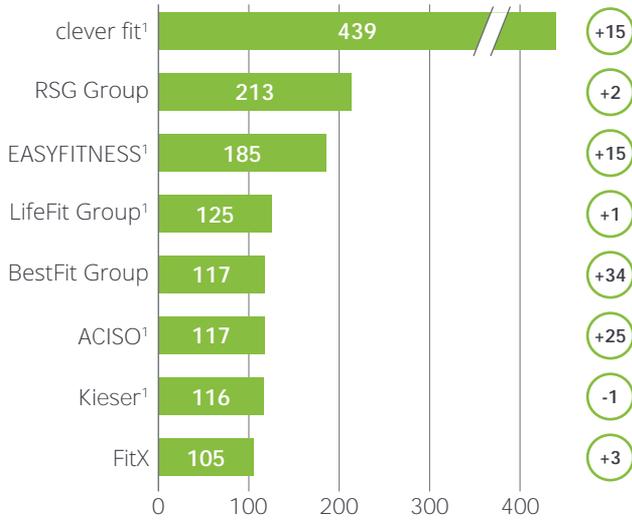
2023

BestFit Group acquired FLEXX Fitness (9 clubs¹) in Cologne and the surrounding area



2023

Fig. 73 – Largest operators by number of clubs



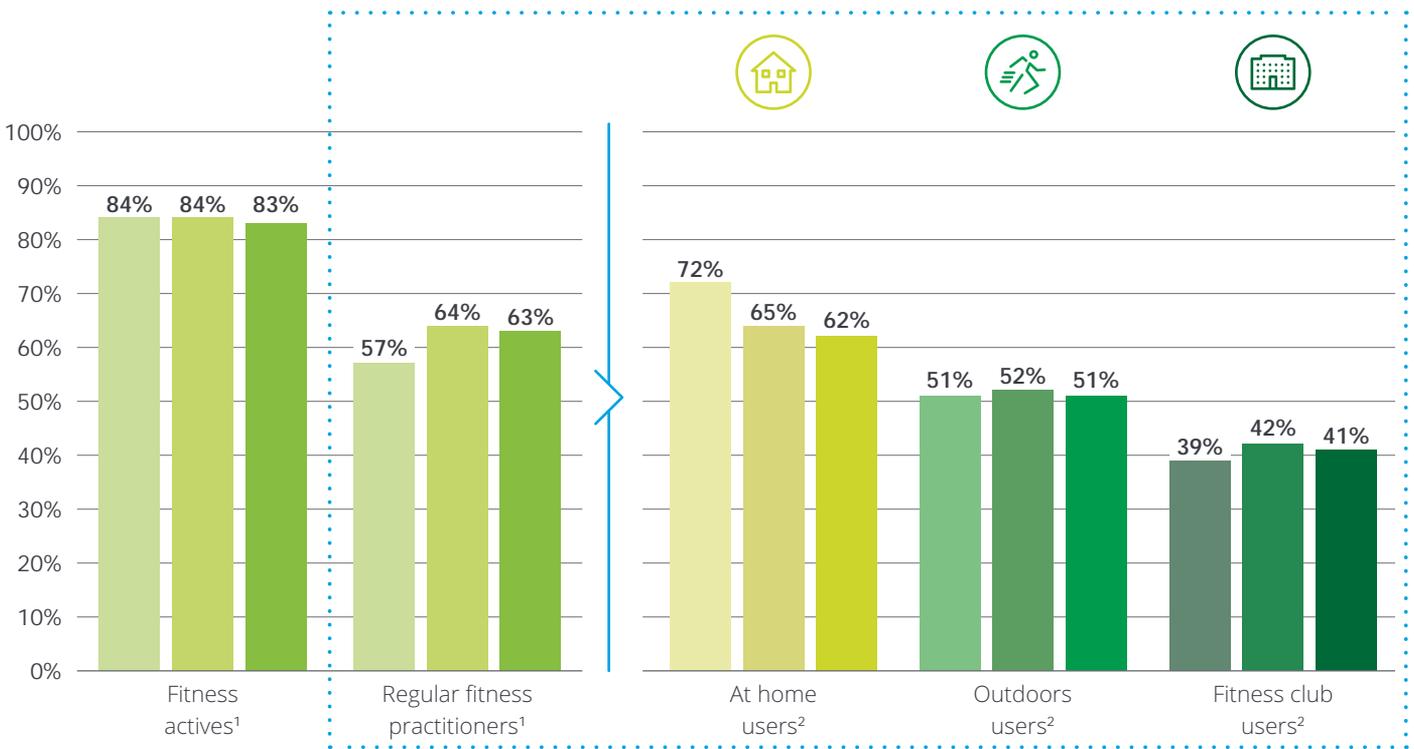
■ 2023 Note: 1) Fully or partly a franchise operation
Sources: Public information, market experts, unaudited company information, Deloitte analysis

Fig. 74 – Further selected fitness market participants

Company/Brand	Segment	Further information
Bodystreet ¹	Micro	251 clubs (-12)
Mrs.Sporty ¹	Micro	120 clubs (-50)
Fit+	Micro	180 clubs (+4)
Urban Sports Club	Intermediary	B2B & B2C
Gympass	Intermediary	B2B only
Hansefit	Intermediary	B2B only
EGYM Wellpass (former qualitrain)	Intermediary	B2B only

Fig. 75 – EuropeActive Consumer Survey results for Germany (Jan-2024)

(Jan-2024: N = 752/Jan-2023: N = 754/Jan-2022: N = 755)



■ Jan22 ■ Jan23 ■ Jan24

Notes: 1) Corresponding survey questions: How often do you currently do fitness (comprising any strength and/or cardio exercises and/or classes you do at a fitness club, at home, outdoors, etc.)? Fitness actives relate to the share of consumers who exercise at least seldomly, Regular fitness practitioners relate to the share of consumers who exercise at least once a week.; 2) Corresponding survey questions: In which settings do you do fitness? The numbers in the chart relate to the share of consumers who exercise at least once a week

Source: EuropeActive Consumer Survey 2022, 2023, 2024

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