

# PROJECT FITNESS

THE FUTURE OF THE UK FITNESS INDUSTRY



Project Fitness 2017 Outline

*Allegra* STRATEGIES

# 1 Background & Objectives

Allegra Strategies Health + Wellness Practice is launching a definitive report examining the overriding trends, challenges and future outlook of the UK Fitness Industry.

Project Fitness is a part of the broader Project Vivre study – a ground-breaking report series analysing food and nutrition, active lifestyle and personal wellness across a variety of sub-sectors within the UK health and wellness industry.

Allegra Strategies is a strategic research consultancy engaged in continuous dialogue with the health and wellness sector. Since 2002, we have been tracking and analysing the UK fitness market and broader retail trends. Our reports have accurately identified leading trends and market dynamics, enabling our clients to capitalise on critical insights, shape their future business strategies and positively impact their bottom-line.

Given the rapidly changing industry landscape, Allegra Strategies is launching Project Fitness 2017. The report will provide a new razor-sharp analysis of industry, consumer, and the broader trends influencing the operating context of this fast growth market.

Project Fitness examines key UK market segments including: Premium, Mid-Market, and Budget Multi-Site Operators, as well as Leisure Centres, Boutique fitness brands and emerging new concepts.

Key Objectives of Project Fitness 2017:

- **UK Fitness Industry: Macro and micro trends**
- **Market Size and Future Growth Forecasts: The next 3-5 years**
- **Industry Success Factors: Drivers and inhibitors of growth, key challenges and opportunities**
- **Fitness Operators: Key player profiles and rising stars**
- **Best Practice: Highlighting the most successful business models and brands**
- **In-Depth Member/Visitor Analysis: Visitor profiles, motivations and expectations**
- **Member/Visitor Churn and Retention: Factors determining loyalty**
- **Fitness Professionals: Role, insights and changing skillsets**
- **Brexit: Understanding the potential impact on the UK fitness industry**
- **Innovation & Technology: Future developments shaping the industry**

# 2 Research Outcomes

- **Produce the most in-depth, independent study on the UK fitness industry to date**
- **Provide key industry decision-makers with the latest market analysis and strategic insights**
- **Develop a robust understanding of the modern fitness member/visitor based on their needs, perceptions and behaviours, and changing demographic (e.g. Millennials)**
- **Understand the changing role of fitness professionals**
- **Present the future outlook for the UK fitness industry (models, frameworks, business imperatives, technological developments etc.)**



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## Research Methodology

- Qualitative and quantitative research insights
- 150+ depth interviews and online surveys with major industry decision-makers and key insiders (Owners, CEO's, Marketing Directors, General Managers)
- 6,000+ online fitness consumer surveys (members and non-members)
- 200+ depth interviews and online surveys with UK fitness professionals (across all market segments)
- Extensive desk research (news, articles, trade and press)
- Ethnographic research (best in class case studies and site visits across London & major regional cities)
- Rigorous statistical data techniques (including time series data analysis)
- Company financial reports

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## Timeline

Research activities for this study commenced in February 2017. The final report will be completed in June, 2017. The release will be supported by a highly-focussed PR and communication campaign, headlines and content sharing with key participants.

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## About Allegra Strategies

Established in 1999, and part of Allegra Group, Allegra Strategies is a leading-edge research and strategy consulting firm based in central London. Since 2002, we have published research in the health and wellness sector, supporting companies globally across the health and wellness value chain and adjacent retail, leisure and consumer lifestyle sectors.

Working closely with our clients across critical M&A activity, growth strategies, customer segmentation research, global expansion, pricing strategies, and NPD, our team is well-placed to answer key business questions and help our clients harness their full growth and profit potential.

Allegra Group is the owner and creator of the Balance Festival, UK's largest celebration of the thriving health and wellness movement, and the producer of the annual UK Health + Wellness Summit. Allegra Group is also the author of the London Wellness Guide.

[www.allegrastrategies.com](http://www.allegrastrategies.com)

[www.balance-festival.com](http://www.balance-festival.com)

[www.healthwellnesssummit.com](http://www.healthwellnesssummit.com)

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## Contacts

We look forward to collaborating with you on our latest research initiative.

For more information, please contact Allegra Strategies Health + Wellness Practice:

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