

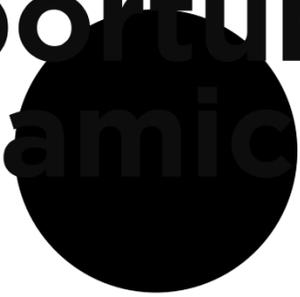


2024

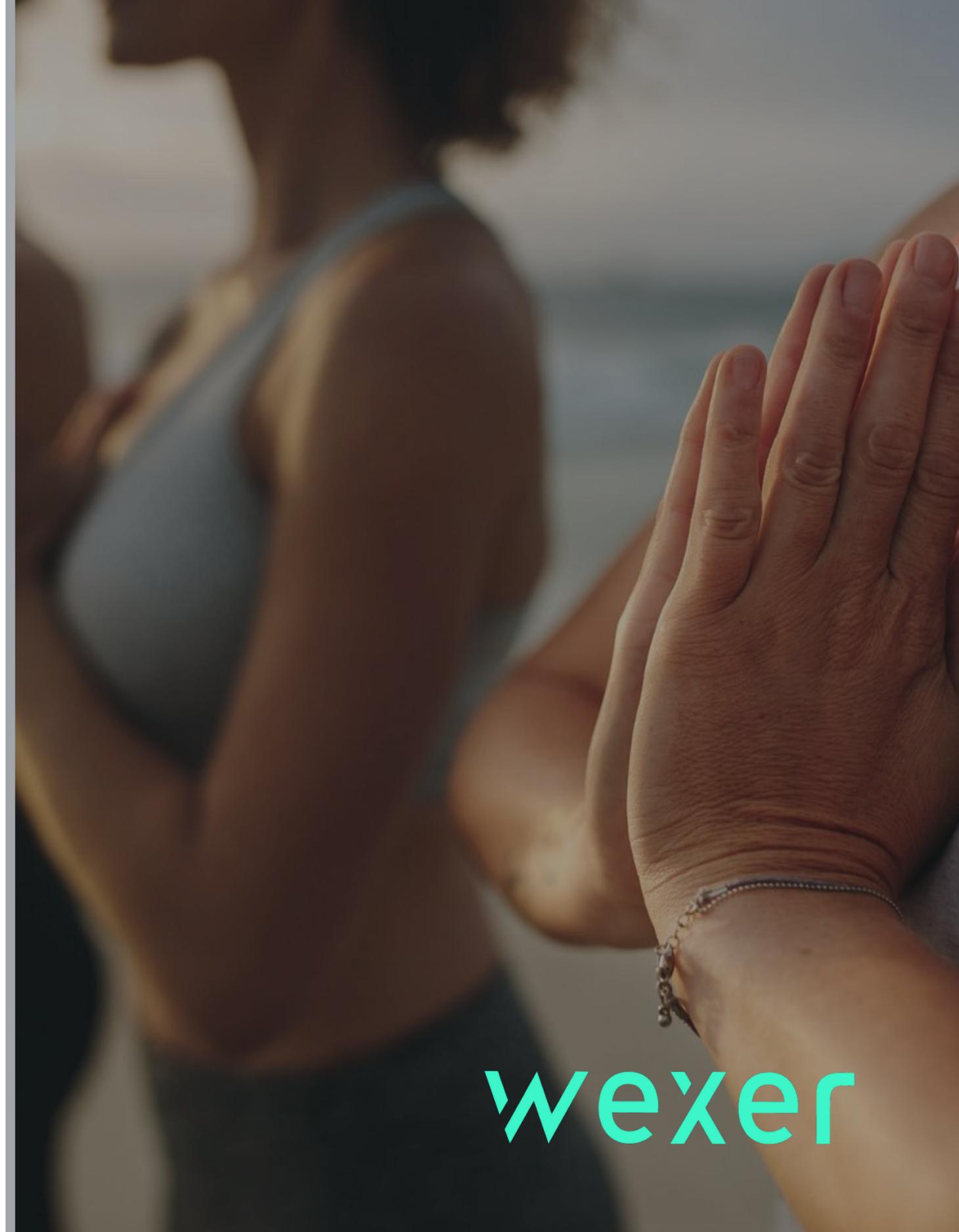
Trends For Fitness Facilities

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In this presentation we will explore key trends in the fitness industry. Join us as we delve into the evolving fitness & wellness market, providing you with the knowledge to seize opportunities in the dynamic year ahead.



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**FITNESS
INDUSTRY GROWTH**

**\$96.6
Billion**

According to Research & Markets,
the fitness industry has a projected
\$96.6 growth of Billion by 2024

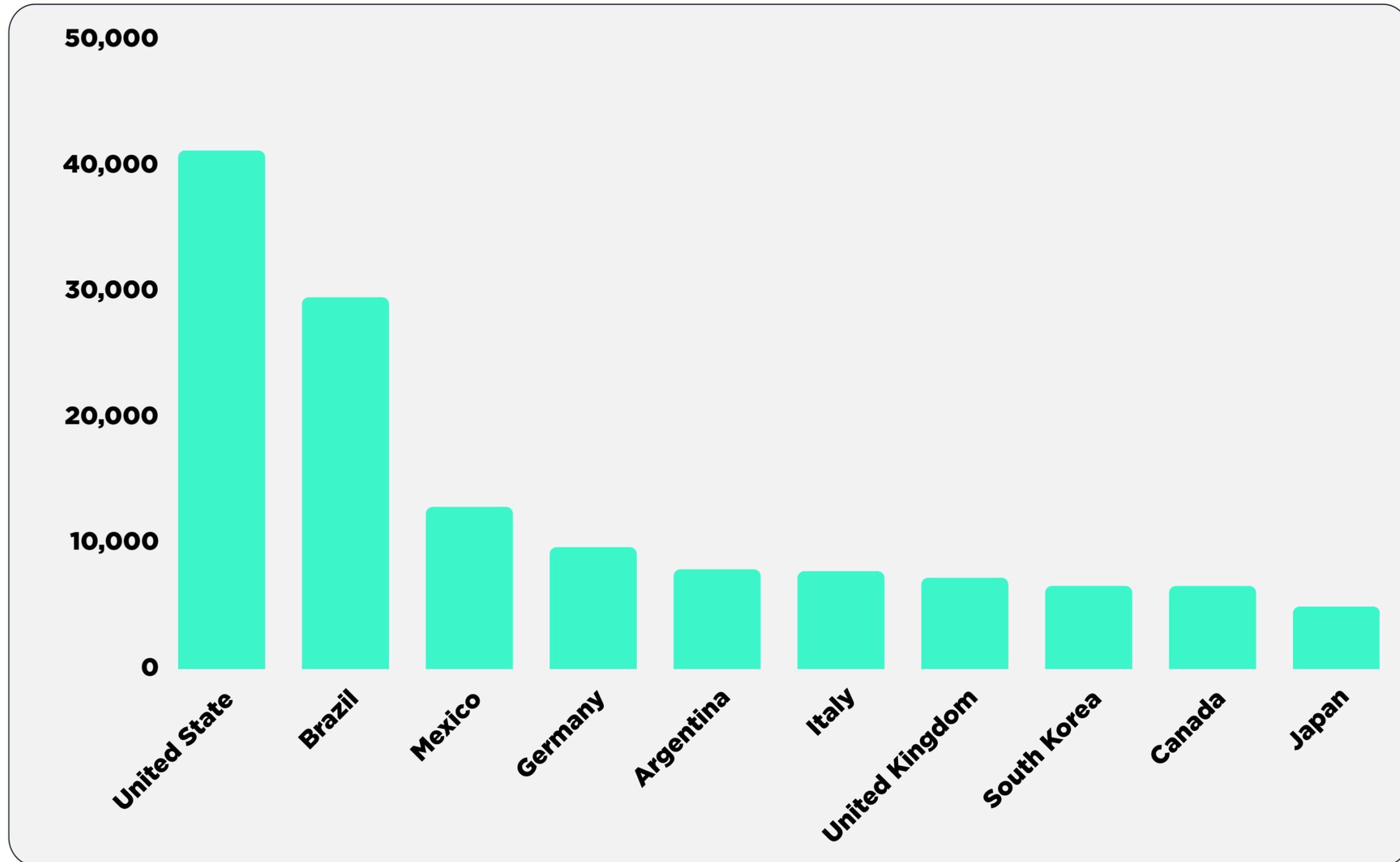


8.7%

The fitness industry is growing at a
rate of approximately **8.7%** per year

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NUMBERS OF HEALTH CLUBS BY COUNTRY



Source: Zippia

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NUMBERS OF HEALTH AND FITNESS CLUBS MEMBERSHIPS

230 Million

The global number of Health and Fitness Club memberships is projected to reach **230 million by 2023.**



This growth is fueled by increasing consumer interest and purchasing power. To thrive in this evolving landscape, it's imperative to strategically position your business, innovate, and seize the opportunities that arise.

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THE BOOMING WELLNESS MARKET

**\$ 1.5
Trillion**

The global wellness market is estimated at over **\$1.5 trillion**

Source: Mckinsey & Co.

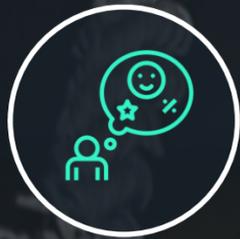


5-10%

The wellness industry is expected to have an annual growth rate of 5-10%

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TAPPING INTO THE WELLNESS MARKET



MEETING CUSTOMER EXPECTATIONS

Clubs align with member satisfaction by embracing wellness trends that cater to holistic well-being.



STAYING COMPETITIVE

Clubs embracing wellness trends differentiate themselves in a rapidly evolving fitness market, maintaining competitiveness.



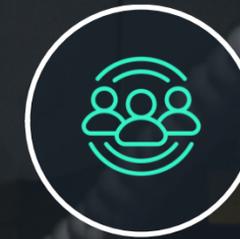
DIVERSIFYING OFFERINGS

Clubs can attract a wider clientele and boost revenue by diversifying offerings with various wellness services.



LONG-TERM VIABILITY

Incorporating wellness trends aligns with long-term health, ensuring club sustainability amid changing industry dynamics.



BUILDING COMMUNITY

Fostering community and social connections enhances member retention and loyalty, a key aspect of wellness trends.

THE RISE OF DIGITAL FITNESS

57%

of consumers are interested
in a device to track their
health & send information.



37%

of users desire digital tools
for club-based workouts

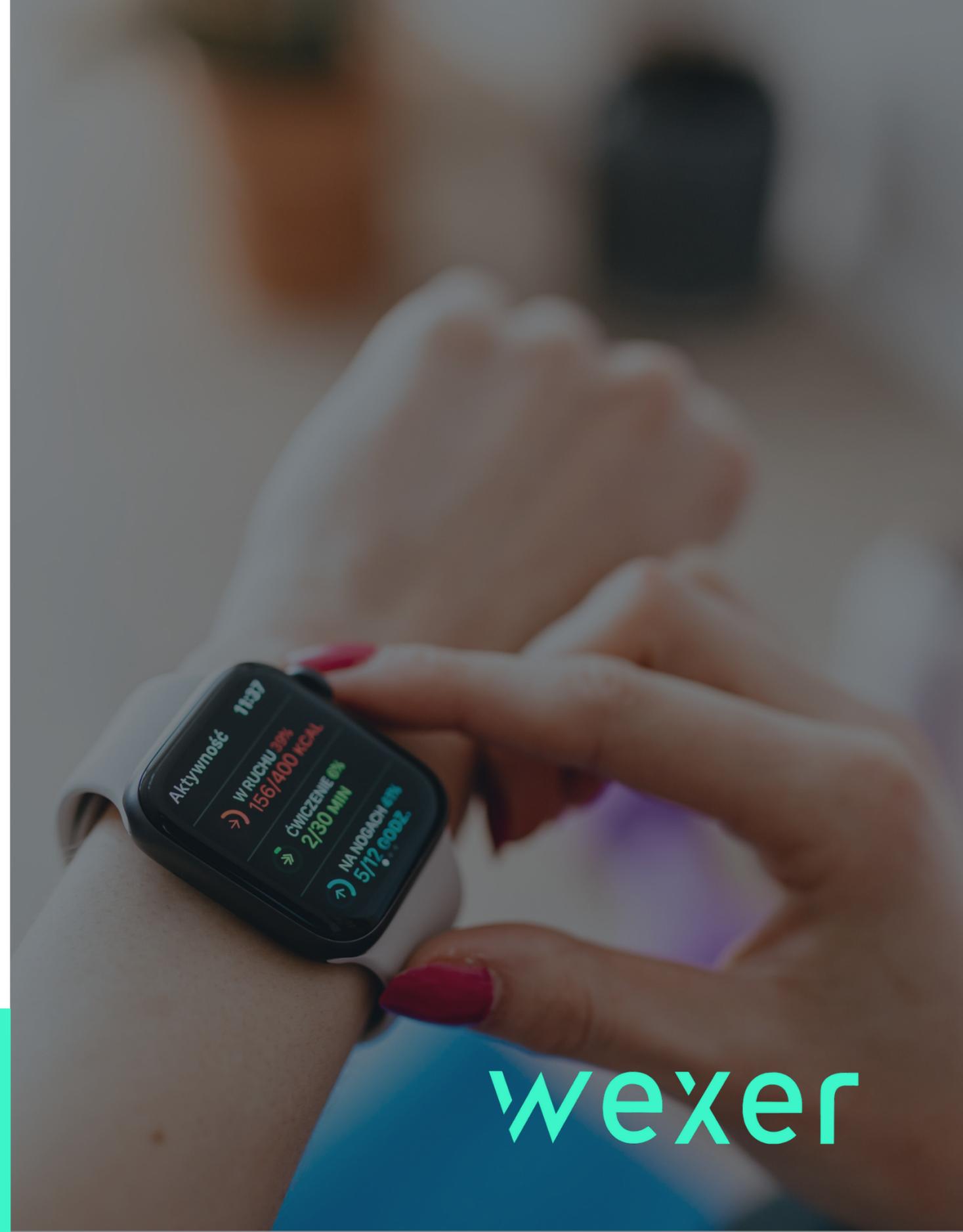
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THE RISE OF DIGITAL FITNESS

\$267 Billion

The market for IoT-enabled health devices is expected to reach a value of **\$267 billion by 2023.**

Source: Forbes



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**\$14.6
Billion**

The fitness app market size globally is expected to reach **\$14.6 Billion** by 2027

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THE RISE OF DIGITAL FITNESS

33.1%

Online Fitness is projected to grow at **CAGR of 33.1%** between 2021 and 2027

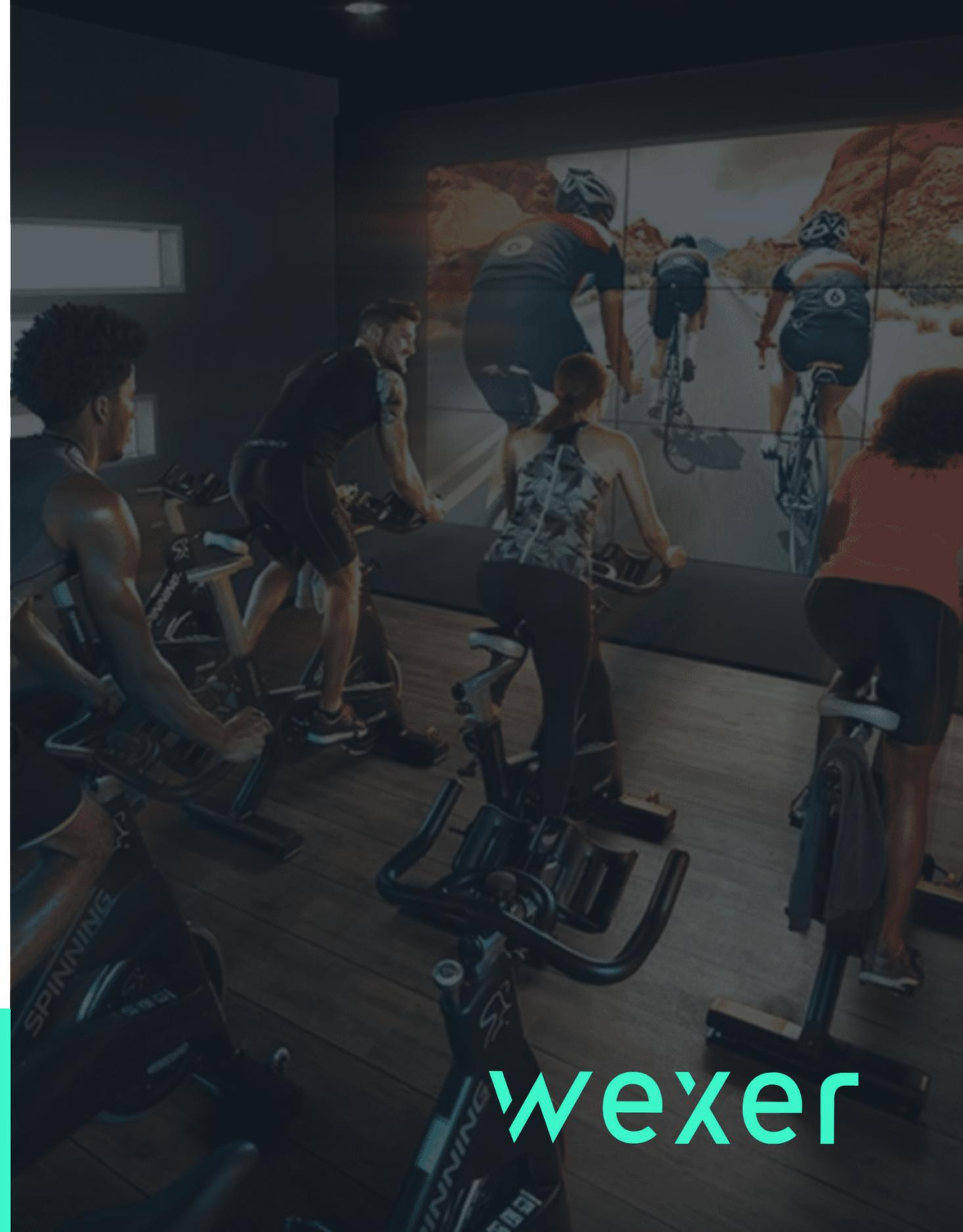
Source: Zippia



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IMPLEMENTING WEXER IN YOUR FITNESS FACILITY

By leveraging technological advancements to forge stronger connections between **fitness clubs** & their members, gym operators can become the enduring, reliable presence in every fitness journey. **Wexer** helps clubs stay relevant in a world that is rapidly becoming more digital.



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KEY TAKEAWAYS



Global **wellness trends** are making the biggest impact on fitness



Health & wellness services continue to grow **5-10%** each year



Consumers intend to spend more money on **wellness content**



Keep your business relevant with a **digital content strategy**

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Contact Us
to discover how **WEXER** can
help your fitness facility's
digital content strategy

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