

New Wellness Trend Sees 80% of Consumers Shifting from Gym Memberships to Saunas for Health Benefits

Over 80% of people are trading gym memberships for saunas, drawn by unique health benefits and convenience. This shift is changing the wellness landscape

AUSTIN, TX, UNITED STATES, April 9, 2025 /EINPresswire.com/ -- A new wellness trend is emerging as more than 80% of fitness enthusiasts are opting to cancel their gym memberships in favor of saunas. The shift, driven by an increasing recognition of the health benefits associated with sauna therapy, is transforming how people approach fitness and recovery. Experts are citing saunas as a holistic alternative to traditional gym workouts, offering a more personalized and convenient approach to wellness.



Better Than a Gym Membership?

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Saunas offer a personalized approach to wellness, providing benefits beyond traditional workouts. This trend reflects a growing demand for effective, accessible health solutions.”

James Jacomo

The Growing Popularity of Saunas

Saunas have seen a significant rise in popularity over the last year, with sales up by 80%. According to industry data, people are increasingly turning to infrared, barrel, and traditional saunas to meet their health goals. This shift is driven by the wide range of health benefits that saunas offer, including improved circulation, stress reduction, and accelerated muscle recovery. Experts are now recognizing saunas as a key tool in modern wellness routines, with many promoting their use as a way to support long-term health.

“We’re seeing a dramatic change in the way people approach their fitness routines,” said James

Jacomo, of Infinite Sauna. “Saunas offer a variety of health benefits that gyms simply can’t provide, and the convenience of using them at home makes them an attractive option for many people.”

The trend is further fueled by a growing desire for privacy and convenience. Saunas provide a comfortable, self-paced wellness experience, allowing individuals to relax and rejuvenate in the comfort of their own home or backyard. Unlike crowded gyms, where equipment is often in high demand, saunas offer a personalized experience that fits seamlessly into individuals’ daily routines.

For more information on the different types of saunas available and their benefits, visit InfiniteSauna.com.

Health Benefits Driving the Shift

While most people associate saunas with relaxation, they are increasingly recognized for their role in overall wellness. Studies have shown that infrared saunas, in particular, offer a range of health benefits, including improved circulation, enhanced detoxification, and better sleep. According to recent research, spending just 20 minutes in an infrared sauna can help burn up to 500 calories—making saunas a potential alternative to more traditional workout methods.

In addition, saunas have been linked to stronger immune function, with studies showing that regular sauna use can reduce the likelihood of contracting common colds by up to 40%. Experts also note that sauna therapy is beneficial for mental health, helping to reduce stress and anxiety. The heat from the sauna increases serotonin levels, leading to improved mood and mental clarity.

“This shift away from traditional gym memberships toward saunas is indicative of a broader change in wellness culture,” added Jacomo. “People are seeking more personalized, effective ways to care for their bodies and minds, and saunas fit that need perfectly.”

Consumer Behavior Shifts

The growing popularity of saunas is also a reflection of changing consumer behavior. Gym memberships, which have long been seen as a necessary expense for fitness enthusiasts, are now being viewed as less essential in light of the benefits saunas provide. With an average monthly cost of \$50–\$100 for a gym membership, more people are opting to invest in saunas, which offer long-term health benefits with minimal maintenance costs.

In fact, the rising cost of gym memberships, coupled with the added expenses of spa treatments and recovery services, is prompting consumers to reconsider their fitness routines. Home saunas, while initially an investment, provide a more cost-effective option for people seeking consistent wellness benefits.

The Impact of Social Media

Social media has played a significant role in the growth of the sauna trend. Platforms like Instagram, TikTok, and YouTube have seen a surge in content related to saunas, with wellness influencers and fitness experts sharing their positive experiences with sauna therapy. As more individuals turn to these platforms for health and fitness advice, the visibility of sauna use continues to increase.

"We're seeing more and more people embrace saunas as part of their wellness routines, and social media has played a key role in spreading awareness about their benefits," said Jacomo. "People want to take control of their health, and saunas offer a convenient, effective way to do that."

Looking Ahead: The Future of Wellness

As the sauna trend continues to grow, experts predict that saunas will become an integral part of wellness routines for years to come. The increasing recognition of their health benefits, combined with the growing desire for personalized wellness experiences, makes saunas a lasting alternative to traditional gym workouts.

"We expect to see even more people incorporate saunas into their homes in the coming years," concluded Jacomo. "The convenience, privacy, and health benefits they offer make saunas an ideal choice for today's wellness-conscious individuals."

About Infinite Sauna

Infinite Sauna is a leading provider of premium home saunas, offering a wide range of infrared, traditional, and barrel saunas. With a focus on providing accessible, effective wellness solutions, Infinite Sauna is committed to helping individuals improve their health and well-being through high-quality sauna products.

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