

# Health and Fitness Club Market Size to Reach USD 244.70 Billion by 2032 | CAGR 9.30%

*Health and Fitness Club Market Size to Reach USD 244.70 Billion by 2032, Driven by Rising Health Awareness and Personalized Wellness Services*

PUNE, MAHARASHTRA, INDIA, February 10, 2026 /EINPresswire.com/ -- The global [health and fitness club market](#) was valued at USD 121.19 billion in



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2024 and is projected to grow from USD 131.31 billion in 2025 to USD 244.70 billion by 2032, exhibiting a CAGR of 9.30% during the forecast period. Market growth is driven by increasing awareness regarding physical fitness, rising prevalence of lifestyle-related diseases, and growing consumer spending on preventive healthcare and wellness services.

Health and fitness clubs provide comprehensive wellness solutions, including yoga, personal training, group exercise programs, and premium amenities such as swimming pools, saunas, and juice bars. High-end clubs are increasingly investing in advanced facilities, including high-altitude training rooms and metabolic testing equipment, to deliver performance optimization solutions for fitness enthusiasts. The adoption of holistic wellness offerings, combined with customer engagement through digital tools, is accelerating growth across the global health and wellness services industry.

Membership fees and admissions remain the primary revenue sources for health and fitness clubs globally. The growing number of clubs offering flexible membership plans, virtual coaching sessions, and hybrid fitness models is driving demand for these services. For instance, Rizap Group expanded its club network from 240 facilities in 2022 to 1,225 in 2023, reflecting the rising global demand for structured fitness services.

Key players operating in the global market include Planet Fitness Franchising, LLC, Life Time, Inc., Basic-Fit N.V., Equinox Group, and Crunch Fitness. These companies continue to adopt high-value, low-price business models while expanding their franchise networks to strengthen global market presence.

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## Market Dynamics

### Market Drivers

#### Rising Awareness Regarding Health and Fitness to Propel Market Growth

The increasing prevalence of obesity, diabetes, and other lifestyle-related health issues is driving demand for health and fitness club services. According to the Centers for Disease Control and Prevention (CDC), as of 2024, 41.4% of adults in West Virginia were affected by obesity, followed by 40.4% in Mississippi, 39.2% in Louisiana, 27.0% in Hawaii, and 25.0% in Colorado. Rising consumer awareness regarding the benefits of regular exercise and holistic wellness is further supporting the growth of gym and health club memberships globally.

### Market Restraints

#### Growing At-home Workout Trends to Hamper Market Growth

The increasing adoption of at-home workout setups, particularly among younger consumers, is restraining market growth. Additionally, rising economic inflation and the high cost of premium health club memberships are limiting adoption among middle- and low-income consumer groups, impacting overall service revenues.

### Market Opportunities

#### Increasing Demand for Personalized Fitness Packages to Drive Market Growth

Growing consumer preference for personalized fitness programs focusing on weight management, strength training, and customized wellness solutions is creating new growth opportunities. Health clubs leveraging connected fitness technologies, fitness apps, real-time progress tracking, and virtual coaching platforms are experiencing rising global demand.

### Health and Fitness Club Market Trends

#### Growing Corporate Wellness Partnerships to Augment Service Revenues

Corporate wellness programs are gaining momentum as employers increasingly focus on improving employee health, productivity, and work efficiency. Health clubs are partnering with corporate organizations to deliver structured wellness programs covering nutrition, recovery, mental well-being, and physical fitness, significantly boosting service revenues.

### Market Challenges

## Operational Cost Pressures to Challenge Business Expansion

Health and fitness clubs face rising operational costs, including electricity expenses, utility charges, equipment investments, and trainer wages. The need for continuous investment in modern equipment and skilled trainers to deliver high-quality wellness services is impacting profitability. Increasing competition from mid-sized and independent clubs offering affordable memberships is further challenging revenue growth for large operators.

## Segmentation Analysis

### By Type

The personal training segment dominated the market with a 47.00% share in 2024 and is projected to grow at the fastest CAGR of 10.01% during 2025–2032. Strong demand for expert fitness guidance and personalized training programs is driving the segment's growth. Increasing adoption of AI-powered coaching tools and wearable fitness devices is further enhancing service quality.

The self-training segment is gaining traction due to flexibility, affordability, and convenience. Growth is supported by smart workout platforms that enable hybrid exercise routines without direct trainer supervision.

### By Age Group

The 20–40 years age group held the largest market share of 36.50% in 2024 and is projected to grow at the fastest rate of 10.56% during 2025–2032. High spending on gym memberships for muscle building, endurance training, and overall well-being is driving growth. Corporate wellness initiatives are further supporting adoption among this demographic.

The 40–55 years segment is projected to grow at the second-fastest rate, driven by increasing focus on disease prevention and rising cases of obesity, diabetes, and hypertension.

## Regional Outlook

### North America

North America dominated the market, valued at USD 47.89 billion in 2023 and USD 51.87 billion in 2024. A strong fitness culture, high spending on memberships, and widespread availability of personalized training programs are driving regional growth. The U.S. market reached USD 35.21 billion in 2024, supported by robust club infrastructure and rising adoption of wearable fitness technologies.

### Asia Pacific

Asia Pacific is projected to grow at the fastest CAGR of 10.61% during 2025–2032, driven by urbanization, increasing awareness of preventive healthcare, and expansion of value-oriented gyms offering localized fitness programs such as yoga and functional training.

## Europe

Europe holds the second-largest market share, supported by high fitness participation rates and strong spending on membership programs across Western Europe. Expansion of personalized fitness facilities is driving growth in Eastern Europe.

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## South America and Middle East & Africa

These regions are expected to witness moderate growth during the forecast period. South America is projected to reach USD 14.07 billion in 2025, supported by culturally focused fitness programs. In the Middle East & Africa, rising female participation and expansion of budget and mid-tier gyms are driving growth, with South Africa expected to reach USD 5.47 billion by 2025.

## Competitive Landscape

Key players such as Planet Fitness Franchising, LLC, Life Time, Inc., Basic-Fit N.V., Equinox Group, and Crunch Fitness continue to focus on franchise expansion and service diversification to maintain market position. In September 2025, Planet Fitness expanded its U.S. footprint by acquiring multiple health clubs across California.

Ashwin Arora

Fortune Business Insights™ Pvt. Ltd.

+1 833-909-2966

[sales@fortunebusinessinsights.com](mailto:sales@fortunebusinessinsights.com)

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