

# Mory Gym Campaign — Market & Competitive Analysis

## Strategic Overview

This phase analyzed Alexandria’s evolving fitness ecosystem to identify opportunities for Mory Gym’s expansion and dominance. The focus was on understanding growth trends, emerging member behaviors, and pinpointing competitive gaps within the local market.

The research was structured in three tiers: macro (Egypt fitness market), micro (Alexandria-based competition), and behavioral (consumer motivation and retention trends).

## Egypt’s Fitness Market Growth (2023–2026)

Between 2023 and 2026, Egypt’s fitness market recorded an average compound annual growth rate of **+8%**, driven by increased wellness awareness, social media fitness culture, and the rise of specialized studios. Data was collected from **Statista, Euromonitor, and CAPMAS** reports, benchmarked against urban gym penetration in Cairo and Alexandria.

Year	Average Gym Memberships (Alexandria)	Growth YoY
2023	1,200	—
2024	1,300	+8.3%
2025	1,450	+11.5%
2026	1,560	+7.5%

This dataset informed pricing and capacity expansion forecasts, aligning Mory Gym’s membership growth targets with real market potential.

## Adoption of Specialty Programs

Specialty programs such as **HIIT**, **functional training**, and **strength-based group classes** showed the highest adoption rates across urban gyms. Research revealed that **62%** of Alexandria’s active gym-goers prefer structured, high-intensity programs over traditional cardio sessions.

The insight was derived from social listening tools and Google Trends data showing keyword surges in “HIIT classes near me” and “functional workouts Alexandria.” This trend directly influenced Mory Gym’s new product line and ad creative themes.

Program Type	Adoption Rate
HIIT & Strength Training	62%
Yoga & Pilates	22%
Traditional Cardio	16%

## Member Preferences & Behavioral Insights

Weekly engagement tracking over eight weeks highlighted a consistent rise in group class attendance versus personal training sessions. This data was collected via CRM attendance logs and POS-integrated tracking systems. Engagement in group sessions rose from **25%** to **45%** of total check-ins by week 8, driven by referral challenges and social incentives.

Week	Group Class Attendance (%)
1	25%
4	35%
8	45%

This behavioral shift validated Mory Gym’s decision to reallocate ad spend from personal training promotions to group-based offerings and bundle packages.

## Competitive Landscape

Four major players dominate Alexandria’s premium fitness scene: Mory Gym, FitStudio, Global Gym, and Alpha Fitness. A member satisfaction index was developed based on surveys, social sentiment analysis, and retention rates.

Competitor	Member Satisfaction (%)	Retention (%)
Mory Gym	92%	88%
FitStudio	78%	73%
Global Gym	74%	65%
Alpha Fitness	65%	59%

Mory Gym’s edge was attributed to superior customer service, a structured loyalty program, and wellness-driven communication that resonated with health-conscious millennials. Data aggregation came from **Google Reviews scraping (API-based)**, **survey forms (Typeform + HubSpot integration)**, and **Meta sentiment analytics**.

## Strategic Positioning

Mory Gym was positioned as **Alexandria’s premium fitness destination**, targeting the top 20% of high-engagement consumers who seek both performance and lifestyle value. This strategic position was built through:

- **Data-Driven Campaigns:** Personalized ad funnels via Meta Pixel and CRM integration.
- **Content Strategy:** Wellness-oriented storytelling with localized video production.
- **Community Focus:** Referral incentives and social media challenges to sustain brand advocacy.

Competitor weaknesses—limited retention incentives and inconsistent digital communication—were leveraged in Mory Gym’s positioning strategy, enabling a **20% share** of the high-engagement fitness segment within six months.

## Tools, Data & Validation Methods

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- **Chart.js:** Used for presenting performance visuals — bar charts, doughnut charts, and sparkline growth graphs.
- **Google Trends & Meta Insights:** Identified fitness content demand spikes by region.
- **HubSpot CRM + POS System:** Combined attendance, purchase, and lead-tracking data into one reporting view.
- **Looker Studio Dashboard:** Used for visualizing comparative KPIs and benchmarking competitor metrics.

## Conclusion

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The Market & Competitive Analysis provided a foundation for strategic differentiation. Mory Gym capitalized on emerging preferences for structured group programs and digital engagement, solidifying its premium brand image. With an **8% CAGR market**, a **62% preference for HIIT**, and a **92% satisfaction score**, Mory Gym’s future expansion aligns strongly with both data and market trajectory.