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UK Health & Fitness Market Report 2025: Key Insights for Racquet Sports Facilities



Compiled by ukactive, Sport England, 4GLOBAL, and Deloitte, the UK Health & Fitness Market Report 2025 provides unprecedented insights, reflecting comprehensive data from private, public, and independent health and fitness operators across the United Kingdom. This inaugural

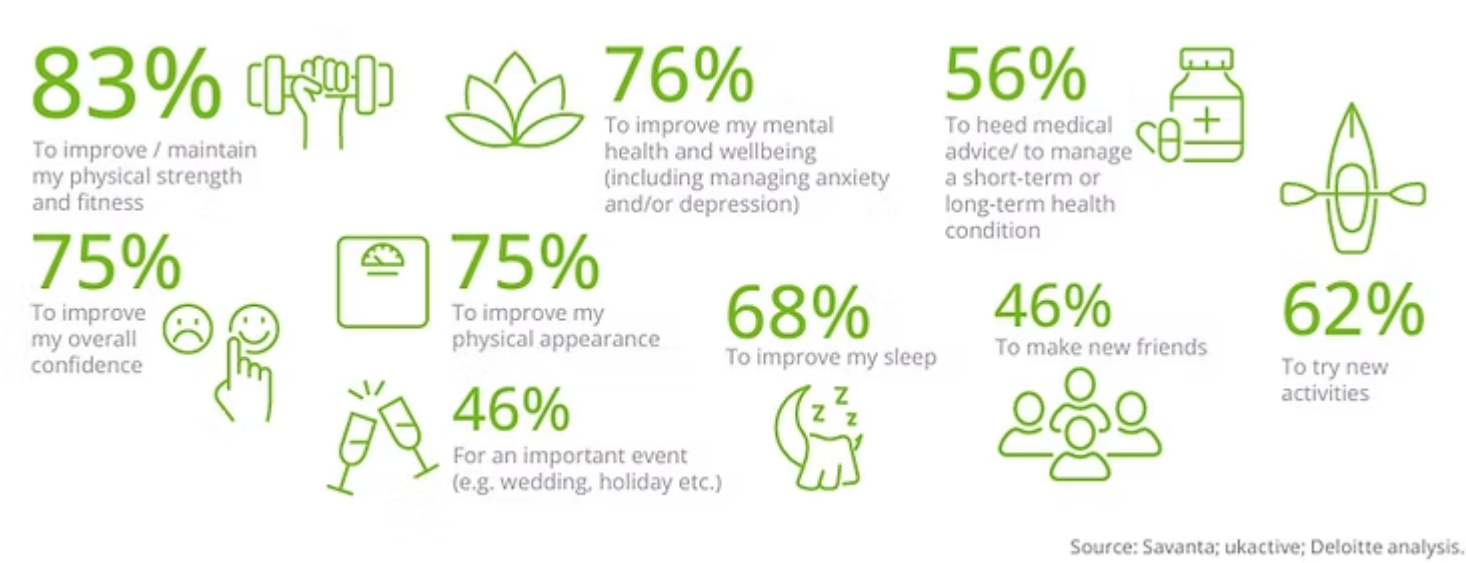
report integrates market analysis with extensive consumer survey data, offering valuable strategic insights for investors, policymakers, and operators—particularly those involved in racquet sports such as squash, tennis, and badminton.

Overall, the report indicates a robust recovery and dynamic growth within the UK fitness sector, emphasizing increased consumer demand driven by greater awareness and appreciation of physical and mental wellbeing. Membership grew significantly, reaching 11.5 million members by the end of 2024, with total income rising 8.8% to £5.7 billion. Key developments include the expansion of affordable fitness offerings, stronger emphasis on experience-driven facilities, technological integration, and heightened investment activity, underscoring investor confidence in the market's long-term potential.

Focusing specifically on consumer motivations, expectations, and behavioural trends, the report provides crucial insights into what current and potential members seek from fitness facilities, delivering particular relevance for racquet sport providers.

Selected Figures Relevant to Racquet Sports from the Market Report:

Motivations for Membership

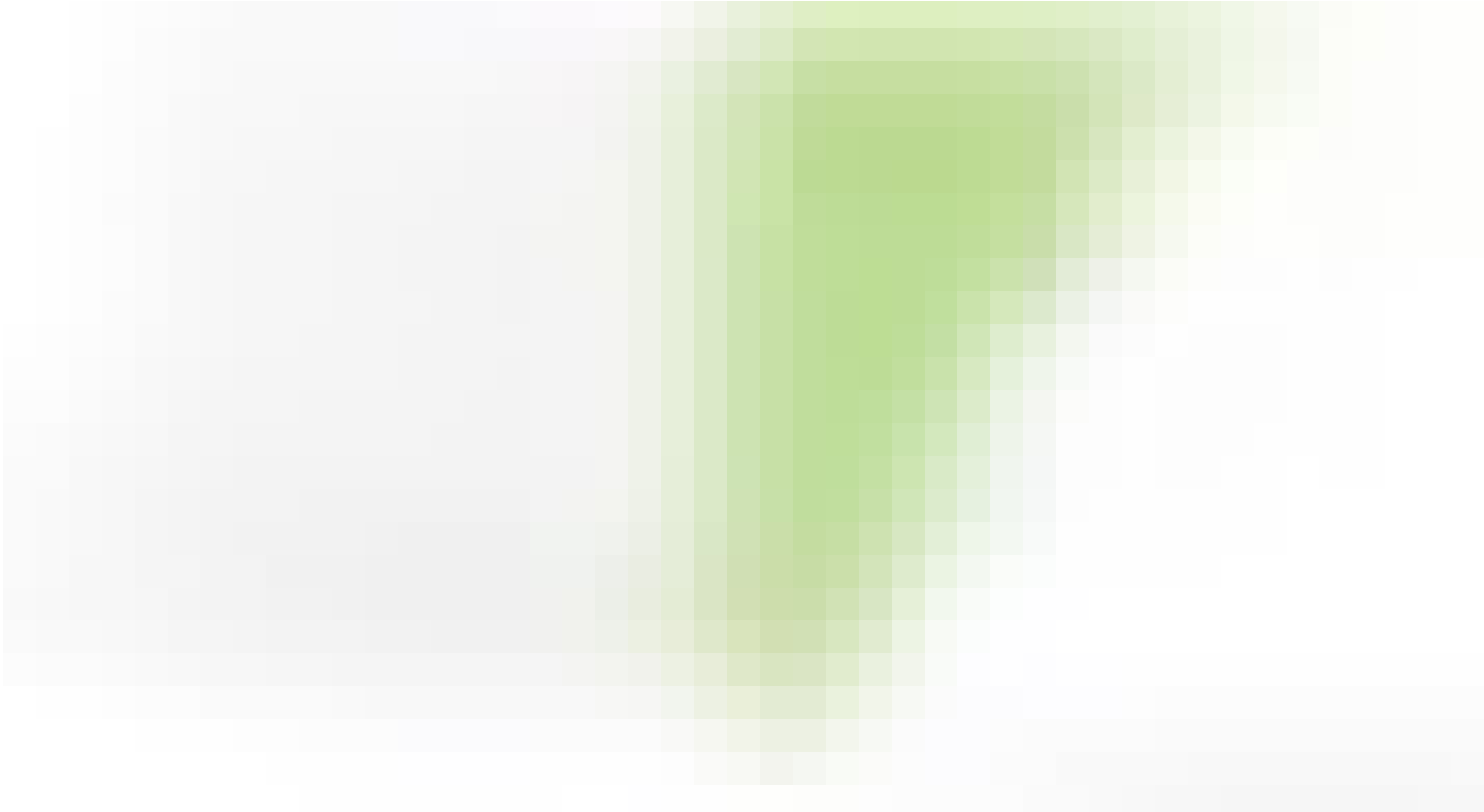


Most frequently cited motivating factors for obtaining a membership (%)

According to consumer insights, the top motivators for joining fitness clubs include improving or maintaining physical strength (83%), enhancing mental health (76%), and boosting overall confidence (75%).

These motivations align perfectly with racquet sports, which naturally combine intensive physical workouts with stress relief and confidence-building through social interaction and competitive play. Facilities offering racquet sports should leverage these aspects by highlighting their sport's dual benefits for mental and physical health.

Barriers to Membership Among Non-members



Ranking of barriers to taking out a membership for non-members (%)

ost (68%) remains the primary barrier, along with perceived lack of need (49%), lack of interest (48%), and discomfort or confidence issues (44%–47%).

Racquet-sport venues can tackle these barriers by creating accessible introductory offers, beginner-friendly environments, clearly communicated benefits, and flexible pricing structures, such as pay-per-session options or discounted memberships for students and seniors.

Important Facility Selection Criteria



Ranking of criteria considered important in selecting specific gym or leisure facility (%)

Consumers prioritize location (25%), cost (23%), and facility quality (13%) when selecting a fitness venue.

Racquet sports facilities can benefit from these insights by emphasizing accessibility, affordability, and quality. Well-maintained courts, reliable equipment, coaching availability, and welcoming social events will significantly enhance the perceived value of memberships, helping facilities stand out within local communities.

Frequency of Participation in Different Activities



Proportion of respondents undertaking activity at least twice a week (%)

While general activities like walking remain most popular, 6% of the respondents actively participate in racquet sports at least twice weekly. Given the overall popularity of fitness classes and gym-based activities (around 19%), there is notable room for growth in the racquet sports segment. Facilities can capitalise on this potential by marketing racquet sports as enjoyable, social, and inclusive forms of regular physical exercise. Strategies could include organized leagues, structured coaching programs, and active community-building efforts.

Strategic Recommendations for Racquet Sports Providers

The UK Health & Fitness Market Report 2025 clearly illustrates that consumers increasingly value fitness solutions addressing their holistic wellbeing and social connectivity needs—areas where racquet sports naturally excel. Facility operators and managers should therefore consider:

- **Promoting the physical and mental health benefits** prominently in their marketing materials, positioning racquet sports clearly as an ideal solution to members’ key motivations.
- **Offering flexible pricing and attractive introductory packages**, making it easier and less intimidating for new players to try racquet sports.
- **Prioritizing facility quality and accessibility**, ensuring courts and equipment are modern, inviting, and conveniently located.
- **Boosting participation through community-building initiatives**, such as regular events, beginner-friendly classes, and competitive but inclusive league formats.

By strategically leveraging these insights, racquet sports providers can not only grow their market share but also significantly enhance their contribution to community health, wellbeing, and social value across the UK fitness landscape.



2025 UK-Health-and-Fitness-Market-Report.pdf
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