

Egyptian Fitness Market Analysis

by Youssif Hamed

Contents

1	Introduction	3
1.1	Questions to be answered	3

1 Introduction

This report aims to explore the fitness and healthy food market in Egypt to discover potential opportunities. The report is mainly focused on the Gym and online training not all sports in general. The Data used in this report is collected from a survey, Google maps, food delivery apps, online training platforms, and online shopping platforms.

1.1 Questions to be answered

The main questions that this report aims to answer are:

1. How much of the population is interested in fitness and healthy food?
2. What are the main demographics of people interested in fitness and healthy food?
3. Does investing in the people knowledge about fitness and healthy food help in increasing the sales?
4. Is there is a need to healthy food services in Egypt
5. Do the current market players satisfy the market needs?
6. Do people trust online training platforms?
7. What is the average cost of the online training services?
8. What people think online training platforms should cost?
9. Is there enough gyms in Egypt?
10. What is the average cost of gym memberships?
11. Does people trust supplements?
12. what is the most used supplement?