

GymNation – UAE & KSA Health & Fitness Facts (2025)

GymNation is one of the fastest-growing fitness brands in the Middle East, headquartered in Dubai, UAE. Founded in 2018, it has rapidly expanded its footprint across the UAE and Saudi Arabia, offering affordable and accessible fitness facilities for all. Below is a snapshot of key facts and statistics from GymNation's 2025 Health & Fitness Report.

Founded: 2018

Founders: Loren Holland, Frank Afeaki, Ant Martland

Headquarters: Dubai, UAE

Locations: 20 (14 in UAE, 6 in KSA)

Members: Over 110,000

Mission: Affordable, accessible, and inclusive fitness ("The People's Gym")

Recognition: Fast Company's "Brands That Matter" 2025 (only gym brand)

Market Impact & Growth 56% of members in KSA and 58% in UAE were first-time gym-goers in the past 12 months. Fitness market growth (2020–2023): KSA – 16.8% CAGR (fastest globally), UAE – 5.8% CAGR (3rd globally). Affordability is key: Over half of non-gym-goers find memberships too expensive (51% in KSA, 53% in UAE). GymNation targets this gap with a low-cost, high-value model.

Health & Fitness Insights 92% of respondents in KSA and UAE want to improve their health. 64% report improved health over the past year; 26% say it stayed the same. 82% describe themselves as "somewhat active". 79% exercise at least twice a week. Common barrier: "Gymtimidation" affects nearly half of respondents, especially women.

GymNation continues to expand its presence, aiming to break down barriers to fitness and attract new members who previously had limited access to affordable gym facilities.