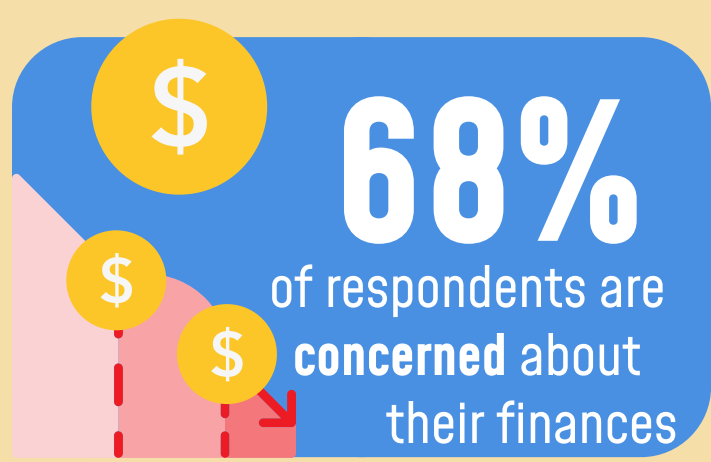
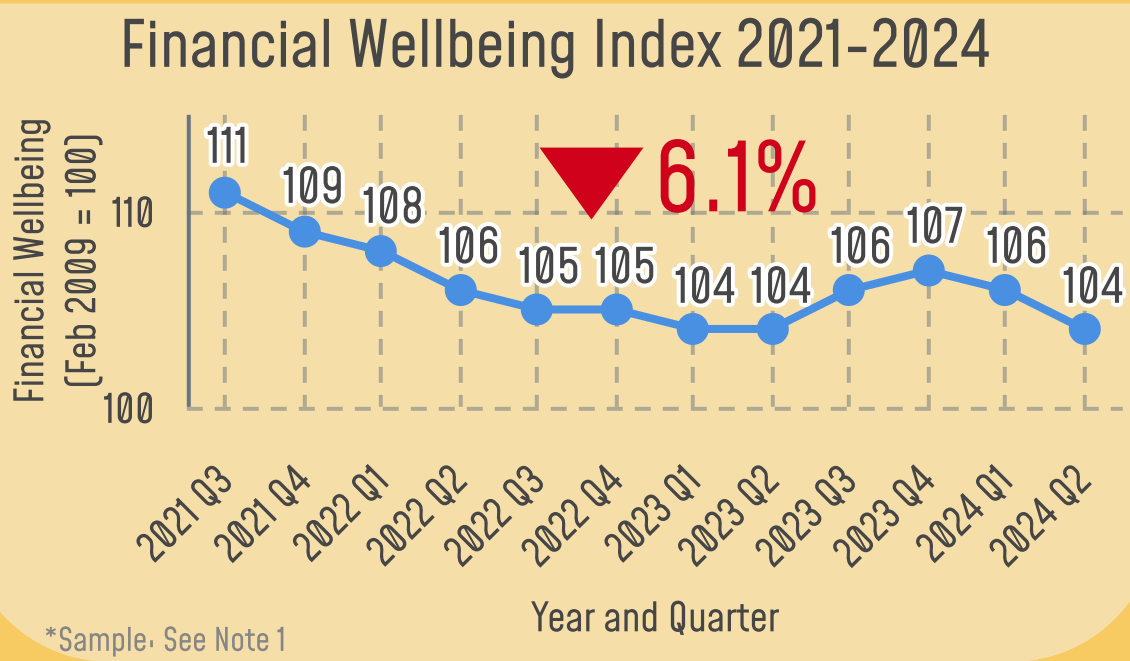




# Has the Cost of Living Crisis Impacted the UK Gym Industry?



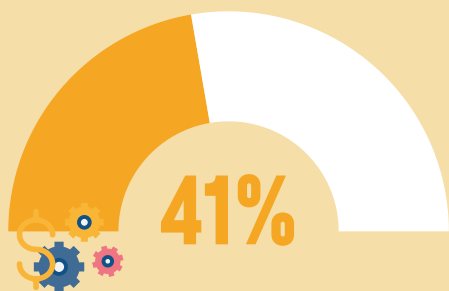
In June 2024, financial wellbeing was at its lowest point since 2018, having dropped 6.1% since 2021.



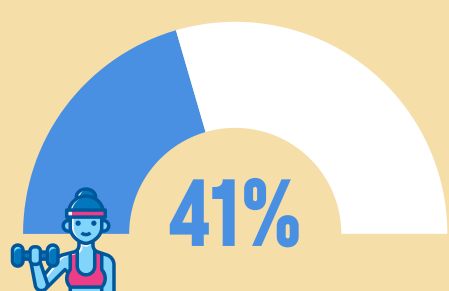
Despite this, the fitness club market continues to grow...

...so why are consumers still choosing to join gyms?

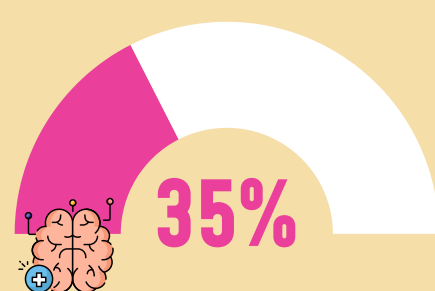
Financial security is a rising priority but so are physical, mental and social health.



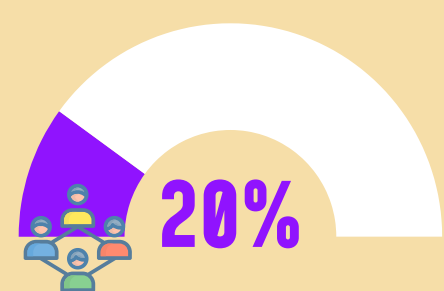
of respondents said that **financial security** was a **higher priority** in 2024 vs 2023.



said that **physical health** was a **higher priority** in 2024 vs 2023.

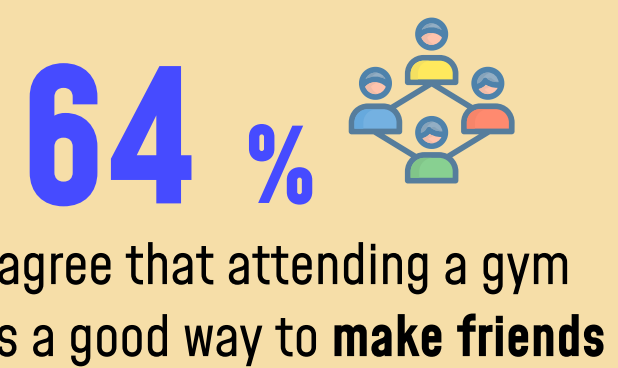
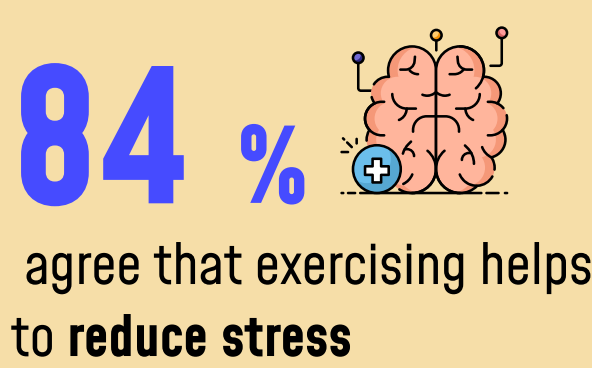
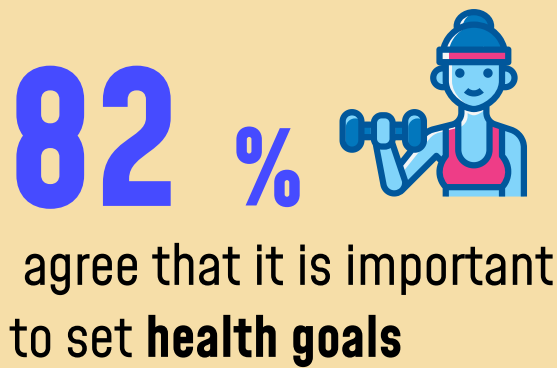


said that **mental health** was a **higher priority** in 2024 vs 2023.

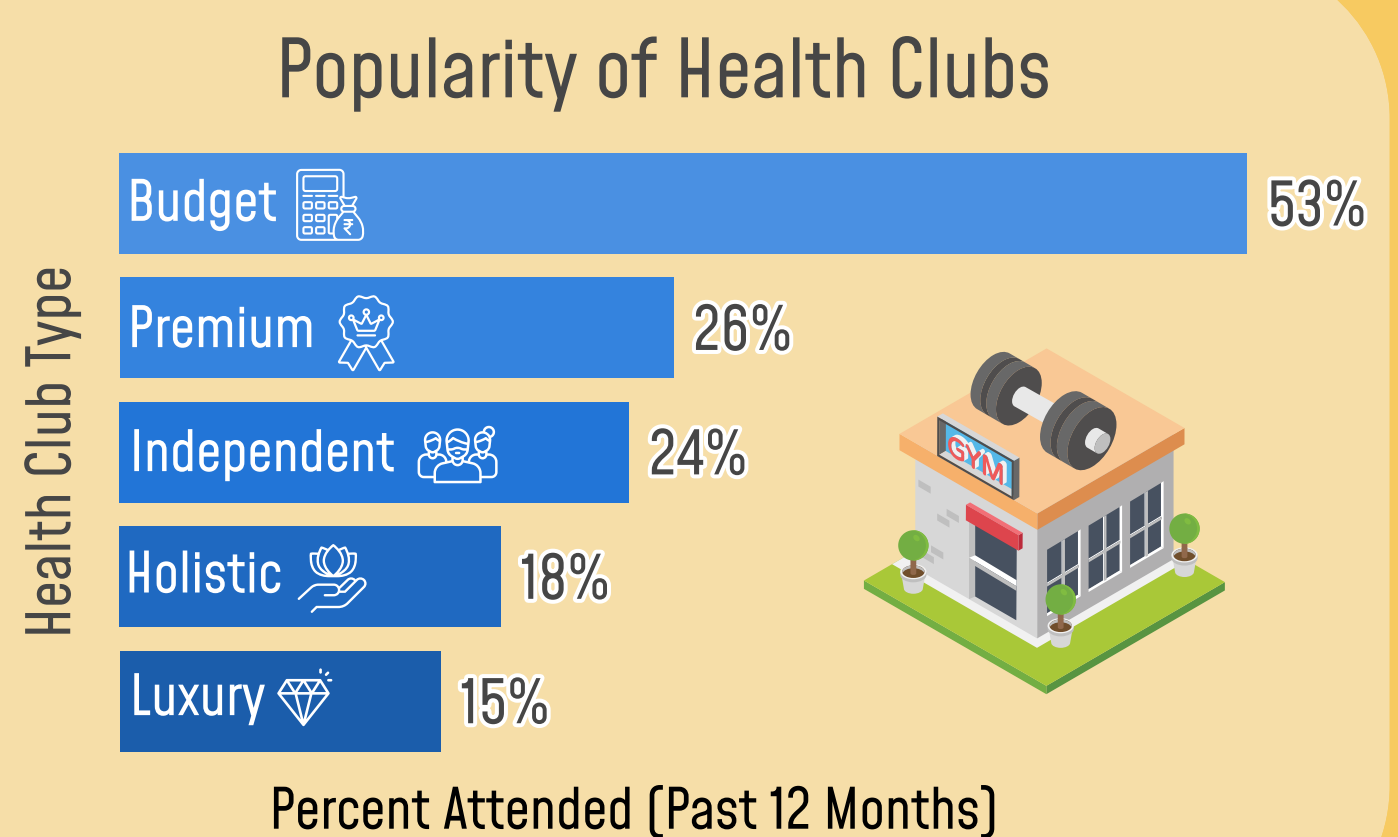
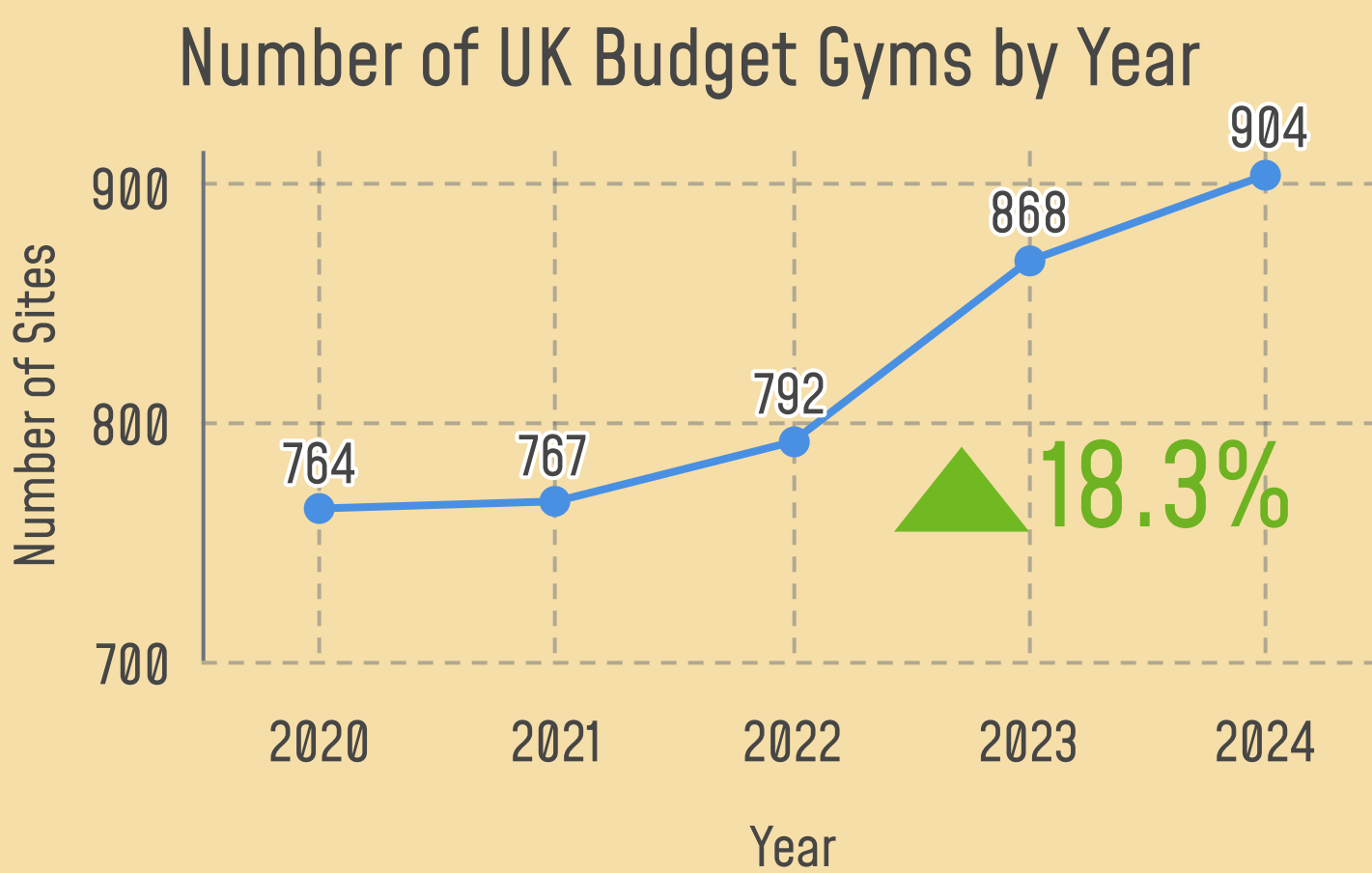


said that their **social life** was a **higher priority** in 2024 vs 2023. \*Sample. See Note 1

Consumers are aware of the physical, mental, and social benefits of attending a gym.



Consumers are looking to reap these benefits without compromising their finances, leading to increased attendance of budget offerings.



## The Implication



- The high cost of living in the UK has boosted the growth of the budget gym industry.
- Health remains of high importance to consumers in times of financial difficulty.
- Consumers would rather "downgrade" to a budget gym option than give up their memberships entirely.
- Industry leaders should consider affordability in their memberships strategies and be sensitive to changes in financial wellbeing.