

# HEALTH AND FITNESS MARKETING DATA DROP



## THE LARGEST PRIVATE HEALTH & FITNESS CLUB GROUPS IN THE UK

\* Indicates Low-Cost / Budget Operator # Indicates Franchise Model

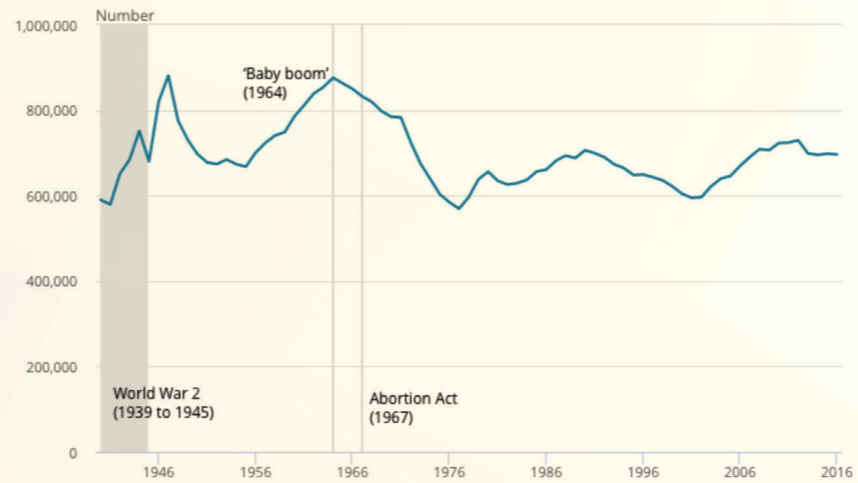
Fitness Group	Number of Clubs in UK
Pure Gym *	140
Anytime Fitness * #	113
Nuffield Health	112
The Gym Group *	101
David Lloyd Leisure	86
DW Fitness	79
Bannatyne Health Clubs	67
Virgin Active	60
Fit4Less *	47
Exercise4Less *	35
EasyGym *	16

What does the data show?

How could this data be used?

## NUMBER OF LIVE BIRTHS 1940 - 2016

England and Wales

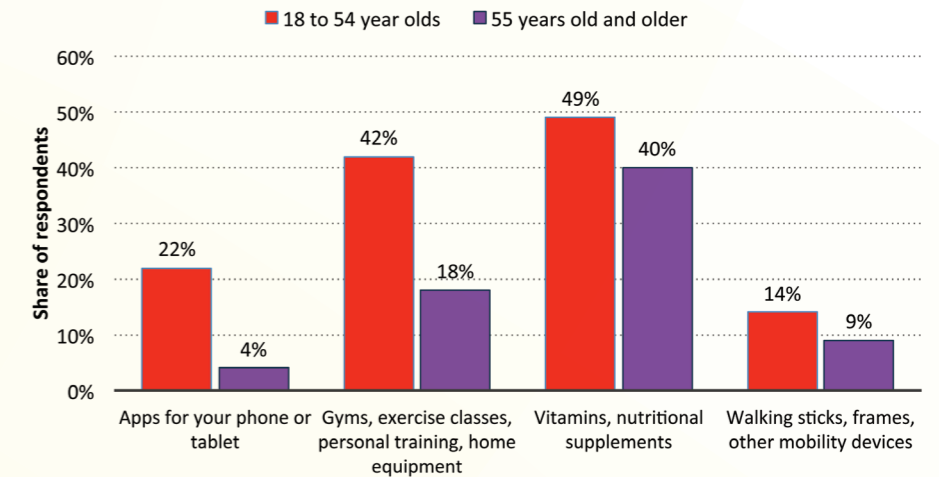


What does the data show?

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## SHARE OF UK ADULTS WHO PAID FOR WELLNESS AND FITNESS PRODUCTS

Spend In 2015, by Age Group

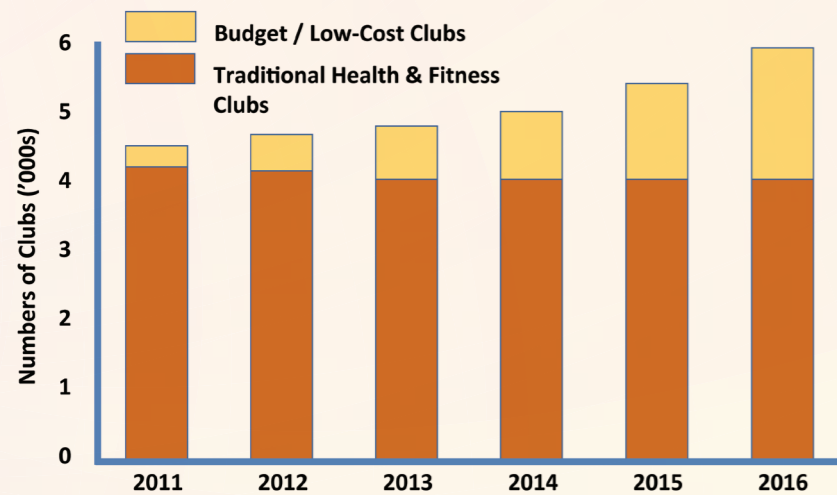


What does the data show?

How significant is it?

## GROWTH IN FITNESS CLUBS IN UK

Number of Clubs Split Between Budget / Low-Cost and Traditional

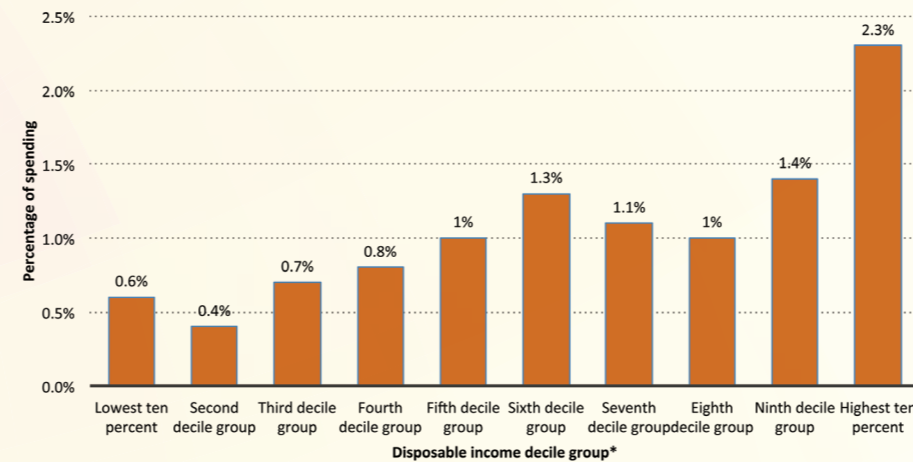


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How could this data be used?

## CONSUMER SPENDING

Perhaps not surprisingly, it is the most affluent households that spend a relatively high percentage of their disposable income on leisure & recreation

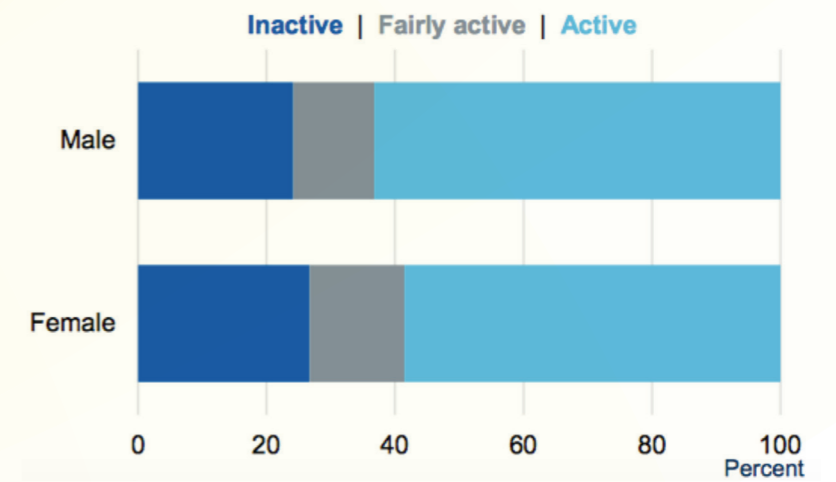


What does the data show?

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## DIFFERENCES IN ACTIVITY LEVELS BETWEEN MEN AND WOMEN

NHS England report 2017



What does the data show?

How significant is it?