

EuropeActive and Deloitte publish European Health & Fitness Market Report 2016

COLOGNE, GERMANY, 06 APRIL 2016

Fitness strengthens its position as the #1 European sports activity – over 52 million members in Europe in 2015

- **European health and fitness club memberships grew by 3.9% to 52.4 million in 2015 versus 2014**
- **Total fitness club revenues increased by 4.9% to €26.7 billion in 2015 versus 2014**
- **The top 30 European fitness operators account for approximately 11 million members, representing 20.9% of all memberships**
- **The top 10 operators increased revenues by 4.2% to €2.8 billion, representing 10.3% of the total European market**
- **Merger and acquisition activity remained high in 2015 with 19 transactions, including the first European fitness IPO in 13 years**

Today, at the 3rd European Health & Fitness Forum (EHFF), Deloitte Partner Karsten Hollasch presented the major conclusions from the latest market research published by EuropeActive in cooperation with Deloitte. The EHFF is the top industry forum and is the pre-opening event for the world's largest fitness tradeshow in Cologne, Germany.

According to the study, membership in European health and fitness clubs continued to grow strongly in 2015, to 52.4 million members at the end of the year. This marks an increase of 3.9% over the previous year. With about 11 million members, the 30 leading European fitness club operators represent 20.9% of total membership.

Germany maintained its position as the country with the highest membership with 9.5 million health and fitness club members in 2015, followed by the United Kingdom (8.8 million), France (5.2 million), Italy (5.1 million) and Spain (4.9 million). In terms of market penetration, Norway ranks highest with 19.4% of the population holding a health or fitness club membership. Other countries with high fitness club penetration include Sweden (16.7%), the Netherlands (16.4%) and Denmark (15.0%).

In terms of revenues, the European health and fitness market reached €26.7 billion in 2015, which ranks it as the world's largest market, ahead of the USA (€23.5 billion in revenues). The top 10 operators in terms of revenues account for 10.3% of the total market with revenues of 2.8 billion euro.

The number of mergers and acquisitions remained at last year's high level with 19 transactions, including the first European fitness IPO in 13 years.

Besides key figures and detailed profiles of the leading European fitness club operators, the European Health & Fitness Market Report includes profiles of the 18 largest national markets and analyses of merger and acquisition activities, EU

policy implications and the global equipment market, as well as interviews with selected market experts and leaders.

Herman Rutgers, EuropeActive Board member commented: *"2015 was another year of strong growth in terms of both membership and market value. This shows that the products and services of our sector remain highly attractive to consumers across Europe and makes us confident to reach the industry goal of 80 million members by 2025."*

The European Health & Fitness Market Report, the fifth joint publication of EuropeActive and Deloitte, represents the most comprehensive report on the European health and fitness market and serves as a valuable source of information for industry stakeholders. The report was made possible by the generous sponsoring of FIBO, GYM80, MATRIX, TECHNOGYM and PRECOR.

The full report (146 pages) is available for €195 and can be ordered through the EuropeActive Knowledge center; www.europeactive.eu

About EuropeActive

EuropeActive, formerly known as the European Health & Fitness Association (EHFA), with its origins in 1996 it continues today as operates as a non-profit organisation and the unique voice addressing key European institutions on behalf of the European health and fitness sector. Its mission is not just to turn back the tide of inactivity but to ensure that more and more people get active as a result of an effective synergy between all the sector's actors.

EuropeActive represents more than 15,000 fitness centres, 21 national associations, together with market-leading suppliers, education providers and individuals.

For further information visit www.europeactive.eu

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