

## PRESS RELEASE

Cologne, Germany, 08 April 2015.

### EuropeActive and Deloitte publish European Health & Fitness Market Report 2015

#### Headline: Fitness strengthens its position as the No. 1 European sporting activity

##### Other facts:

- \*The market grew strongly in 2014 and the projection for 80 million members by 2025 is on target
- \*European fitness club memberships grew by 9% to 50.1 million in 2014
- \*Total market value reached 26.8 billion euro (professional football approx. 20 billion)
- \*The top 30 operators account for more than 20% of all memberships in 2014
- \*The top 10 European operators increase revenues by 3% to 2.8 billion euro with an equivalence of almost 5.8 million members
- \*Number of mergers and acquisitions (19) more than doubled compared to 2013

Today, at the 2<sup>nd</sup> 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 held as the pre-opening event for the world's largest fitness tradeshow in Cologne, Germany.

According to the study, fitness penetration in Europe continued to grow strongly in 2014. At the end of 2014, there were 50.1 million members in European health and fitness clubs which is an increase of 9% compared to the previous year. More than 20% of all fitness club members belong to one of the 30 leading operators, which have a total of 10.2 million members (representing an increase of +10.6%).

In terms of revenues, the top 10 European fitness club operators continued their growth by increasing their overall revenues by 3% to 2.8 billion euro in 2014. They now account for 10.4% of the European market, which grew by 4% to more than 26.8 billion euro in 2014.

The financial world retains a very strong interest in the sector which saw 19 mergers and acquisitions during 2014 (compared to nine in 2013).

Besides key numbers and detailed profiles of the leading European fitness club operators, the European Health & Fitness Market Report includes profiles of the 18 largest national markets, in-

depth analyses on merger and acquisition activities, EU policy implications and the global equipment market analyses, as well as interviews with selected market experts and leaders.

Herman Rutgers, EuropeActive Board member commented; *“Last year we announced as our industry goal to achieve 80 Million members in health & fitness clubs in the European region by 2025. With the growth in 2014 we are well on the way to reaching that goal and it shows the increased consumers’ enthusiasm for our industry’s products and services”*

For the new *European Health & Fitness Market Report*, which is the 4<sup>th</sup> joint publication, the research team has been expanded to cover an even larger number of leading operators, national markets and topics than last year. This was possible through the generous sponsoring of FIBO, GYM 80, MATRIX and PRECOR.

As the most comprehensive report on the European market, the European Health & Fitness Market Report will serve as a valuable source of information for all industry stakeholders.

The full report (146 pages) is available for 195 euro and can be ordered through [www.europeactive.eu](http://www.europeactive.eu).

## **About EuropeActive**

EuropeActive formerly known as The European Health & Fitness Association (EHFA), with its origins in 1996 as a not-for-profit organisation, remains as the unique voice for the European health & fitness sector to all of the main EU Institutions. Its mission is to turn back the tide of inactivity and ensure that MORE PEOPLE become MORE ACTIVE MORE OFTEN as a result of a functional synergy between all of the sector’s actors.

EuropeActive has, among its membership, more than 10,000 facilities, 19 national trade associations, industry leading suppliers, education providers and individuals.

For further information visit us at [www.europeactive.eu](http://www.europeactive.eu) or contact:

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