INTRODUCTION

As a result of this research, a need for a clear sense of direction has been identified to seize the opportunities this presents. This research consisted of a survey undertaken by the ukactive Research Institute, focusing on the UK's current market landscape and the impact of emerging technologies on consumers, businesses and the sector as a whole.

As analysed by the ukactive Research Institute, the European tech scene is experiencing a 200% increase in technology-related investments, with the global wearables market – forecasted to be worth $67 billion by 2024 – and the amount of capital being invested in European tech companies also rising by 79% this year. Significantly, UK-based businesses are ahead of the curve, with a 69% rise in the number of investment rounds completed in the country.

This value spreads to the UK, which continues to position itself as a leader in the tech industry, with technology significantly contributing to the country's gross value added (GVA) – it is now worth 85% of the country's GVA, up from 79% a year ago. The country also accounts for 48% of total UK investment in new technology-related businesses.

In fact, the impact of technology in the country's economy has never been more important, with a 79% increase in UK employment related to technology across the past six months. Businesses are now spending more money on technology than ever before, with consumer and commercial demand growing. The opportunities FitTech provides can only continue to create widespread impact as technology is utilised to its fullest extent to get more people, more active, more often.

Ultimately FitTech enables the physical activity sector to grow and provide solutions to the challenges of the 21st century. The global technological landscape is changing fast, and this is having an impact on consumer and commercial behaviour. Technology is becoming a huge part of everyday life, regardless of the presence of FitTech in a physical activity provider’s service.

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BARRIERS TO ADOPTING FITTECH

The gyms have also introduced 21 small group classes, where the fitness trainer is sent a photo of their customer set their sights high, achieve a higher level of fitness, and can control the technology to achieve that.

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Increased engagement with the customer is sent to their inbox and seamlessly uploaded to their Digme pr

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This is not an overnight transformation. Managing a software business is different to managing a hardware business and there are a number of factors to consider when making the decision to adopt new tech approaches.

Start active, stay active.

THE CURRENT STATE OF FITTECH

The UK’s active population is growing, with 85% of people who use technology in everyday life, regardless of the presence of FitTech in a physical activity provider’s service.

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ENGAGING

FlexStrider

FlexStrider

Cross Trainer

Cross Trainer

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