



# Creating Innovative Fitness Spaces

11<sup>th</sup> of September 2024





**PRECOR®**





# Industry Trends

# Leisure DB State of the UK Fitness Industry Report 2024

|                         | 2019    | 2022    | 2023    | 2024           | NO DATA<br>2020 & 2021<br>DUE TO<br>COVID-19  |
|-------------------------|---------|---------|---------|----------------|---|
| <b>Gyms</b>             | 7,239   | 7,063   | 6,998   | <b>7,009</b>   |  <b>0.2%</b> |
| <b>Members</b>          | 10.4 m  | 9.9 m   | 10.3 m  | <b>10.7 m</b>  |  <b>4.1%</b> |
| <b>Market value</b>     | £5.1 bn | £4.8 bn | £5.4 bn | <b>£5.9 bn</b> |  <b>9.7%</b> |
| <b>Penetration rate</b> | 15.6%   | 14.6%   | 15.1%   | <b>15.9%</b>   |              |

# Leisure DB State of the UK Fitness Industry Report 2024

## PRIVATE SECTOR 2024

**10.9%** penetration rate

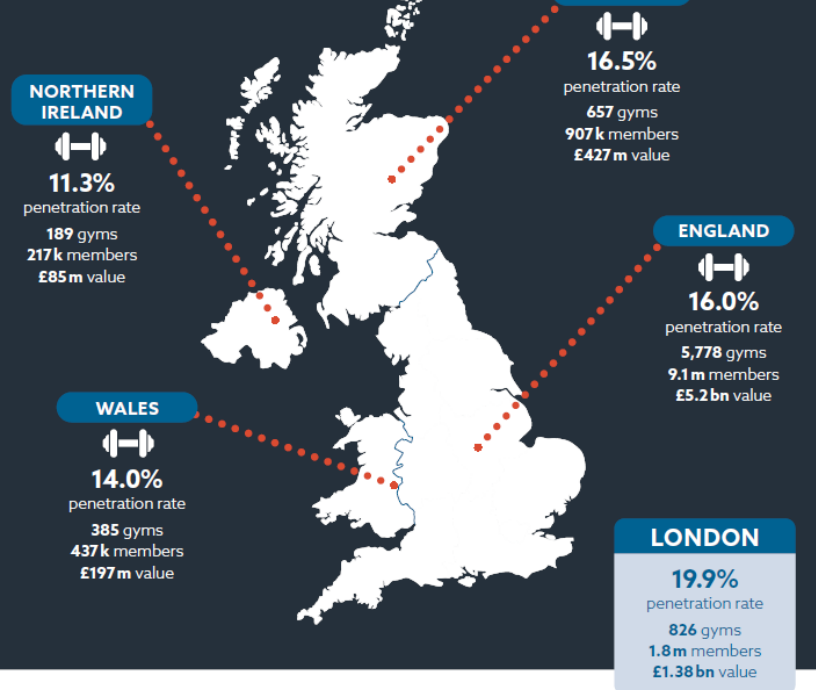
| Private clubs | Members | Market value | Average fee |
|---------------|---------|--------------|-------------|
| 4,513         | 7.33 m  | £4.48 bn     | £47.24      |

## PUBLIC SECTOR 2024

**5.0%** penetration rate

| Public gyms | Members | Market value | Average fee |
|-------------|---------|--------------|-------------|
| 2,496       | 3.36 m  | £1.44 bn     | £32.07      |

## UK FITNESS MARKET



# Strength Training

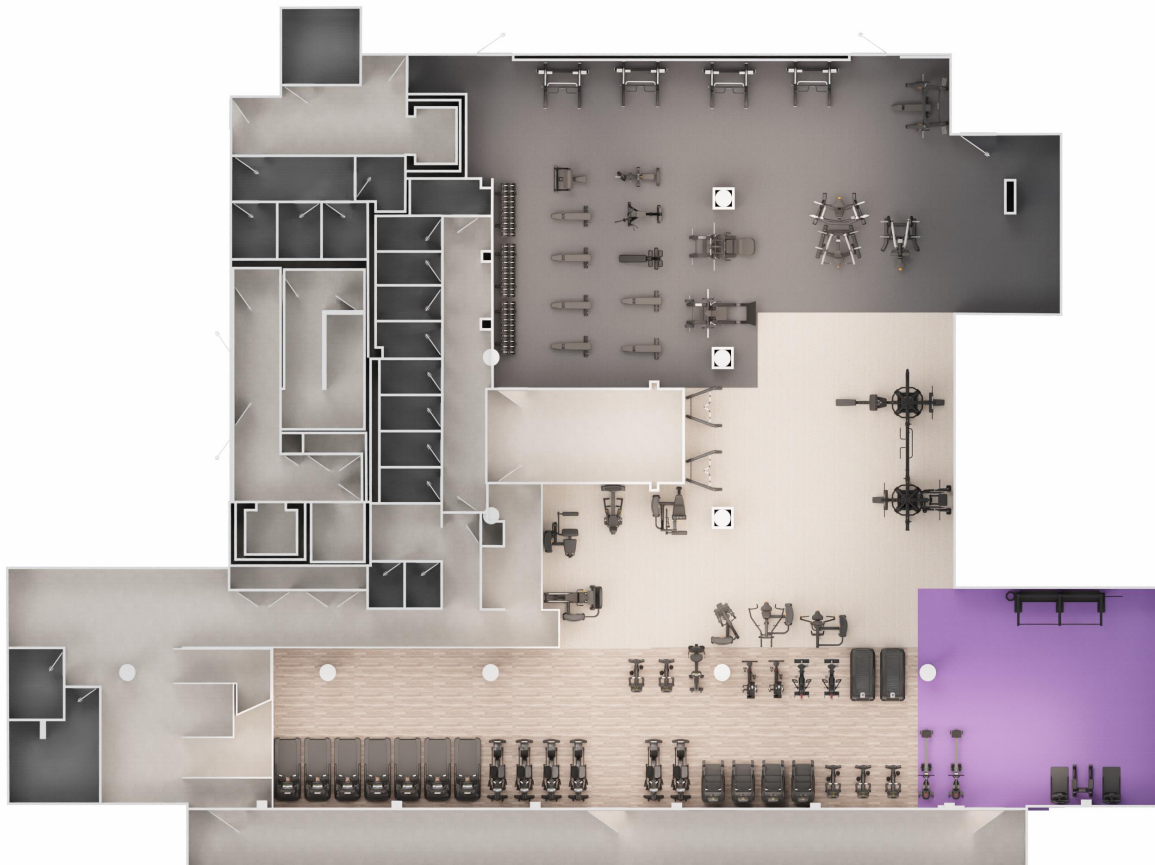
- Post-Covid, strength products in general are seeing strong growth.
- Post-pandemic, more females are adding resistance/strength training to their routine for more challenge and muscle sculpting.
- New trends such as Glute training are bringing more users into Strength, particularly across plate loaded.
- In 77% of refurbishments completed in the last year by Precor, the Strength offering in space and revenue has increased over Cardio.





A woman with long dark hair and tattoos on her arms is performing a pull-up on a black Precor machine in a gym. She is wearing a light green tank top and dark green leggings. The machine has the Precor logo on it. In the background, there are other gym equipment and a wooden floor.

# Creating Inclusive Spaces

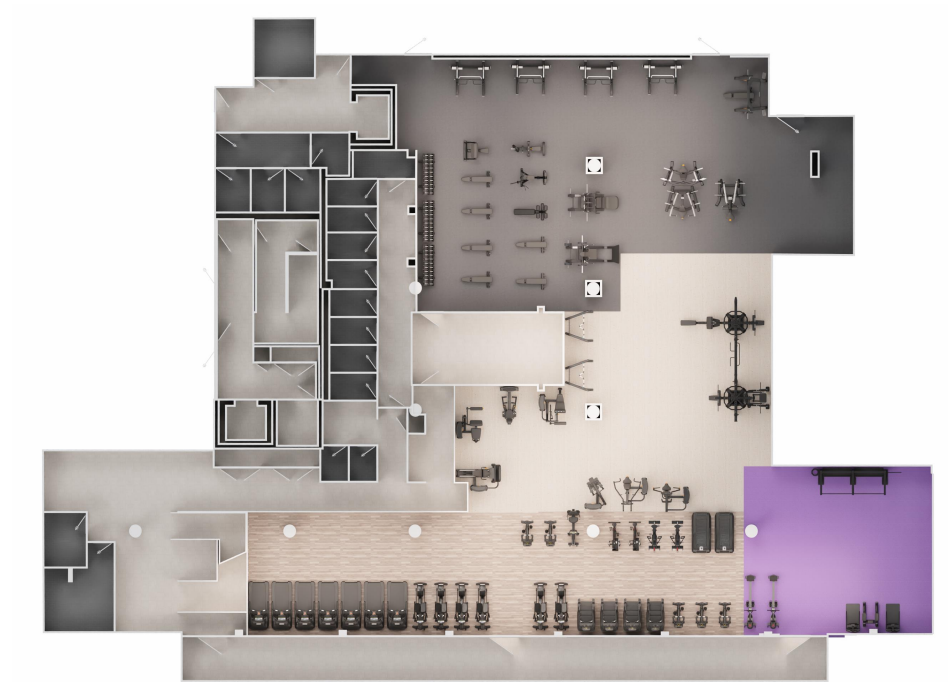






# Key Considerations

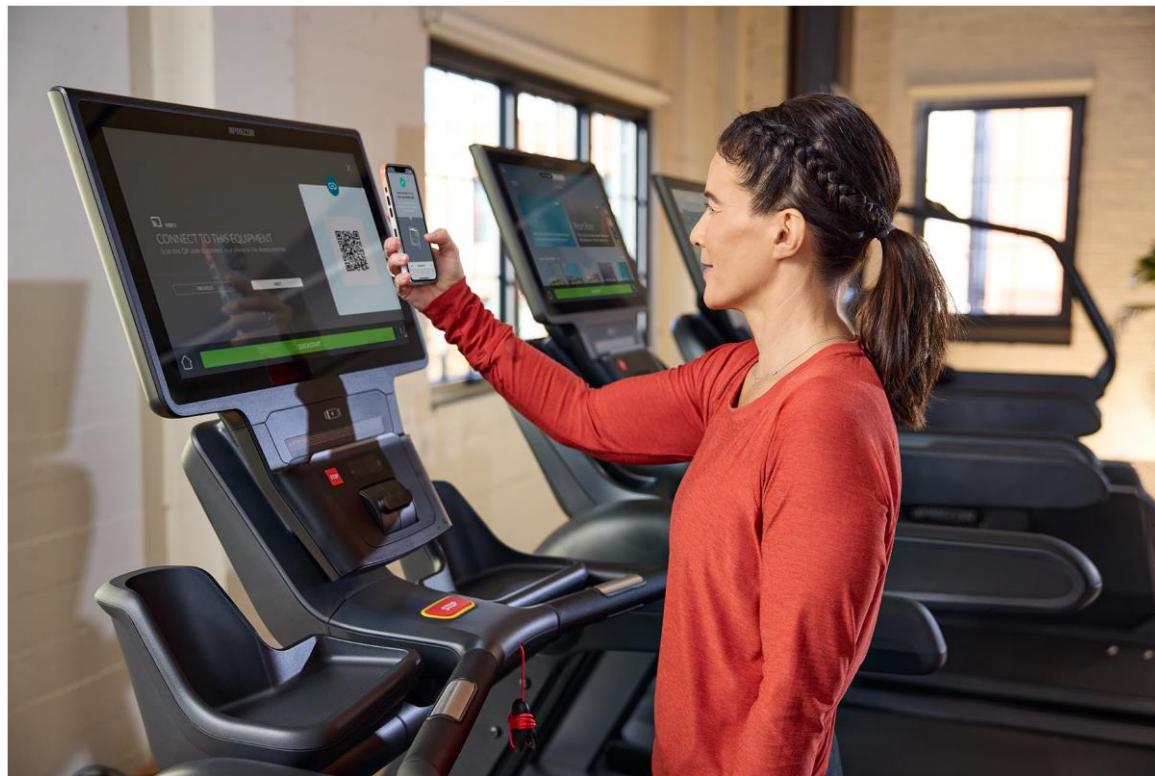
- Consultative approach
- Member journey
- Utilise natural spaces and elements
- Line of sight





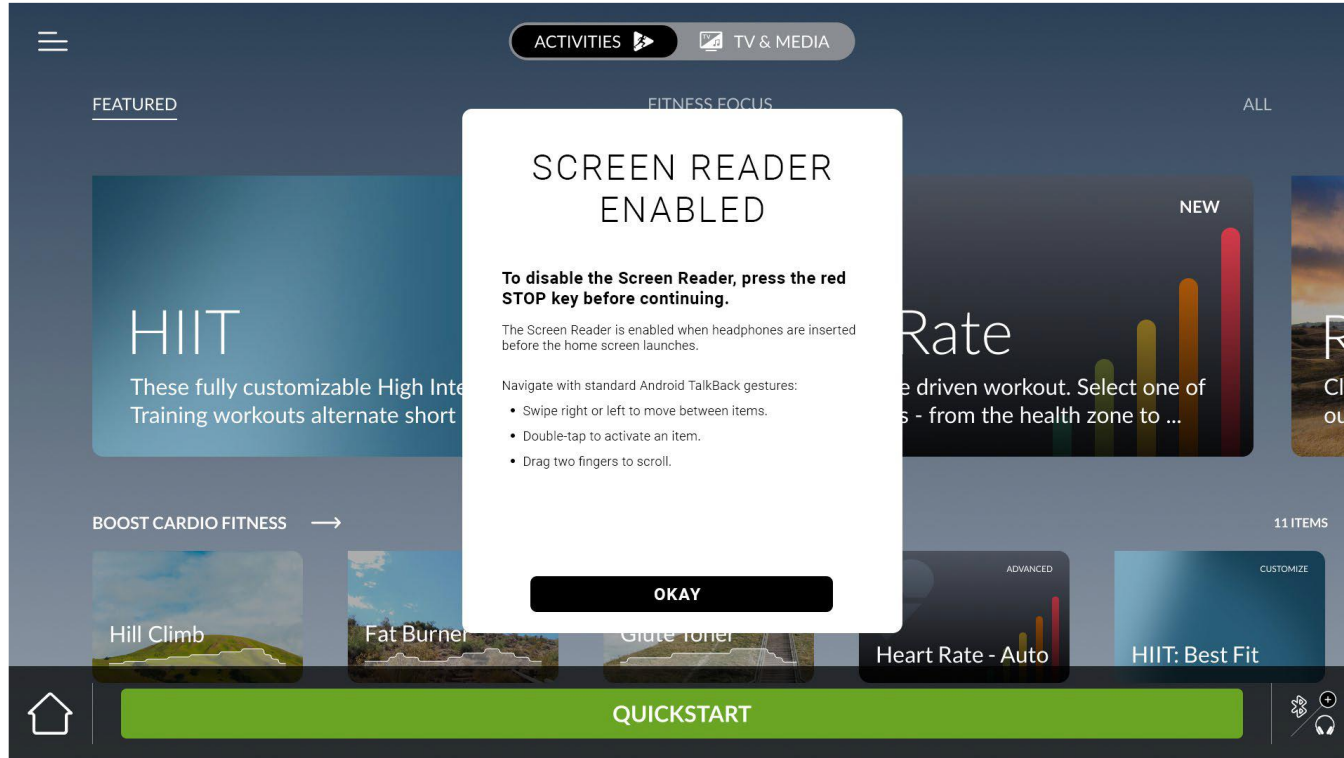
# Features of our Cardio Consoles

# PrecorCast





# Accessibility



# Fitness is Foremost

## Approachable

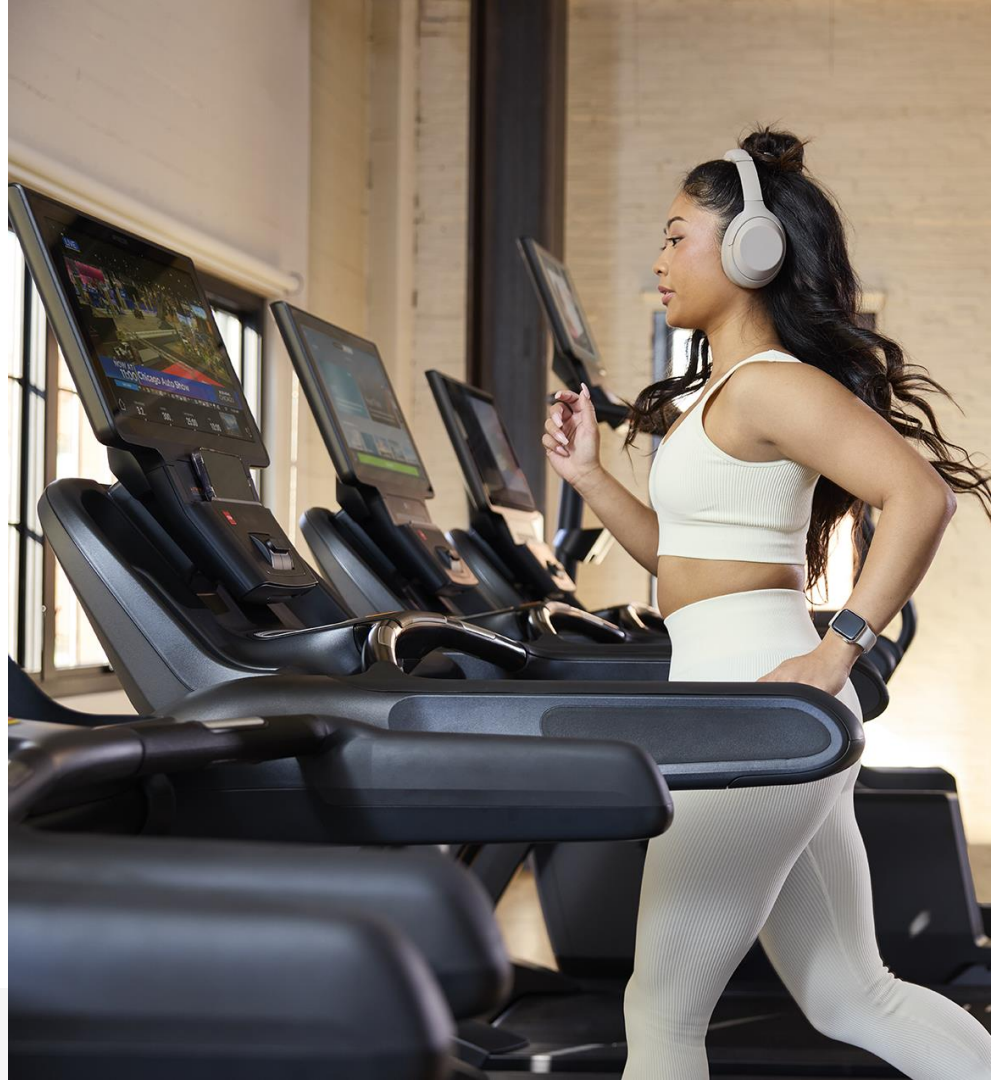
- Do I want to engage with this product?
- Will I feel safe / confident / strong

## Discoverable and Relevant

- Can I find workouts and media that matter to me?
- Can I set it up quickly?

## Easy to Use

- Does it make sense while I am in motion?
- Are features where I expect them to be



A man with a shaved head and a focused expression is performing a cable exercise in a gym. He is wearing a dark grey sleeveless shirt, light blue shorts, and white sneakers. He is holding the handle of a cable machine with both hands, pulling it towards his chest. The gym has a high ceiling with exposed wooden beams and large industrial fans. Various pieces of Precor gym equipment are visible in the background, including a large exercise ball and several kettlebells on a rack. The floor is a polished, dark brown material.

Thank You

Questions

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