

Personal Trainers in the US

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Abstracts

Personal Trainers

Staying fit: Demand for the Personal Trainers industry largely depends on per capita disposable income, since operators mainly provide a discretionary service. Demand for personal trainers also depends on health trends in the United States. The rising number of people participating in exercise will foster demand in the next five years.

Nevertheless, personal trainers will need to shift their business models and focus on new markets to stay competitive in the increasingly large industry.

This industry includes individuals who offer one-on-one and small group fitness training. Personal trainers may also provide personalized diet programs. Personal trainers are typically employed by gyms, fitness studios and hospitals, or they are self-employed.

This report covers the scope, size, disposition and growth of the industry including the key sensitivities and success factors. Also included are five year industry forecasts, growth rates and an analysis of the industry key players and their market shares.

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