

Fitness & Slimming Industry in India - SWOT Analysis

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Abstracts

Overview

Indian Fitness & Slimming Industry constitutes about 8% of the wellness market. Presently, the fitness industry is in its nascent stages. The industry is fairly fragmented since the majority of the market appears to be dominated by a large number of mom-and-pop gyms. Organized fitness services account for merely 25% of the overall fitness industry.

The Indian Fitness & Slimming Industry is set to ride high with all levers in place. Growing disposable income of the people coupled with rising awareness of a healthy body augur well for the Industry. Significant changes in lifestyle related to lack of physical activity and increased consumption of fast food among both affluent and working class population has led to greater need for healthy lifestyles.

Indian fitness & slimming industry currently pegged at USD 0.78 billion is stated to grow at a CAGR of 25% to reach USD 2.4 Billion by 2015. We would not be surprised if the industry outperforms our ballpark figure.

Scope of the report

Industry at a glance

Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

Reasons to buy

Gain insight into the industry in terms of the opportunities and threats that will augment and restrict its growth

Get knowledge about the forte of the industry which will help it to ride in the lead

Contents

OVERVIEW

SWOT ANALYSIS

STRENGTHS

1. Large customer base
2. Last man standing!

WEAKNESS

1. Lack of standardization
2. Seasonality of business
3. Lack of Government focus
4. Capital Intensive

OPPORTUNITIES

1. Evolving demographics
2. Rising health consciousness
3. Surge in disposable incomes
4. Shift in spending pattern
5. Under penetrated Industry

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