

# Gyms, Health & Fitness Clubs in Italy

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## Abstracts

### Gyms, Health & Fitness Clubs in Italy

#### Summary

Gyms, Health & Fitness Clubs in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

Gyms, health and fitness clubs market includes establishments that offer facilities and services for physical exercise and fitness training, such as workout equipment, classes, personal training, and other amenities aimed at promoting health. Market revenues are calculated as the membership fees paid to clubs.

The Italian gyms, health & fitness clubs market recorded revenues of \$2.8 billion in 2024, representing a compound annual growth rate (CAGR) of 0.8% between 2019 and 2024.

The Italian gyms, health & fitness clubs market grew by 0.6% in 2024, primarily driven by rapid urbanization, which reshaped lifestyles and increased access to fitness facilities. According to the World Bank (WB), in 2024, the proportion of the urban population in Italy reached 72.3%, up from 71.9% in 2023.

The presence of substantial millennial and Gen Z populations, which are strongly focused on health, wellness, and personal fitness, supports the market growth. According to the US Census Bureau, in 2024, the Italian millennial and

Gen-Z populations reached 11.1 million and 9.2 million, respectively.

## Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the gyms, health & fitness clubs market in Italy

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the gyms, health & fitness clubs market in Italy

Leading company profiles reveal details of key gyms, health & fitness clubs market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy gyms, health & fitness clubs market with five year forecasts

## Reasons to Buy

What was the size of the Italy gyms, health & fitness clubs market by value in 2024?

What will be the size of the Italy gyms, health & fitness clubs market in 2029?

What factors are affecting the strength of competition in the Italy gyms, health & fitness clubs market?

How has the market performed over the last five years?

What are the main segments that make up Italy's gyms, health & fitness clubs market?

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