

# Gyms, Health and Fitness Clubs in Turkey - Market Summary, Competitive Analysis and Forecast to 2026

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## Abstracts

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### SUMMARY

Gyms, Health & Fitness Clubs in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The gyms, health & fitness clubs market refers to clubs that provide exercise facilities such as weight and exercise machines, fitness classes, personal training and other services such as health and beauty facilities, food and drink, clothing and equipment, designed for users to improve and maintain their physical health. Market revenues are calculated as the membership fees paid to clubs. All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The Turkish gyms, health and fitness clubs market is forecast to generate total revenues of \$0.5bn in 2021, representing a compound annual rate of change (CARC) of -1.1% between 2017 and 2021.

The lockdown and social-distancing measures imposed to contain the ongoing pandemic have prevented gyms and health and fitness club operators from generating revenues from new and existing users.

Many leading players continued to expand their gym portfolios during the pandemic despite having a reduced number of active memberships.

## **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 Turkey

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

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 Turkey gyms, health & fitness clubs market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Turkey gyms, health & fitness clubs market by value in 2021?

What will be the size of the Turkey gyms, health & fitness clubs market in 2026?

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

How has the market performed over the last five years?

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



## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Geography segmentation
- 1.4. Market rivalry
- 1.5. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?

7.2. What strategies do leading players follow?

7.3. What trends have impacted the market?

## **8 MACROECONOMIC INDICATORS**

8.1. Country data

## **9 APPENDIX**

9.1. Methodology

9.2. Industry associations

9.3. Related MarketLine research

9.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Turkey gyms, health & fitness clubs market value: \$ billion, 2017-21

Table 2: Turkey gyms, health & fitness clubs market geography segmentation: \$ billion, 2021

Table 3: Turkey gyms, health & fitness clubs market value forecast: \$ billion, 2021-26

Table 4: Turkey size of population (million), 2017-21

Table 5: Turkey gdp (constant 2005 prices, \$ billion), 2017-21

Table 6: Turkey gdp (current prices, \$ billion), 2017-21

Table 7: Turkey inflation, 2017-21

Table 8: Turkey consumer price index (absolute), 2017-21

Table 9: Turkey exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: Turkey gyms, health & fitness clubs market value: \$ billion, 2017-21

Figure 2: Turkey gyms, health & fitness clubs market geography segmentation: % share, by value, 2021

Figure 3: Turkey gyms, health & fitness clubs market value forecast: \$ billion, 2021-26

Figure 4: Forces driving competition in the gyms, health & fitness clubs market in Turkey, 2021

Figure 5: Drivers of buyer power in the gyms, health & fitness clubs market in Turkey, 2021

Figure 6: Drivers of supplier power in the gyms, health & fitness clubs market in Turkey, 2021

Figure 7: Factors influencing the likelihood of new entrants in the gyms, health & fitness clubs market in Turkey, 2021

Figure 8: Factors influencing the threat of substitutes in the gyms, health & fitness clubs market in Turkey, 2021

Figure 9: Drivers of degree of rivalry in the gyms, health & fitness clubs market in Turkey, 2021

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