

## Demographics Driving Fitness Club Market

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During the past decade, the need for an active lifestyle and increasing health awareness has resulted in the growth of fitness club industry. Fitness club growth is expected to continue with leading players introducing new club growth plans. A diverse range of membership plans exist at fitness clubs, and most clubs offer discounts at times. Baby boomers and rapidly increasing cases of obesity in children also present a significant opportunity for fitness clubs.

The fitness club market is quite fragmented which presents significant growth opportunities for both established players and new entrants in the industry. A key trend is growing popularity of low-cost clubs that eliminate all non-core elements such as swimming pools and cafe bars. Fitness club have started using digital signs which can display general information or real-time information.

The report analyzes the fitness club market in the United States. It also discusses the European and Asian market. Apart from providing a competitive landscape of the market, the report also profiles the major fitness chains, with a discussion of their key business strategies. It also analyzes the major demographic and market trends prevalent in the fitness club market.

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