



The European Health & Fitness Market Report 2023

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BASIC-FIT

FIBO GLOBAL FITNESS

TECHNOGYM

agillic

exerp

LES MILLS

myzone

PerfectGym

seca

Präzision für die Gesundheit

YANGA
SPORTS WATER



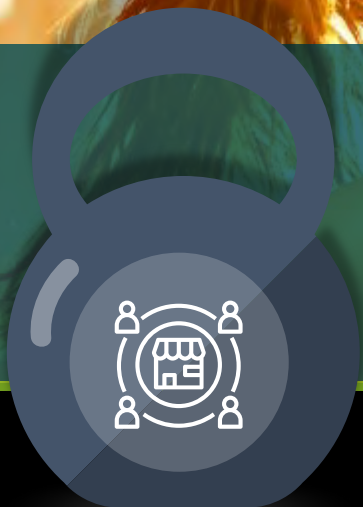
MARKETS

OPERATORS

M&A

CONSUMER
SURVEY

ECOSYSTEM



MARKETS



KEY METRICS OF THE EUROPEAN HEALTH & FITNESS MARKET

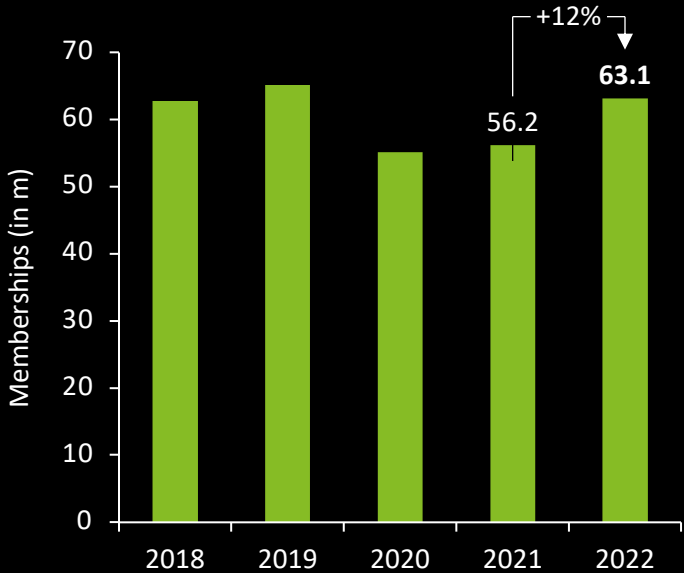


In 2022, the European health & fitness market showed a strong rebound, almost reaching pre-COVID levels in total memberships, number of clubs and revenue

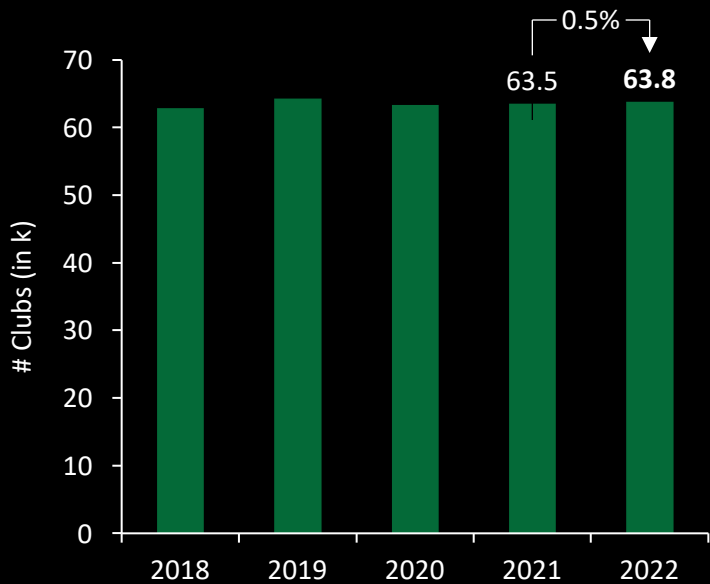
Market development of key European market indicators since 2018¹



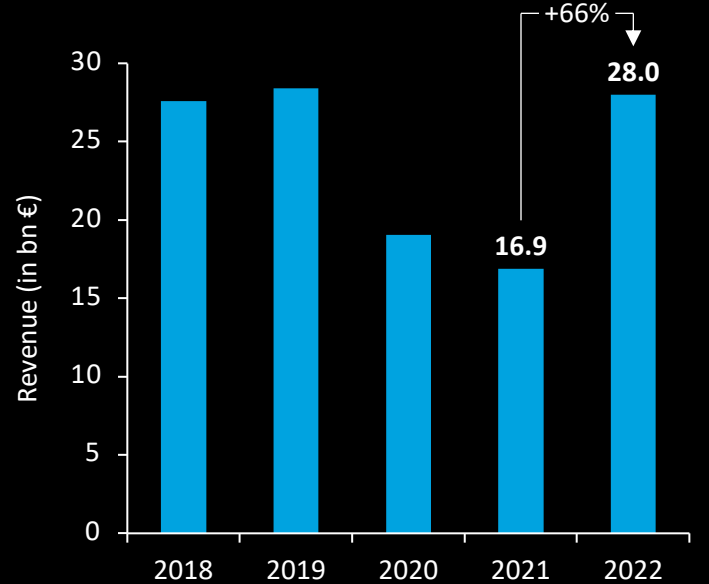
Memberships
(in m)



Clubs
(in k)



Revenue
(in bn €)



Note: 1) Historic revenue, club and membership figures slightly differ from previous reports as they include restatements.

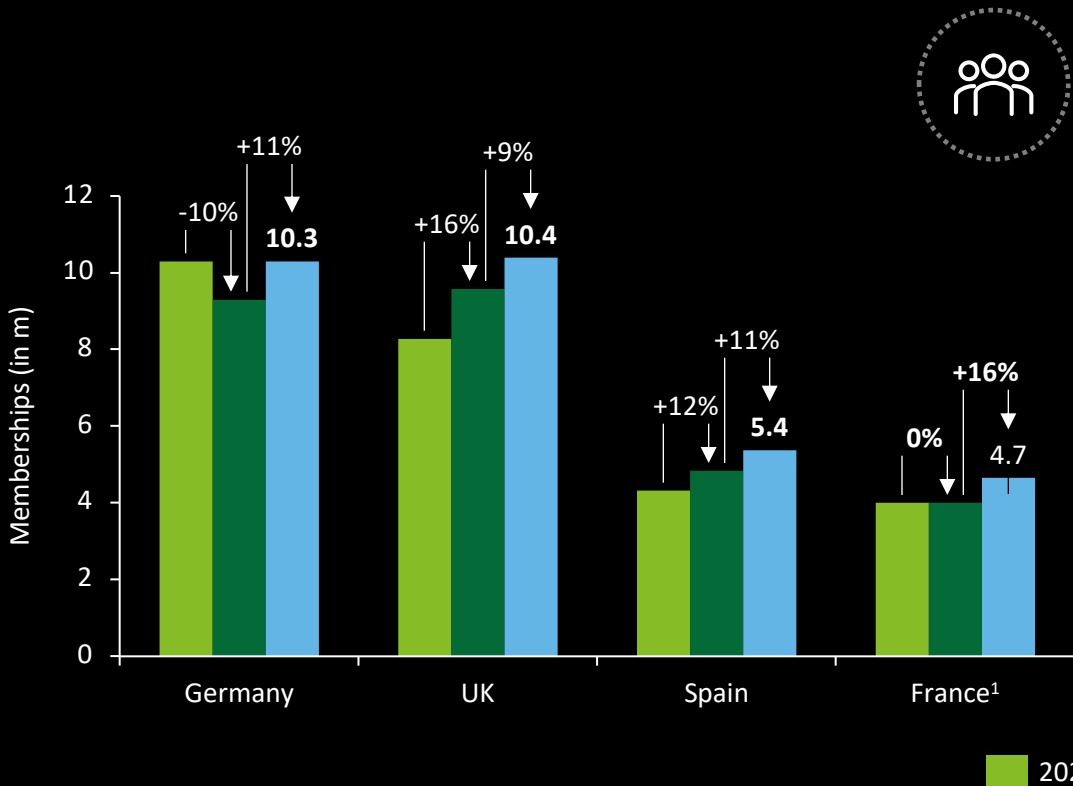
Sources: EuropeActive, Deloitte.

Deloitte & EuropeActive 2023

Driven by market-specific closing periods, contract durations as well as individual operator development, fitness markets across Europe showed a varying development

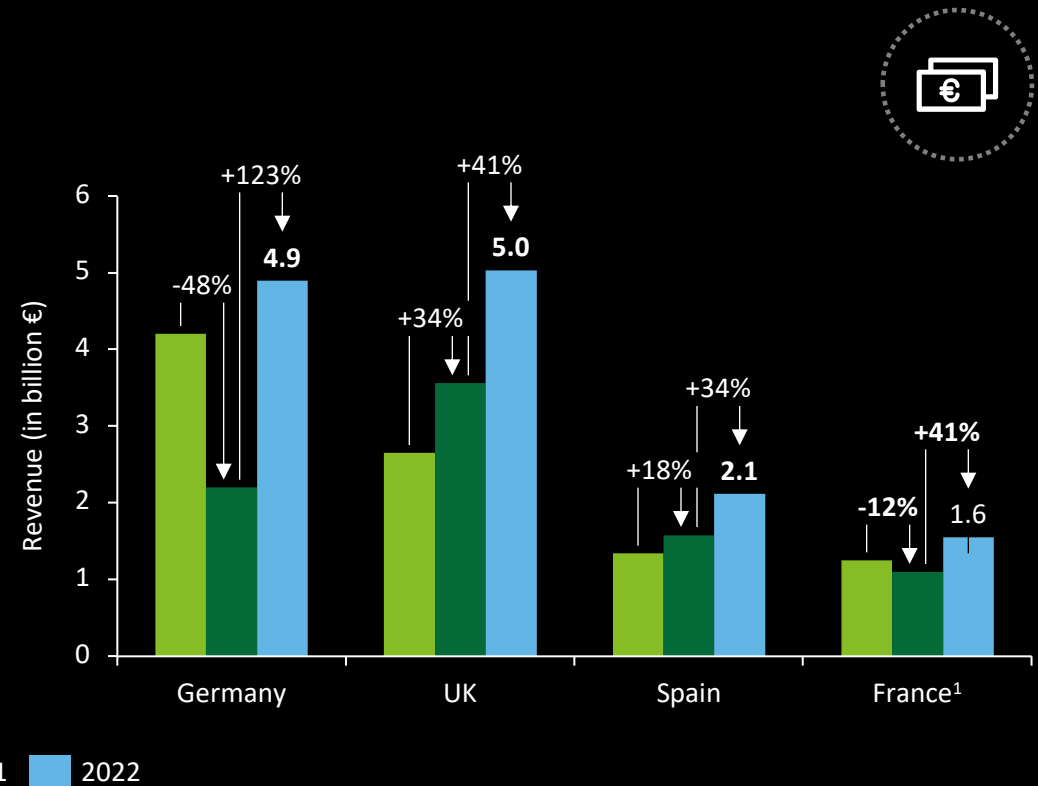
Market development of memberships in selected markets since 2020

Members in m



Market development of revenues in selected markets since 2020

Revenue in billion €



Note: 1) According to a research by Active-FNEAPL in collaboration with CERES. Research methodology slightly differs from the one used in this report.
Sources: EuropeActive, national associations, Deloitte.
Deloitte & EuropeActive 2023



OPERATORS

Top Operators – Rankings

Fig. 40 – Ranking of major European fitness operators by revenues¹

Rank	Operator	Revenue (€m)		Revenue growth	
		2021	2022	YoY	vs. 2019
1	Basic-Fit	341	795	+133%	+54%
2	David Lloyd Leisure² (DLL)	487	748	+54%	+27%
3	PureGym	352	557	+58%	+91%
4	SATS Group	319	404	+26%	-0%
5	RSG Group³	175	371	+112%	+2%
6	Nuffield Health	256	308	+21%	-2%
7	Fitness Park Group	190	224	+72%	n/a
8	Migros Group	188	218	+16%	-40%
9	The Gym Group	123	203	+64%	+11%
10	L'Orange Bleue	130	156	+20%	-13%
11	Kieler	107	140	+31%	-8%
12	LifeFit Group⁴	115	136	+18%	+6%
13	Keep Cool	87	127	+46%	+9%
14	BASYFITNESS	108	113	+5%	+17%
15	Forus	56	102	+82%	+46%
16	PrismaSweets⁵	85	100	+17%	-16%
17	ViveGym Group	49	76	+54%	-11%
18	ACISO	n/a	75	n/a	n/a
19	Actic Group	65	75	+15%	-20%
20	GO Fit	53	69	+30%	-7%
Sum of Top-15 operators		3,228	4,922	+52%	n/a

OPERATOR RANKINGS BY REVENUES, MEMBERSHIP AND NUMBER OF CLUBS

Basic-Fit

Revenues
EUR 795 m
+133% YoY

Memberships
3,352 k
+133% YoY

Clubs
1,200
+133% YoY

Club operations: 100% Owned

Brands: Basic Fit

Headquarters: Houtvliet, Netherlands

C-level executives: René Moes (CEO), Hans van der Aar (CFO), Redouane Zekri (COO)

Website: www.basic-fit.com

Company description: With 1,200 clubs at the end of 2022, BasicFit is the largest and fastest growing fitness operator in Europe. The company operates in six countries and counts more than 3.3 million members who can access clubs in all countries for membership fees starting at EUR 19.99. Basic Fit offers a Basic and Premium membership mode with 12-month or 12-month contract duration. The company aims to inspire 10 million people to live healthy and actively while reaching zero carbon emissions by 2030.

Selected company milestones:

- 1984: Former Tennis professional René Moes started to invest in fitness facilities and tennis parks.
- 2004: Founding of HealthCity following a merger. Start-up with 11 clubs in the Netherlands.
- 2006: Launch of HealthCity West – a value-for-money fitness concept.
- 2010: Acquisition of Basic Fit Brand and 20 of its clubs. HealthCity clubs were transformed into Basic Fit clubs.
- 2011: Entering France and Spain by the acquisition of parts of a competitor's network.
- 2013: Basic Fit was spun off from HealthCity to focus on the faster growing value-for-money network.
- 2016: 100 and one million memberships.
- 2022: Three million memberships and expansion to Germany.

Map of Europe showing Basic Fit clubs in green.

Super membership development: +16% CAGR

Members in thousands: 1,000, 2,000, 3,000, 4,000, 5,000, 6,000, 7,000, 8,000, 9,000, 10,000, 11,000, 12,000, 13,000, 14,000, 15,000, 16,000, 17,000, 18,000, 19,000, 20,000, 21,000, 22,000, 23,000, 24,000, 25,000, 26,000, 27,000, 28,000, 29,000, 30,000, 31,000, 32,000, 33,000, 34,000, 35,000, 36,000, 37,000, 38,000, 39,000, 40,000, 41,000, 42,000, 43,000, 44,000, 45,000, 46,000, 47,000, 48,000, 49,000, 50,000, 51,000, 52,000, 53,000, 54,000, 55,000, 56,000, 57,000, 58,000, 59,000, 60,000, 61,000, 62,000, 63,000, 64,000, 65,000, 66,000, 67,000, 68,000, 69,000, 70,000, 71,000, 72,000, 73,000, 74,000, 75,000, 76,000, 77,000, 78,000, 79,000, 80,000, 81,000, 82,000, 83,000, 84,000, 85,000, 86,000, 87,000, 88,000, 89,000, 90,000, 91,000, 92,000, 93,000, 94,000, 95,000, 96,000, 97,000, 98,000, 99,000, 100,000, 101,000, 102,000, 103,000, 104,000, 105,000, 106,000, 107,000, 108,000, 109,000, 110,000, 111,000, 112,000, 113,000, 114,000, 115,000, 116,000, 117,000, 118,000, 119,000, 120,000, 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787,000, 788,000, 789,000, 790,000, 791,000, 792,000, 793,000, 794,000, 795,000, 796,000, 797,000, 798,000, 799,000, 800,000, 801,000, 802,000, 803,000, 804,000, 805,000, 806,000, 807,000, 808,000, 809,000, 810,000, 811,000, 812,000, 813,000, 814,000, 815,000, 816,000, 817,000, 818,000, 819,000, 820,000, 821,000, 822,000, 823,000, 824,000, 825,000, 826,000, 827,000, 828,000, 829,000, 830,000, 831,000, 832,000, 833,000, 834,000, 835,000, 836,000, 837,000, 838,000, 839,000, 840,000, 841,000, 842,000, 843,000, 844,000, 845,000, 846,000, 847,000, 848,000, 849,000, 850,000, 851,000, 852,000, 853,000, 854,000, 855,000, 856,000, 857,000, 858,000, 859,000, 860,000, 861,000, 862,000, 863,000, 864,000, 865,000, 866,000, 867,000, 868,000, 869,000, 870,000, 871,000, 872,000, 873,000, 874,000, 875,000, 876,000, 877,000, 878,000, 879,000, 880,000, 881,000, 882,000, 883,000, 884,000, 885,000, 886,000, 887,000, 888,000, 889,000, 890,000, 891,000, 892,000, 893,000, 894,000, 895,000, 896,000, 897,000, 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1008,000, 1009,000, 1010,000, 1011,000, 1012,000, 1013,000, 1014,000, 1015,000, 1016,000, 1017,000, 1018,000, 1019,000, 1020,000, 1021,000, 1022,000, 1023,000, 1024,000, 1025,000, 1026,000, 1027,000, 1028,000, 1029,000, 1030,000, 1031,000, 1032,000, 1033,000, 1034,000, 1035,000, 1036,000, 1037,000, 1038,000, 1039,000, 1040,000, 1041,000, 1042,000, 1043,000, 1044,000, 1045,000, 1046,000, 1047,000, 1048,000, 1049,000, 1050,000, 1051,000, 1052,000, 1053,000, 1054,000, 1055,000, 1056,000, 1057,000, 1058,000, 1059,000, 1060,000, 1061,000, 1062,000, 1063,000, 1064,000, 1065,000, 1066,000, 1067,000, 1068,000, 1069,000, 1070,000, 1071,000, 1072,000, 1073,000, 1074,000, 1075,000, 1076,000, 1077,000, 1078,000, 1079,000, 1080,000, 1081,000, 1082,000, 1083,000, 1084,000, 1085,000, 1086,000, 1087,000, 1088,000, 1089,000, 1090,000, 1091,000, 1092,000, 1093,000, 1094,000, 1095,000, 1096,000, 1097,000, 1098,000, 1099,000, 1100,000, 1101,000, 1102,000, 1103,000, 1104,000, 1105,000, 1106,000, 1107,000, 1108,000, 1109,000, 1110,000, 1111,000, 1112,000, 1113,000, 1114,000, 1115,000, 1116,000, 1117,000, 1118,000, 1119,000, 1120,000, 1121,000, 1122,000, 1123,000, 1124,000, 1125,000, 1126,000, 1127,000, 1128,000, 1129,000, 1130,000, 1131,000, 1132,000, 1133,000, 1134,000, 1135,000, 1136,000, 1137,000, 1138,000, 1139,000, 1140,000, 1141,000, 1142,000, 1143,000, 1144,000, 1145,000, 1146,000, 1147,000, 1148,000, 1149,000, 1150,

Caused by continued club expansion of primarily budget operators, the Top-10 operators generated a double-digit growth after the pandemic, hence, outperforming the market

Top-10 European operators by members in 2022

Rank	Operator	Total members		Members growth (%)		# Clubs	Key countries ²
		2021	2022	YoY	vs. 2019 ¹	Δ 2021 -2022	
1	Basic-Fit	2,220,000	3,352,000	+51%	+51%	+185	
2	RSG Group ³	1,691,000	1,805,000	+7%	(12%)	+1	
3	PureGym	1,535,000	1,655,000	+8%	+46%	+34	
4	FitX	716,000	842,000	+18%	+7%	+7	
5	Fitness Park Group	630,000	835,000	+33%	n/a	+23	
6	The Gym Group	718,000	821,000	+14%	+3%	+27	
7	David Lloyd Leisure	703,827	730,000	+4%	+17%	+4	
8	SATS Group	669,000	721,000	+8%	+5%	+11	
9	Friskis&Svettis ⁴	463,500	486,000	+5%	(11%)	+5	
10	EASYFITNESS	389,500	434,500	+12%	+14%	+10	
Sum of Top-10 operators		9,735,827	11,681,000	+20%	+18%	+309	

CAGR	2019-2020	2019-2022	2021-2022
European Market:	(15.4%)	(1.1%)	+12.3%
Top-10:	(3.2%)	+5.6%	+20.0%

In 2022, Top-10 operators collectively account for c. 19% of European memberships.

Notes: Figures include European operations only and may be affected by M&A.; 1) Top 10 growth excl. Fitness Park Group due to lack of information; 2) Clubs with min. 15% of total clubs in the respective country; 3) Based on estimates; 4) Only including facilities that offer resistance training equipment.

Sources: Company information, EuropeActive, Deloitte.
Deloitte & EuropeActive 2023

Additionally, Top-10 operators were able to increase their revenues by c. 60%, pretty much in line with the overall market

Top-10 European operators by revenues in 2022

Rank	Operator	Revenue (€m)		Revenue growth (%)		Key countries ²
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7	Fitness Park Group	130	224	+72%	n/a	
8	Migros Group	189	218	+15%	(40%)	
9	The Gym Group	123	203	+64%	+11%	
10	L'Orange Bleue	130	156	+20%	(13%)	
Sum of Top-10 operators		2,503	3,984	+59%	+17%	

CAGR	2019-2020	2019-2022	2021-2022
European Market:	(32.9%)	(0.5%)	+65.9%
Top-10:	n/a	+5.4%	+59%

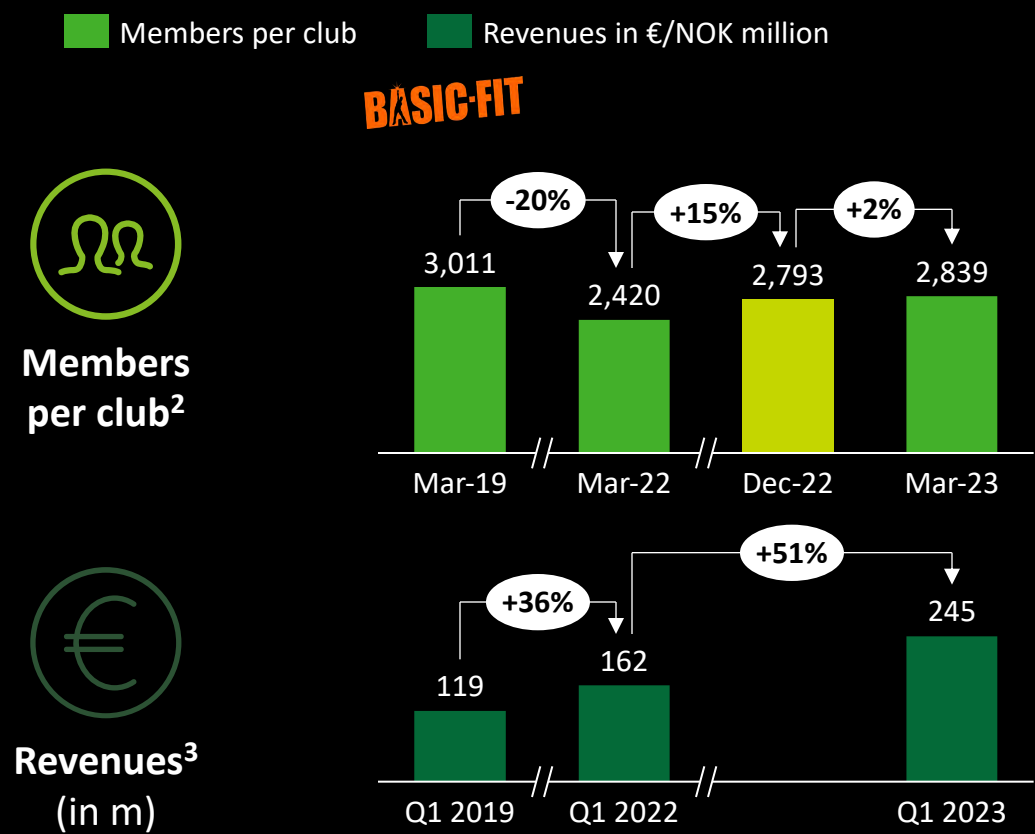
In 2022, Top-10 operators collectively generated c. 14% of European club revenues.

Notes: Figures include European operations only and may be affected by M&A. If necessary, revenues have been converted to Euro at an average exchange rate for the respective year. As a result, revenues might be impacted by exchange rate fluctuations in some cases; 1) Top 10 growth excl. Fitness Park Group due to lack of information; 2) Clubs with min. 15% of total clubs in the respective country; 3) Based on estimates.

Sources: Company information, EuropeActive, Deloitte.
Deloitte & EuropeActive 2023

Major market players regained or exceeded 2019 levels, with memberships per club still lagging slightly behind pre-COVID-19. However, Q1 2023 figures indicate further growth

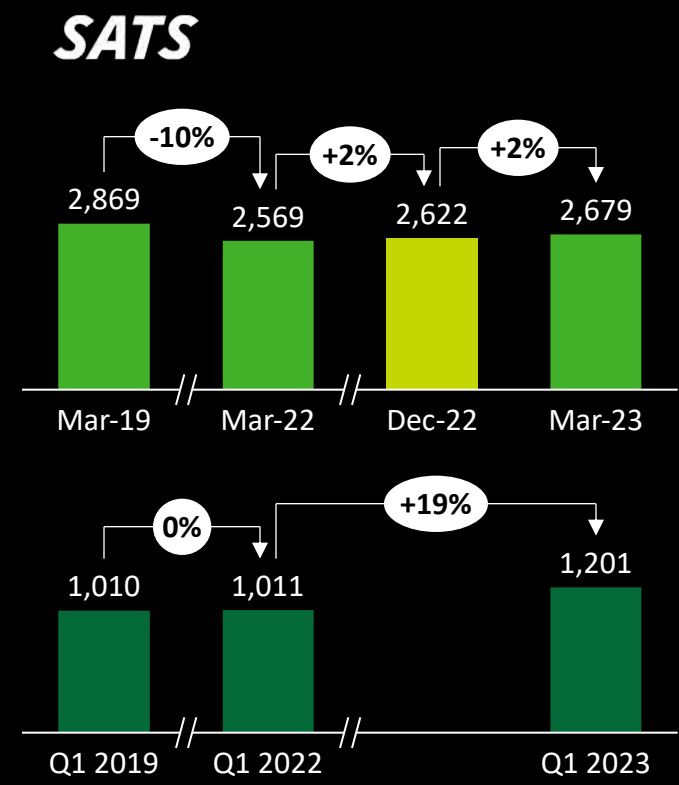
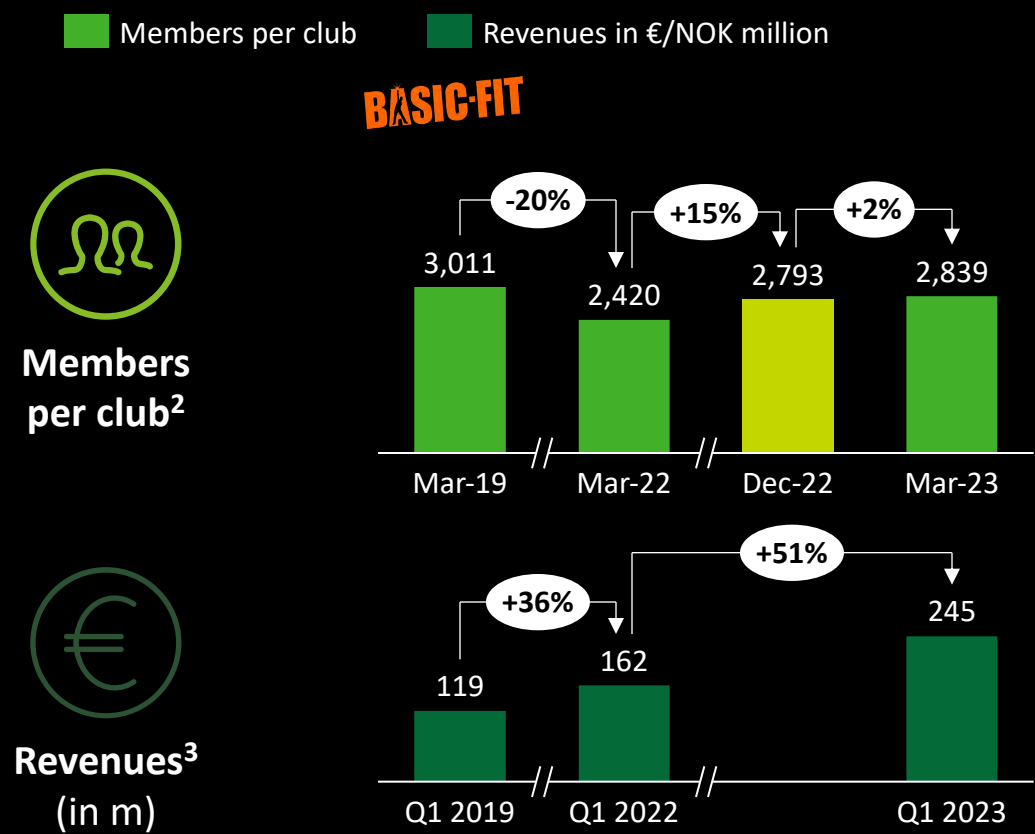
Development of major European operator – Members per club and revenues (Q1) since 2019¹



Note: 1) March = Q1 report; 2) Unless otherwise available, calculations are based on rounded figures; 3) Revenues of Basic-Fit shown in EUR, Revenues of SATS Group shown in NOK.
Sources: Company information, EuropeActive, Deloitte analysis.
Deloitte & EuropeActive 2023

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Sources: Company information, EuropeActive, Deloitte analysis.
Deloitte & EuropeActive 2023



M&A

Mergers & Acquisitions

Number of transactions in the European fitness market drops to the lowest level since 2013. With 13 recorded transactions, the level of M&A activity in the European fitness market in 2022 remains below that of the previous years (2021: 19 transactions, 2020: 16) and the 10-year average (17.3), representing the lowest number of completed deals since 2013 (5).

On the buy side of the majority of deal-sized large European fitness operators, including Liffa Group, Medisport, Keep Cool, PDS Group and SATS, using M&A services as a tool in their efforts towards strengthening their market position. The remaining deals were mainly defined by the involvement of financial investors, which led to a change of ownership of two large club operators (UCISO and World Class Romania) as well as the emergence of a new consolidated holding company in Norway (Fitness Group), which was formed from five individual operators.

Furthermore, there have been some acquisitions of individual clubs by major European fitness providers, such as a total of nine individual clubs taken over in separate transactions by the Bevo Group during 2022, as well as two fitness sports centers located in Madrid, Spain, which were acquired by David Lloyd Leisure in September 2022. However, due to our definition (see green box) these kind of acquisitions are not considered further in this chapter.



Sources: Mergermarket, Statista, Consulting, News, social, company information, European, Tel Aviv, analysis.

For this report, we have only considered transactions that involved European fitness and/or fitness companies and in which a minimum of four firms, as well as at least 50% of the target's shares were acquired. Selected transactions will be presented in more detail in the following section.

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13 IDENTIFIED
M&A TRANSACTIONS

Fig. 45 - Indexed stock price development of selected companies since January 2020



Note: Index baseline refers to the respective share price at the company's IPO. Source: Capital Markets, The Stock Journal, Deutsche Bank.

European fitness stock with mixed performance since the last 3 years. Within the fitness industry, there is a high prevalence of private ownership, with fewer fitness-related companies choosing to go public compared to their counterparts in more consolidated industries. Yet, a handful of companies from different segments of the European fitness ecosystem have chosen to go public in the past, including **Acle Group, Basic-Fit, Benefit Systems, SATS Group, Technogym, and The Gym Group.**

Over the past three years, fitness-related stocks have experienced mixed performance (see Figure 45). While stock prices dropped

in tandem with the time when the COVID-19 pandemic first occurred in Europe during the first quarter of 2020, they embarked on a path of recovery in the following months. This was in line with overarching stock market trends, as can be seen when compared to the Stoxx Europe 600 benchmark's development in that period. In the second quarter of 2021, the stock price movements in 100+ listed fitness and subsequent developments until early 2022 followed divergently. In spite of further macro events such as inflationary concerns and rising interest rates affecting the industry as a whole.

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STOCK MARKET
DEVELOPMENTS OF
SELECTED COMPANIES

Among 13 transactions identified in 2022, 9 represented a sale to a strategic investor, while 4 targets were acquired by a financial investor

Number of M&A deals since 2018¹



Market consolidation in 2022 by investor type

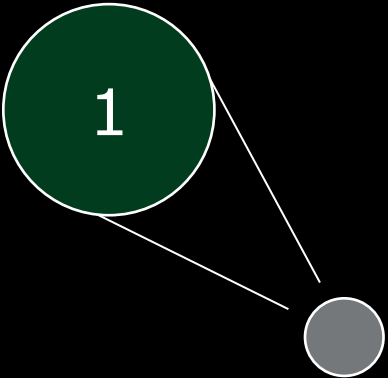


Note: 1) Includes transactions of European brick-and-mortar fitness companies in which a minimum of four gyms as well as at least 50% of the target's shares were acquired.
Sources: Mergermarket, company information, EuropeActive, Deloitte.
Deloitte & EuropeActive 2023

The largest transaction in 2022 was the acquisition of ACISO including the brands INJOY, FT-Club and ELEMENTS by the financial investor Lafayette Mittelstand Capital

Selected M&A transactions in 2022

<u>Target:</u>	ACISO ¹
<u>Countries:</u>	 
<u>Number of clubs¹:</u>	172
<u>Acquirer:</u>	Lafayette Mittelstand Capital

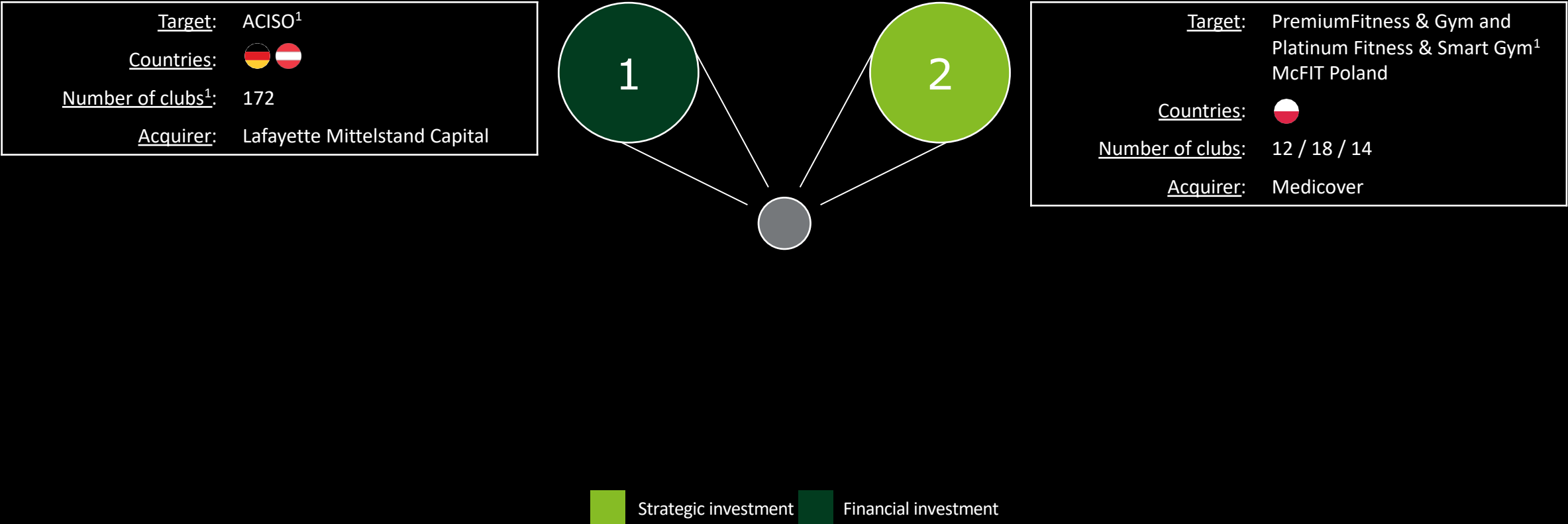


 Strategic investment  Financial investment

Note: 1) Including franchises.
Sources: Mergermarket, company information, EuropeActive, Deloitte.
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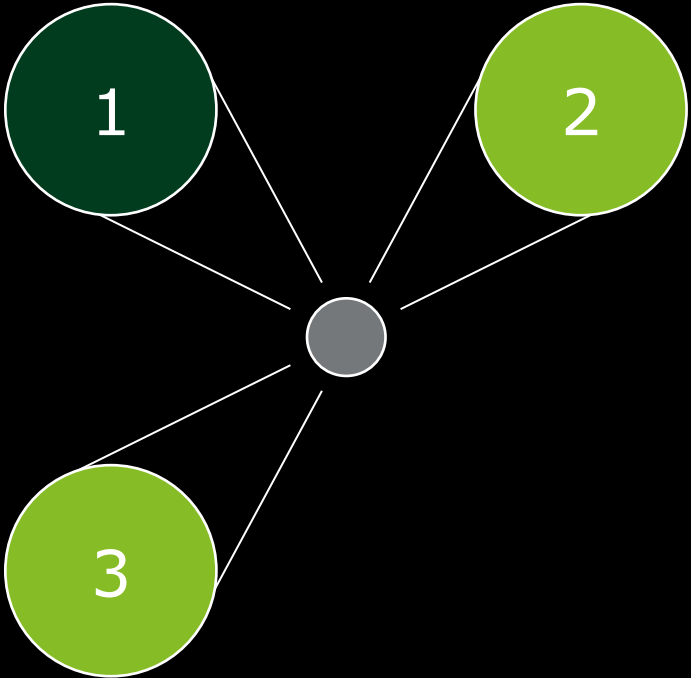
Selected M&A transactions in 2022

Target: ACISO¹

Countries:  

Number of clubs¹: 172

Acquirer: Lafayette Mittelstand Capital



Target: PremiumFitness & Gym and
Platinum Fitness & Smart Gym¹
McFIT Poland

Countries: 

Number of clubs: 12 / 18 / 14

Acquirer: Medcover

Target: In Shape / FitnessLOFT

Countries: 

Number of clubs¹: 13 / 27

Acquirer: LifeFit Group

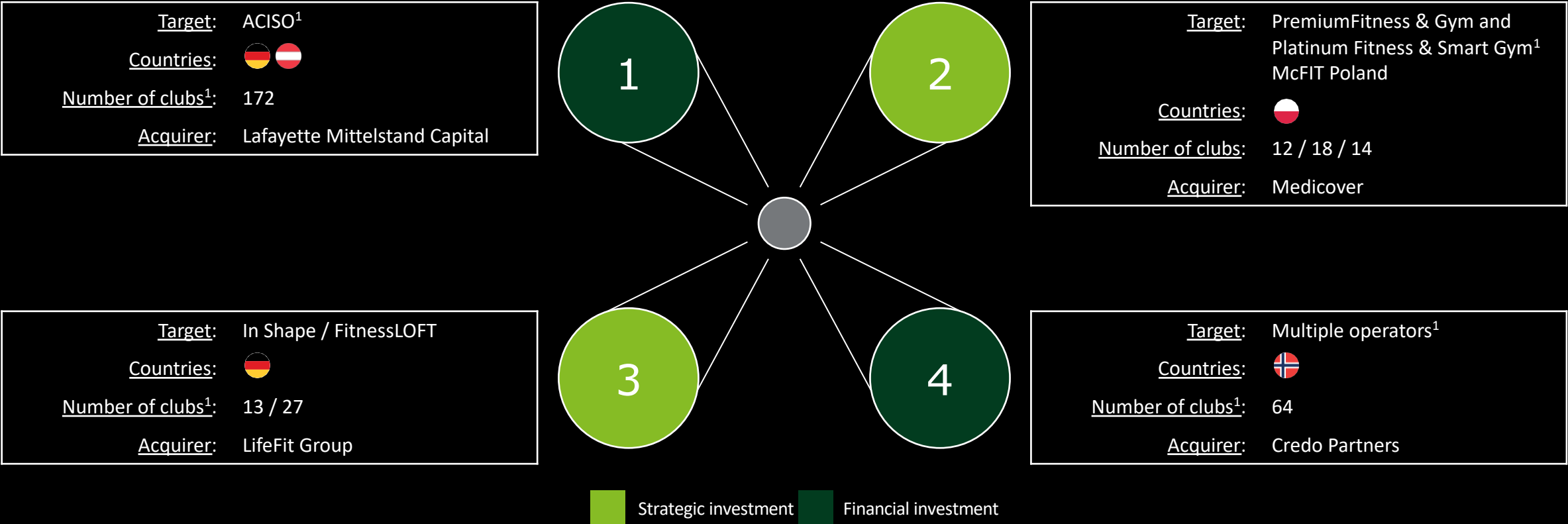
 Strategic investment

 Financial investment

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Sources: Mergermarket, company information, EuropeActive, Deloitte.
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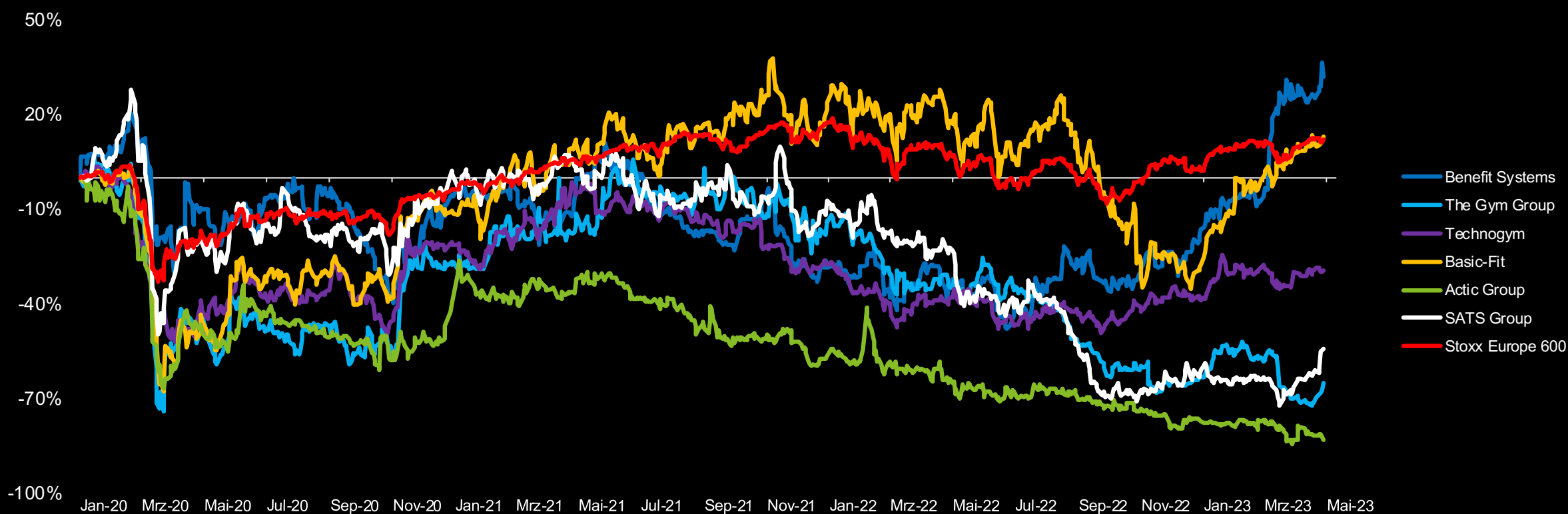
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Sources: Mergermarket, company information, EuropeActive, Deloitte.
Deloitte & EuropeActive 2023

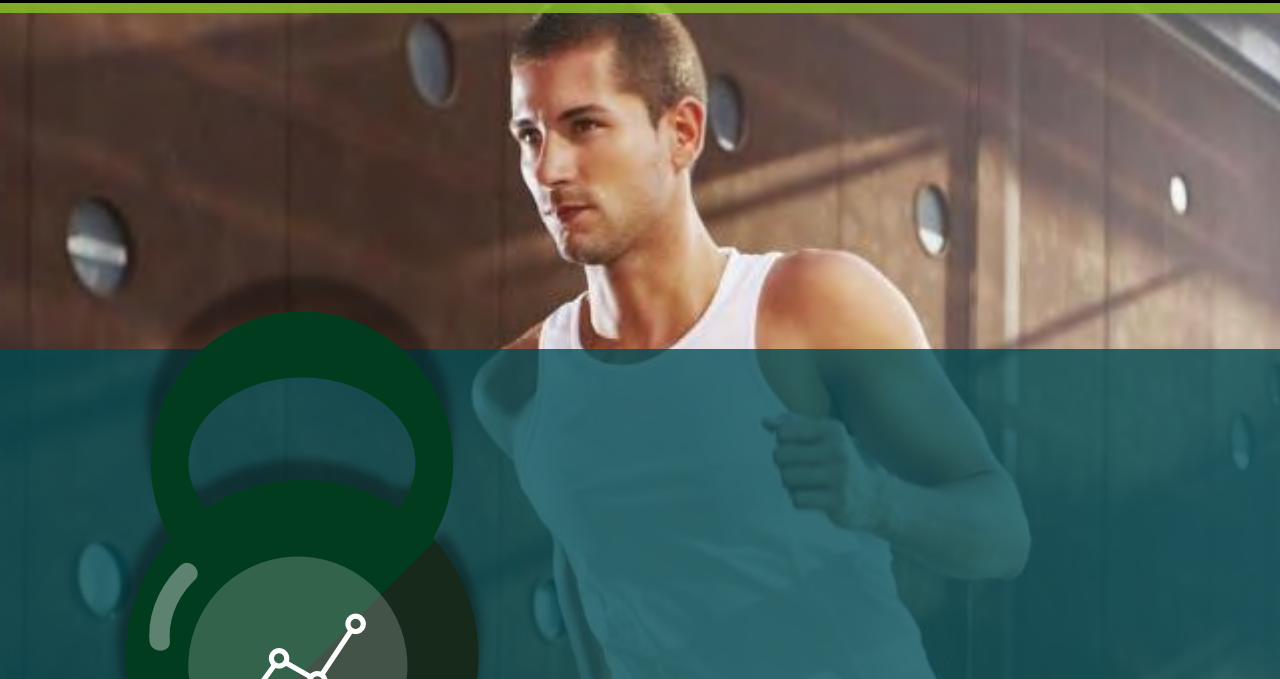
Even though considered fitness-related stocks showed a path of recovery after a COVID-19-related decline across the industry, individual stocks have experienced mixed performances

Indexed stock price development of selected companies since January 2020¹



Note: 1) Index baseline to the respective share price at 01 January 2020.

Sources: Yahoo Finance, The Wall Street Journal, Deloitte analysis.



CONSUMER SURVEY

Key Takeaways

- Across countries, an increase in the number of regularly active fitness practitioners can be seen compared to the previous year (Jan 22: 62% vs. Jan 22: 54%). The positive trend also persists in a pre-COVID-19 comparison.
- Home, outdoor, and club-based fitness continue to be used complementarily (62% of fitness activities use multiple fitness settings: Jan 22: 47%).
- Among the three fitness settings, fitness club usage shows the most positive development.
- Fitness club users commonly utilize digital workout planning tools such as class booking in advance or digital membership administration to organize their fitness club visits, whereas digital offerings for workout enhancement like on-demand classes and nutritional advice yet remain comparatively behind in terms of matching the club users' needs.
- Driven by non-paid offerings, the usage of digital tools in home fitness has increased, while the usage of recreational and digital outdoor offerings could not be further increased in an annual comparison.
- Similar to short-term daily needs, sports and fitness activities are less impacted by inflation-related budget cuts.

To provide a deeper understanding of fitness consumers across Europe, we conducted an ad-hoc survey in May 2023. Below, we share our findings regarding post-pandemic fitness practices. Surveys were conducted by a market research company to conduct an extensive consumer survey among 10,000 fitness enthusiasts.

1. Increase in the number of regularly active fitness practitioners

2. Home, outdoor, and club-based fitness continue to be used complementarily

3. Fitness club usage shows the most positive development among fitness settings

4. Fitness club users commonly utilize digital workout planning tools to organize their fitness club visits

5. Driven by non-paid offerings, the usage of digital tools in home fitness has increased

6. Compared to other expenditure categories, fitness club activities are less impacted by inflation-related budget cuts

INSIGHTS OF EUROPEACTIVES' CONSUMER SURVEY



To get a deeper understanding of the European fitness consumers, EuropeActive commissioned Deloitte to conduct a consumer survey with almost 11k participants

Consumer survey methodology:



10,923 participants
(age 16 and above)



19 European countries



January 2023

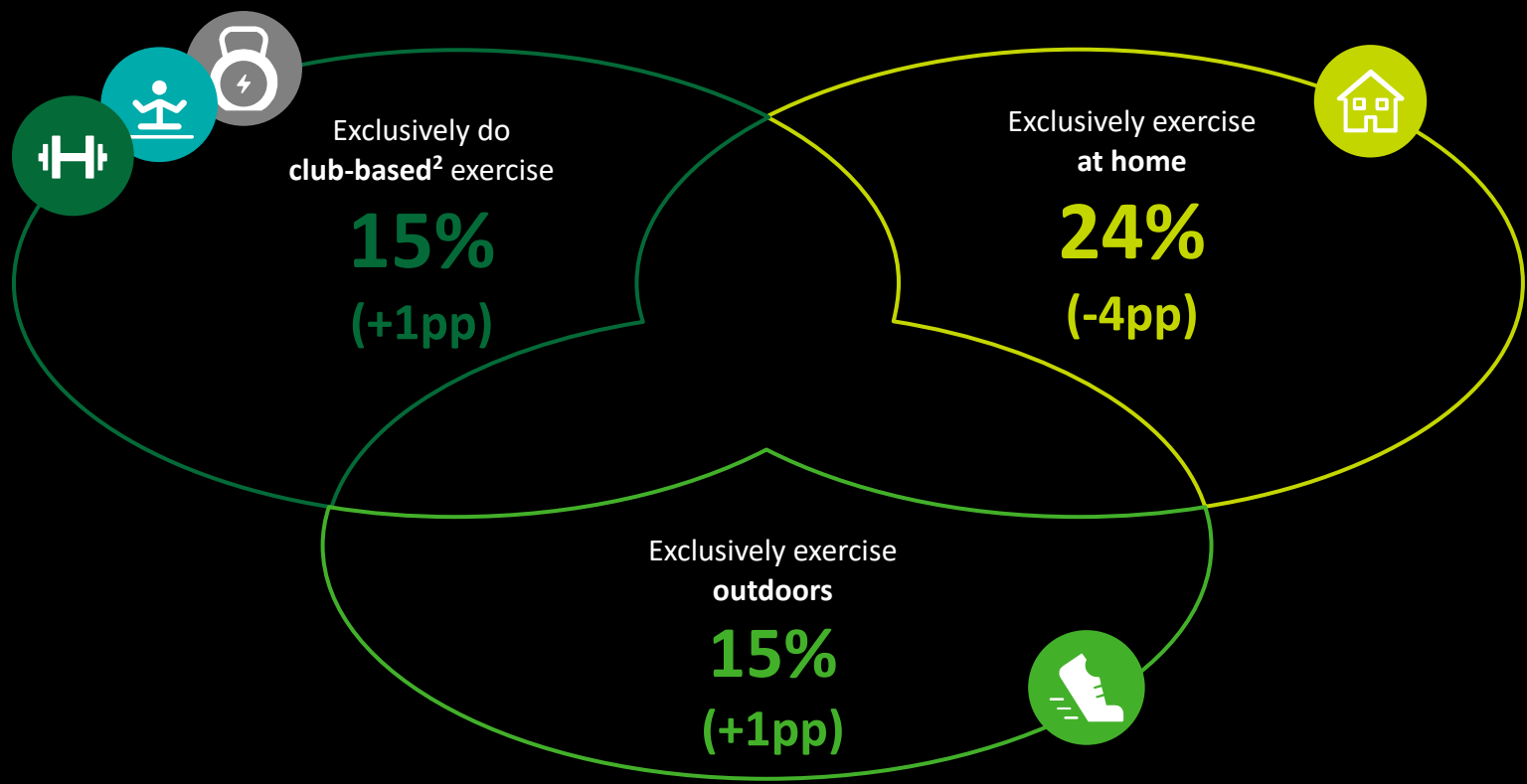


Sponsored by the *2022 President's Council for Operators*



Home, outdoor, and club-based fitness continue to be used complementarily with fitness club usage showing the most positive development among the settings

Combination of fitness settings by consumers who generally practice fitness¹:

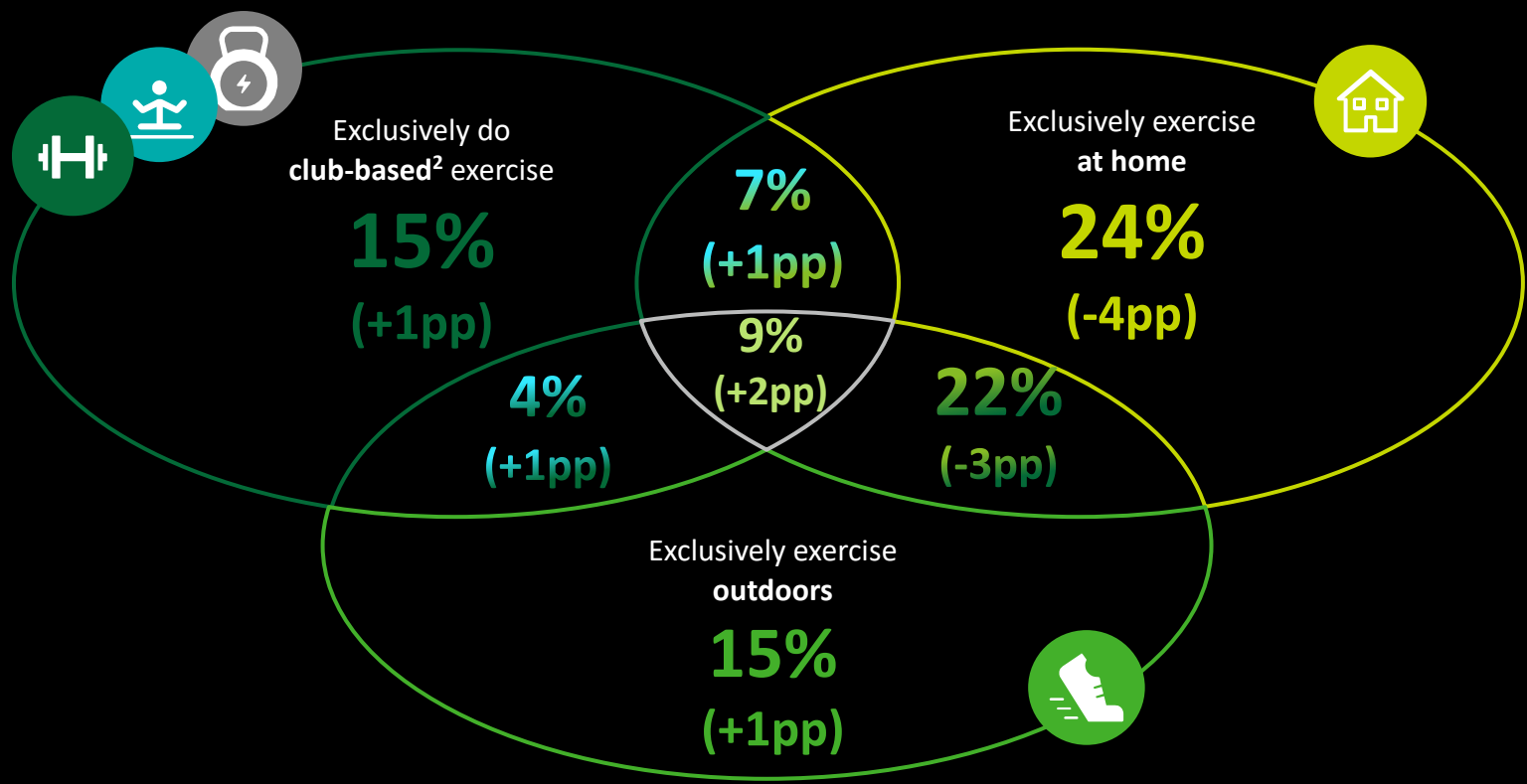


Note: 1) Corresponding survey question: In which settings do you do fitness? the numbers in the chart relate to the share of consumers who generally practice fitness (2023: N = 9,518/2022: N = 8,964). The sum does not add up to 100% as consumers may use other settings exclusively that are not represented in this figure (e.g. swimming); 2) Club-based: comprises the entirety of fitness clubs, EMS studios, and Yoga studios.

Deloitte & EuropeActive 2023

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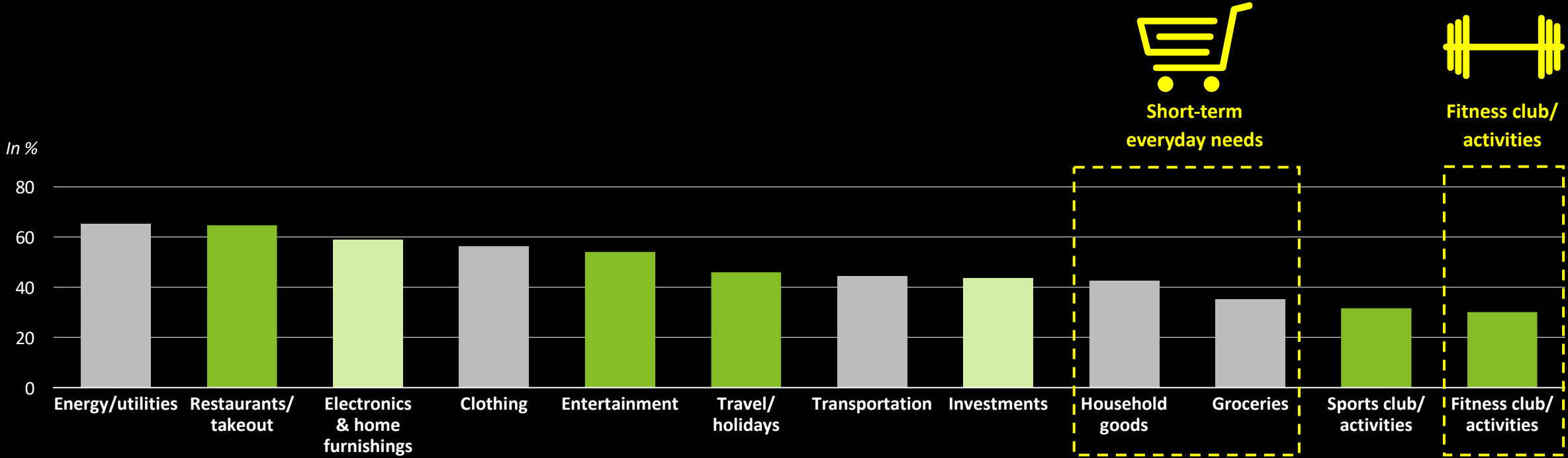
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Deloitte & EuropeActive 2023

Compared to other expenditure categories, fitness club activities are less impacted by inflation-related budget cuts

Areas of cost savings¹ due to the current inflationary situation (Jan-23):
Due to the current inflationary situation, I am trying to save costs in the area of...

-  **Everyday needs**
-  **Leisure**
-  **Other**



Note: 1) Corresponding survey questions: To what extent do you agree with the following statement: "Due to the current inflationary situation, I am trying to save costs in the area of ..."; the numbers relate to the share among fitness actives (2023: N = 9,518) less respondents who indicate that the respective area was "not applicable". The figures show the percentage point differential between fitness actives who (strongly) agreed compared to those who (strongly) disagreed.

Deloitte & EuropeActive 2023

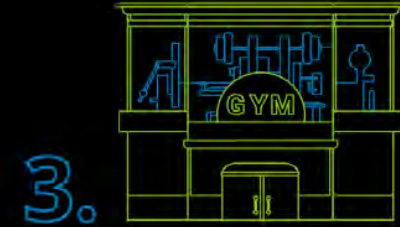
Despite country-specific differences, a number of overarching developments with respect to fitness frequency, fitness settings as well as the usage of digital tools can be identified



1. Increase in the number of regularly active fitness practitioners



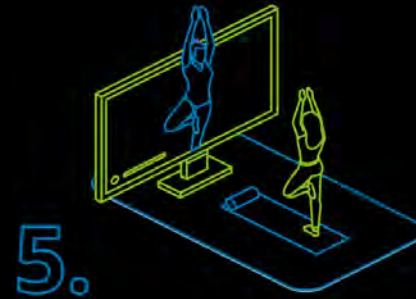
2. Fitness club usage shows the most positive development among fitness settings



3. Home, outdoor, and club-based fitness continue to be used complementarily



4. Fitness club users commonly utilize **digital workout planning tools** to organize their fitness club visits



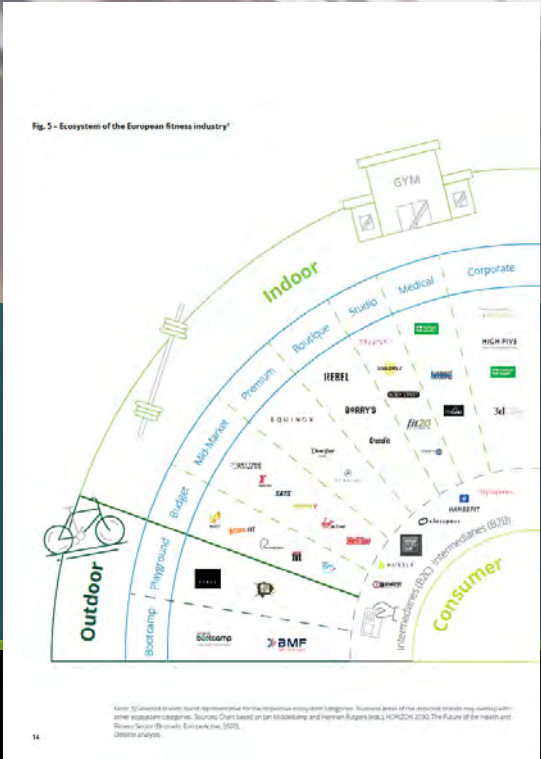
5. Driven by **non-paid offerings**, the usage of **digital tools in home fitness** has increased



6. Compared to other expenditure categories, **fitness club activities** are **less impacted** by inflation-related **budget cuts**

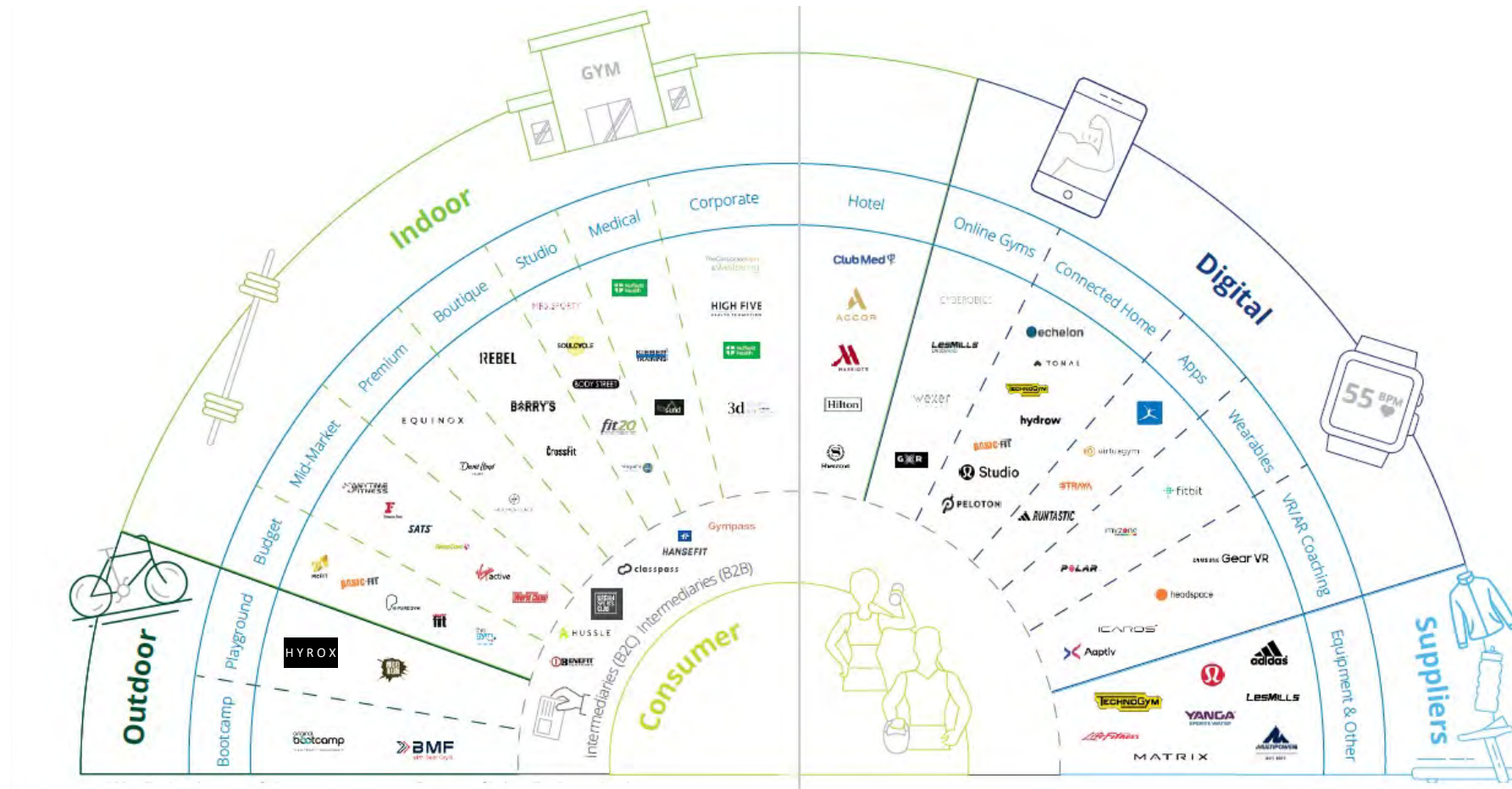


ECOSYSTEM



RECENT DEVELOPMENTS IN THE FITNESS ECOSYSTEM

Across segments, organizations strive to position themselves for the future, not only by strengthening their core business but also by venturing into new activities



Note: 1) Selected brands stand representative for the respective ecosystem categories. Business areas of the depicted brands may overlap with other ecosystem categories.

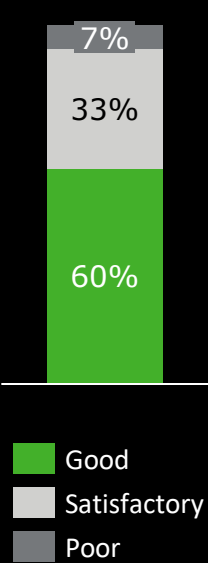
Sources: Chart based on Jan Middelkamp and Herman Rutgers (eds.), HORIZON 2030: The Future of the Health and Fitness Sector (Brussels: EuropeActive, 2020), Deloitte analysis

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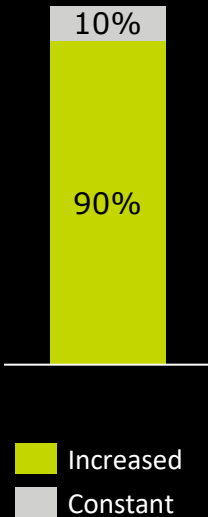
Nearly all operators in the club business have to cope with rising energy costs, which is an important factor on the expense side of the business

Business climate sentiment among European operators¹

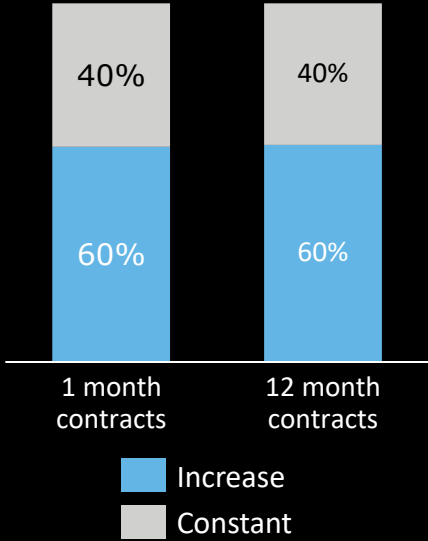
 Perception of the business outlook²
January 23



 Energy cost development³
2022 vs. 2021



 Price development of membership contracts⁴
2022 vs. 2021

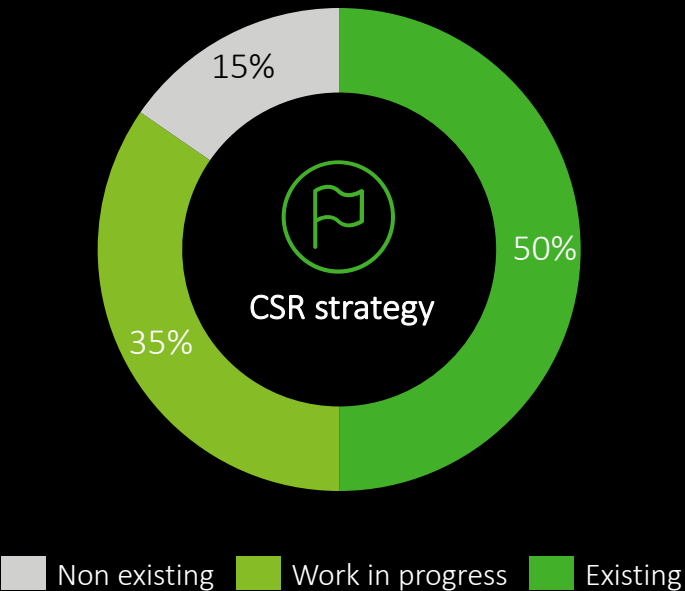


Note: 1) Number of respondents varies among questions; Corresponding survey questions: 2) How do you assess your current business situation? (n = 30); 3) How have energy costs of your company developed (2021 vs. 2022)? (n= 31); 4) Have you raised the price for 1-month/12-month contracts in 2022? (n = 25/28).
Deloitte & EuropeActive 2023

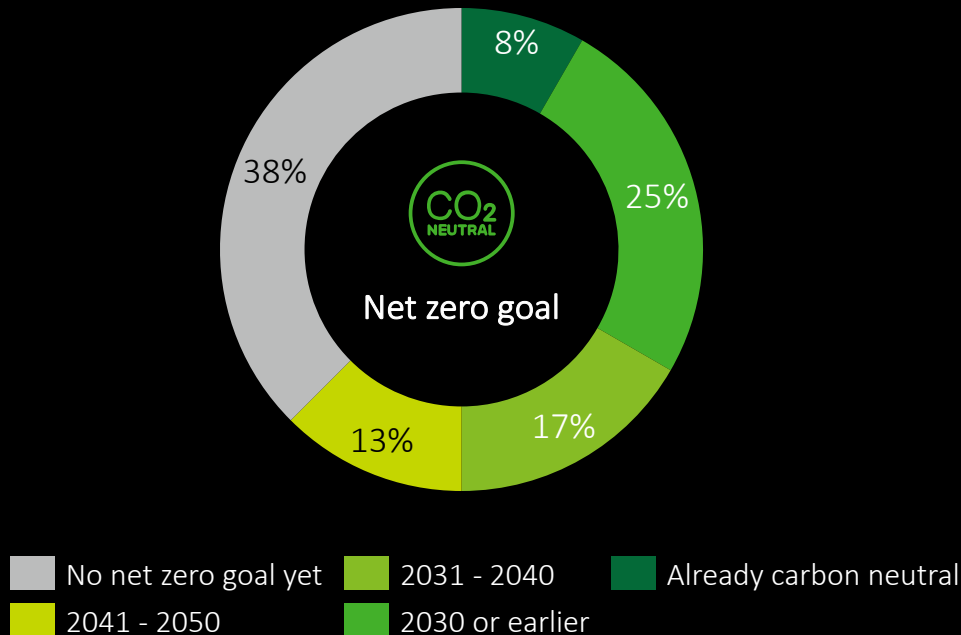
Around half of the operators surveyed report that they have a Corporate Social Responsibility strategy and about 60% have targeted a net zero goal

Sustainability in the European brick-and-mortar sector

Strategic integration of CSR among European operators¹
Share of European operators with an existing CSR strategy, in %



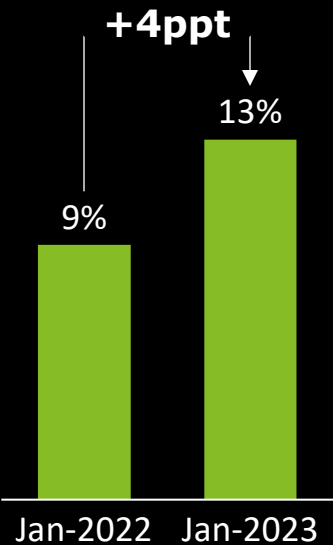
Targets for achieving net zero emissions among European operators²



Note: 1) Corresponding survey questions: Does your company have a CSR strategy (e.g. sustainability goals, measures for energy or CO2 reduction)? (n = 26); 2) Corresponding survey questions: When does your company plan to become carbon neutral (= net zero goal)? (n = 24).
Deloitte & EuropeActive 2023

Across Europe, fitness intermediaries continue to grow partner networks and draw customer attention. In Germany, the market experiences strong uptake post-Covid

Share of regular fitness practitioners using intermediary offerings¹
across European countries; Jan-2022 vs. Jan-2023



Development of the German intermediary market
Dec-22 vs. Dec-21

Cumulative number of partner locations²



27.5k | +10.4%
Dec-2022

Revenue

€ €240m | +10.4%
Dec-2022

Memberships



540k | +38.5%
Dec-2022

Intermediaries add c. 5% additional members to the German health and fitness market on top of c. 10.3m fitness club members (Dec-22)

Note: 1) Corresponding survey question: Are you a member of a fitness intermediary/aggregator? (2023: N = 10,923/2022: N = 10,888). 2) Please note that one location can have partnerships with several intermediaries. Source: EuropeActive, Company information, Deloitte analysis.
Deloitte & EuropeActive 2023

Key takeaways of this year's European Health & Fitness Market report



1

In terms of revenues and members, Europe's health and fitness **market showed a strong rebound** after COVID-19-related declines



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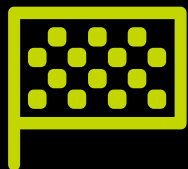
Hybrid use of fitness settings is here to stay, with club usage showing most positive development compared to previous year

6

European overall **penetration** of fitness membership **grew to 7.9%**

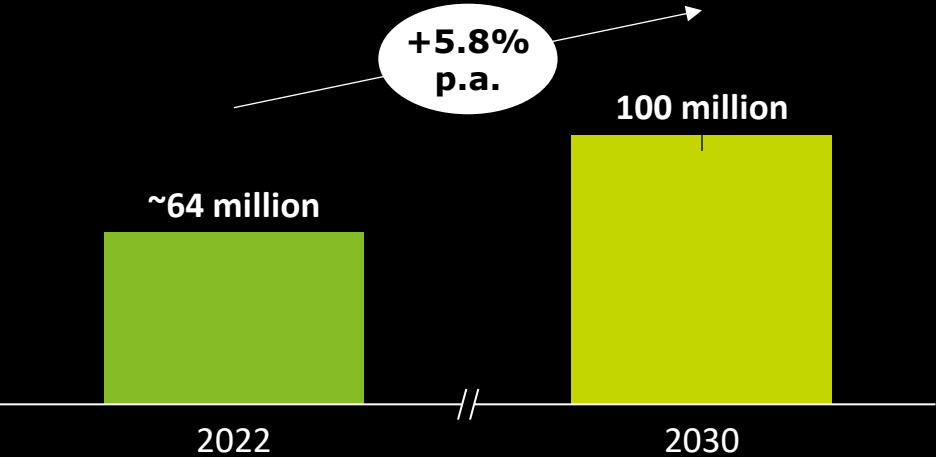


The COVID-19 pandemic has caused a slump in the fitness sector. But by the end of the decade, around 100 million people could still be working out in Europe's gyms



100 million members by 2030?

EuropeActive's mantra



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Questions

The European Health & Fitness Market Report 2023

Karsten Hollasch, Herman Rutgers



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