

BTEC NATIONAL UNIT 2 – PART A PRACTICE MAT

RESEARCH MAT

MARKET SIZE/STRUCTURE/SHARE

Size: £4.6

Structure:
Low costs gyms, flexible membership

Share:

CASE STUDY

The Market for Health and Fitness

The Health and Fitness industry in the UK has experienced strong growth in recent years, with 2016 seeing an increase in the number of fitness businesses by 4.6% and an increase in the overall market value of 6.3% to an estimated £4.7bn. More people than ever are joining gyms, and now 1 in every 7 people in the UK is a member of a gym.

The growth of this market is largely being driven by low cost gyms, offering more flexible memberships and opening times that suit a busy lifestyle. Low cost gym providers now account for 35% of the overall market.

Research into customer motivations shows that over half of members (54%) have joined their club to improve general fitness and health, 44% have done so to lose weight or tone up. One in four (26%) say they are looking to relax or de-stress and 14% are looking to meet people and socialise.

While the fitness market is dominated by large national chains, there is a growing trend for specialised fitness classes and gyms that are gaining popularity across the UK.

TARGET MARKET

Mothers with their babies = women between 25 - 40 years old after maternity

TRENDS

Growing Trends for specialised fitness classes

EXTERNAL INFLUENCES

Politics: Consider the support the United Kingdom's government offers by continually urging the public to boost their physical exercise because of the benefits from both physical and mental wellness.

Economics: Consider the UK Economical situation:
GDP - Interest Rate - unemployment rate and Disposable Income to spend on luxury services.

Social: Consider the social trend of people caring more and more about physical and mental health.

Technology: Consider the advancement in technology that this new fitness business can use in their services and to promote.

Environment: Consider what the business can do to be environmentally friendly and gain a positive reputation in the market.

Law: Consider the H&S regulations the gym needs to follow and other regulations.



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COMPETITOR ANALYSIS

THE MARKET FOR HEALTH AND FITNESS - WHAT WE KNOW

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Research Point	Findings	Source/Evidence
Who are the main competitors in the market? National/Local		
Market share		
Pick 2 contrasting businesses** offering mother and baby fitness classes and build a profile	Fitness Provider 1	Fitness Provider 2
Product – product/service, USP, brand positioning, technology, quality, customer expectations		
Price – prices, strategy, pricing structure, reasons, customer expectations		
Place – typical locations, online operations, customer expectations		
Promotion – media used, timescale, message, costs		
People – Staff involved in marketing and customer contact to deliver best customer experiences. Training, culture and remuneration to support?		
Physical evidence – environment of the classes, ambience, layout, feel, online presence		
Processes – organisational, standardised, customer service, complaints,		

** Consider comparing a national franchise (such as sweatymama.com/buggyfit.co.uk//onefitmama.co.uk) with a small business in your local area offering these classes



Assessment essentials. Have you:

☐ Assessed the reliability and validity of your research data?

☐ Analysed the information and considered how it would be useful when creating the marketing plan for the set task?