

10 Unexpected Insights into Gen Z Gym Goers



Meet Our Speakers



Lee Robinson
National Sales
Director



Mario Tarquinio
Head of
Customer Experience

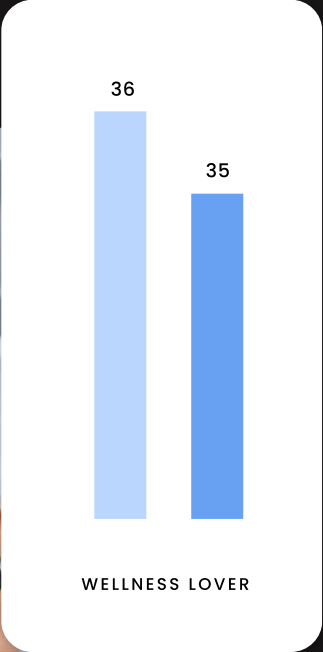
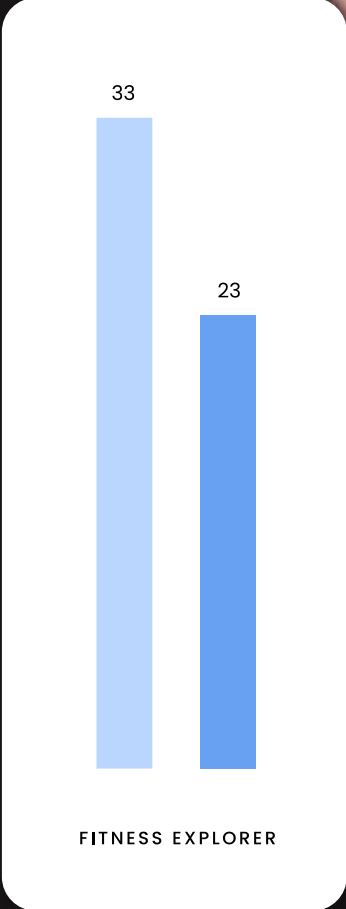
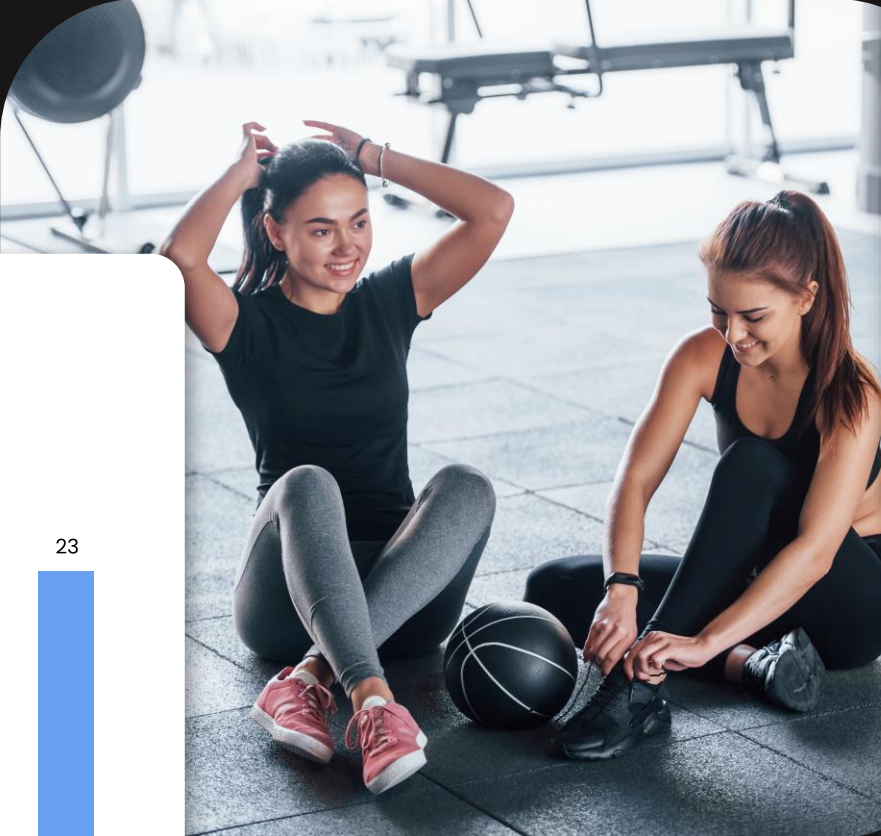


Who are Gen Z



Lovers of New Things

- Majority of Gen Zs are either Fitness Explorers or Wellness Lovers
- They're early adopters who want brand-new programs and services.
- They prioritize fitness nutrition and mental/physical well-being for a balanced life.

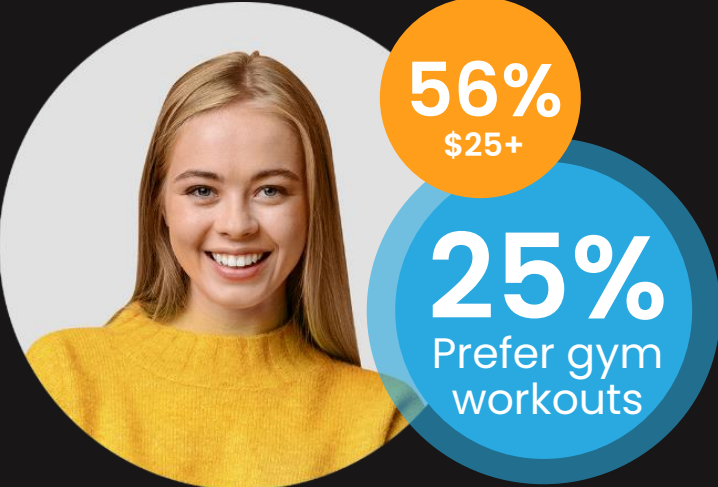


■ GenZ

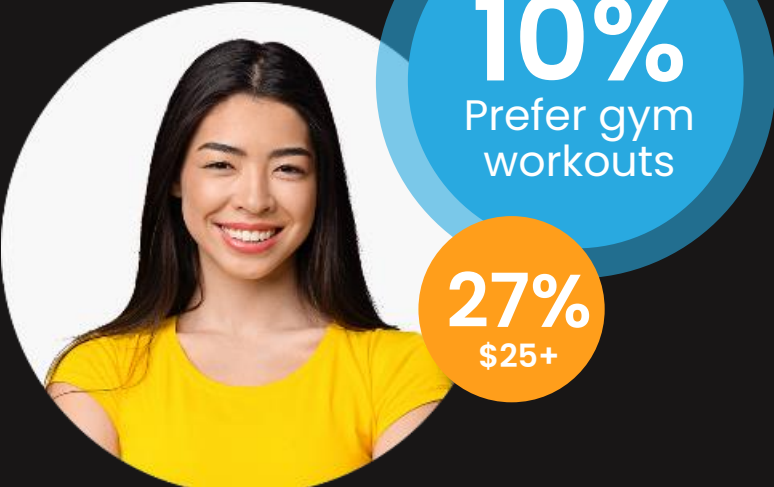
■ All Members/Users



Gen Z Personas



Wellness Lovers



Casual Consumers



Fitness Explorer

10 Unexpected Insights into Gen Z Gym Goers



1

Gen Z has reached a global disposable income of \$360 Billion

40%

of the global spending population and are expected to make up over 41 million of U.S. digital buyers.



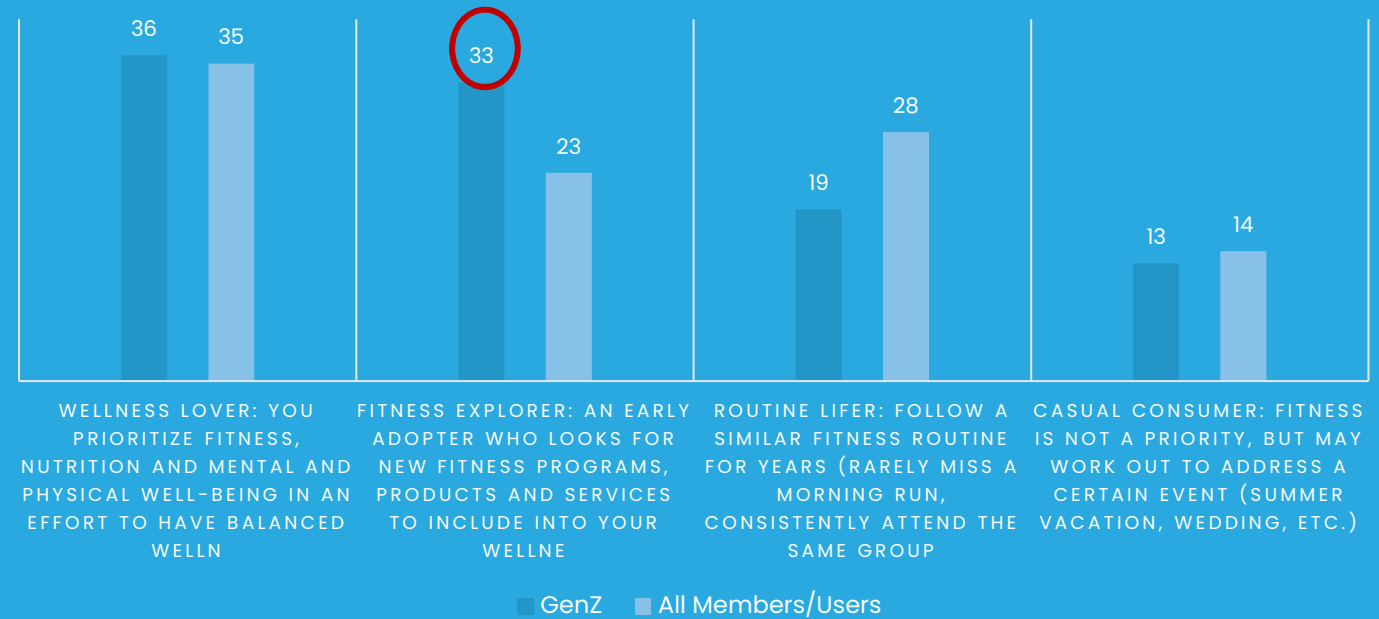
2 Gen Z's Unique Approach to Fitness

This is significantly higher than the average of 23%. As an explorer, these individuals are early adopters looking for new fitness programs and services to incorporate into their regimen.

33%

of Gen Z fall into the **Fitness Explorer** fitness profile- different from average fitness consumer.

THE GEN Z FITNESS CONSUMER FITNESS PROFILE

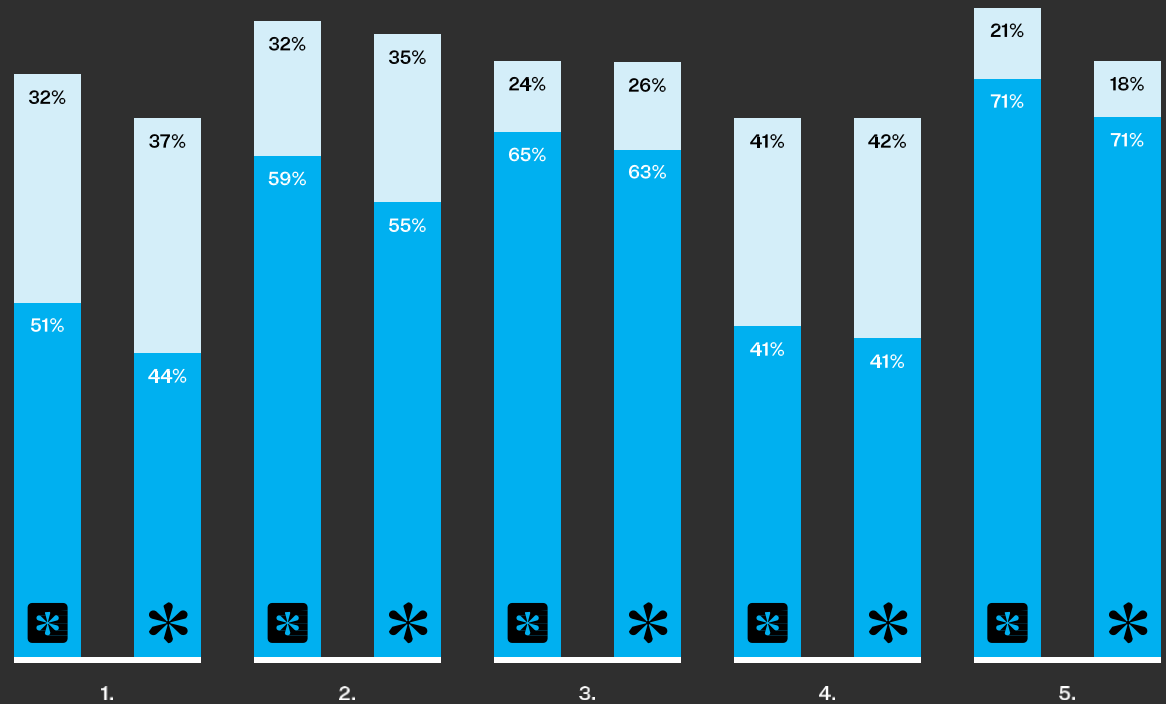


3 Gen Z and Technology in Fitness

55% Of the untapped market would be willing to try a paid App

1. Paid fitness apps or online / digital options
2. Free fitness apps or online options (not including YouTube)
3. YouTube workouts
4. Preferred paid fitness influencer's app (or program)
5. Preferred free fitness influencer's app (or program)

- CURRENTLY USING
- WOULD CONSIDER USING
- * IN GYM
- * OUT OF GYM

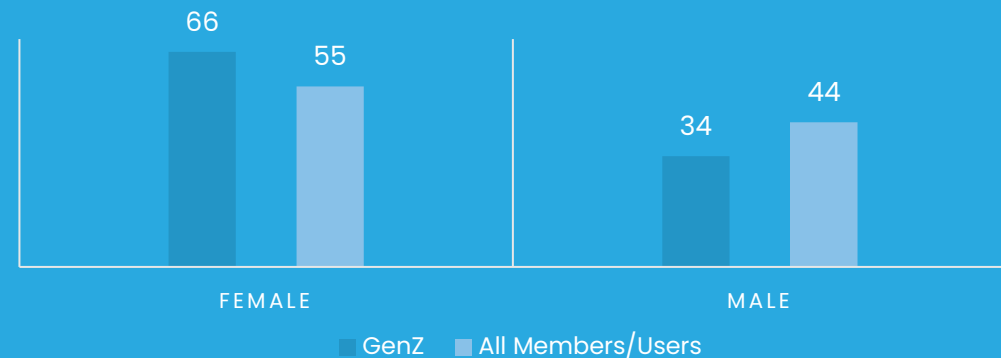


4 Gen Z Gender & Income

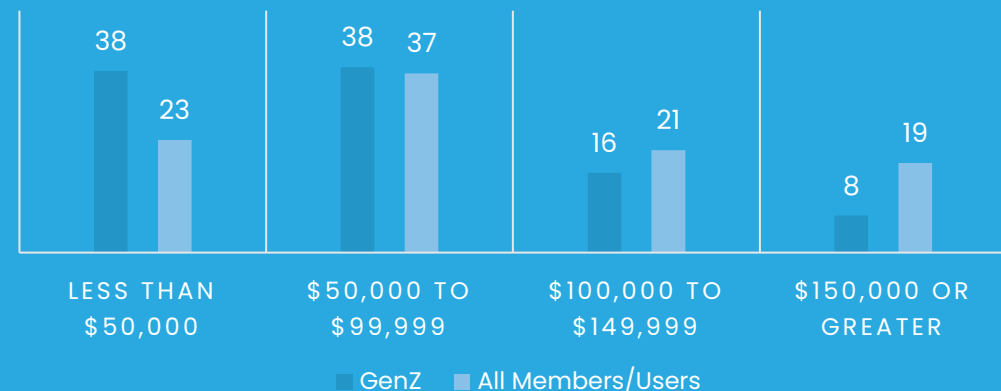
- **Lower** income than others.
- **38%** make less than **\$50,000**.

38% Make between **\$50,000** and **\$99,000**.

THE GEN Z FITNESS CONSUMER GENDER



THE GEN Z FITNESS CONSUMER INCOME



5 Gen Z's Preferences in Gym Environment

36%

Plan to start exercising in the next 3 months: a further 14% want to start exercising but feel too intimidated

14%

Have no interest in exercising



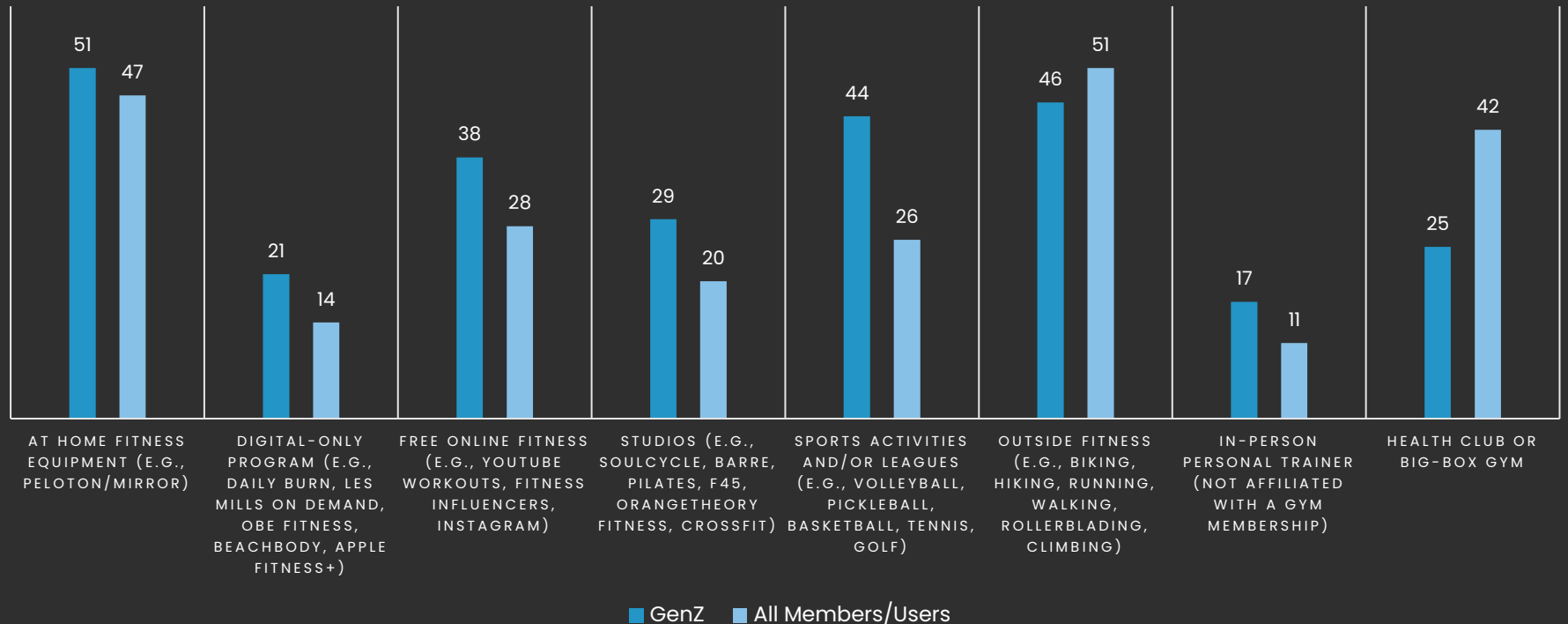
6

Gen Z exercise routine: At Home, Outdoors and Communal Sports

THE GEN Z FITNESS CONSUMER CURRENT EXERCISE ROUTINE

51%

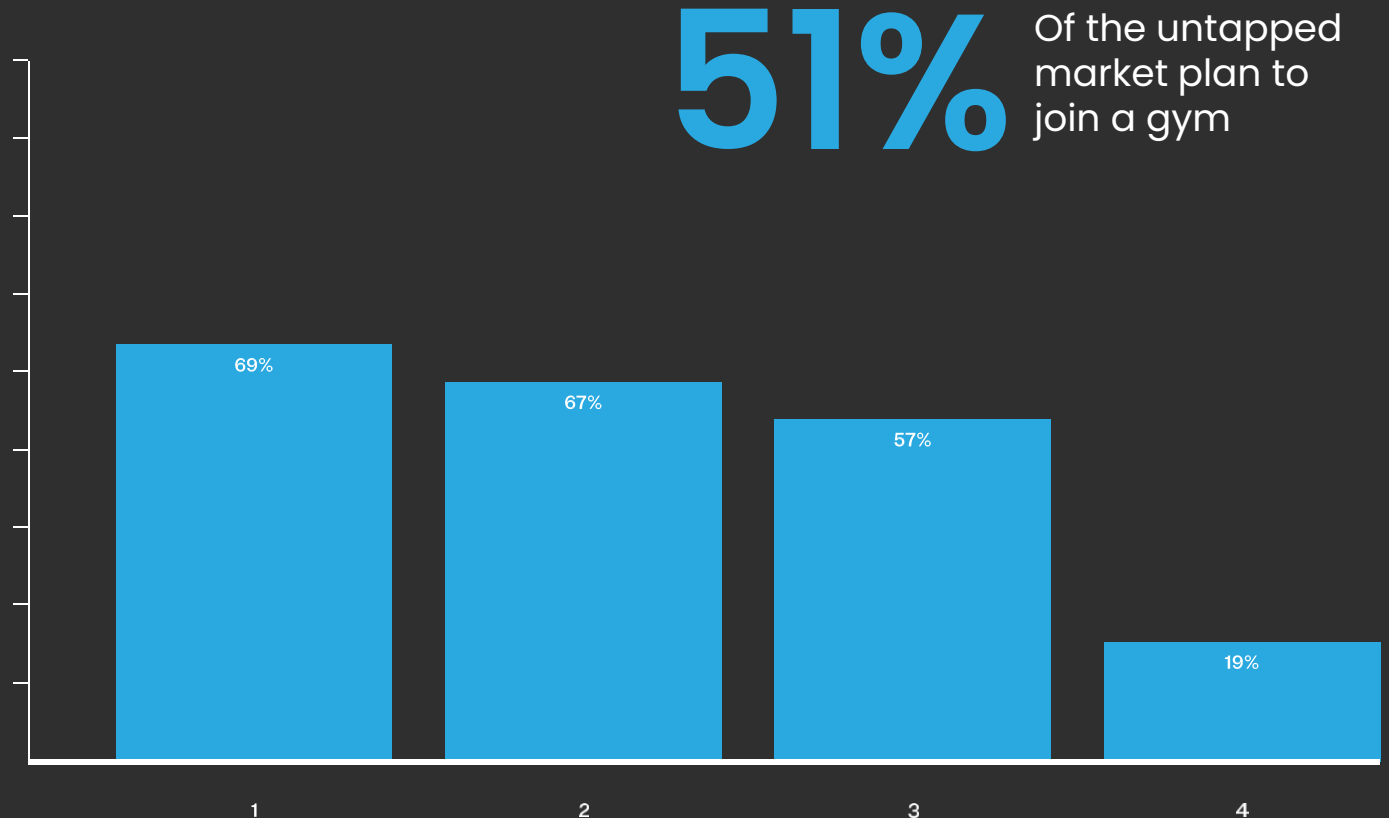
At Home (51%)
 Outside (46%)
 Sports Activities (44%)
 Free Online Fitness (38%)



7 Untapped Gen Z market: Need to know

What are the untapped market expecting from a gym?

- 1. ACCESSIBILITY**
(Including: Location, affordable, good deals and 24hr access)
- 2. SOCIABILITY AND COMMUNITY**
(Including: Friends attending, good atmosphere, feeling part of community, motivates to be around others, for people like me)
- 3. VARIETY OF FITNESS OFFERING**
(Including: Offering group fitness classes, wide range of equipment, lots of different ways to workout, having online/livestream offering)
- 4. GUIDANCE**
(Including: Fitness class Instructors and personal trainers)



8

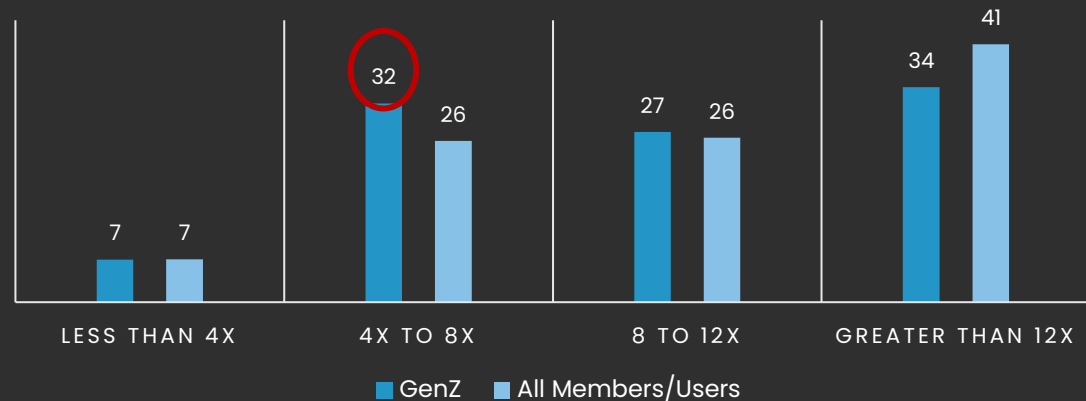
Gen Z workout frequency is slightly lower and monthly expenses slightly higher

Interestingly, their monthly exercise expenditures skew slightly higher than average with 27% falling in the \$25-\$49 per month range (compared to average of 22%).

4X to 8X

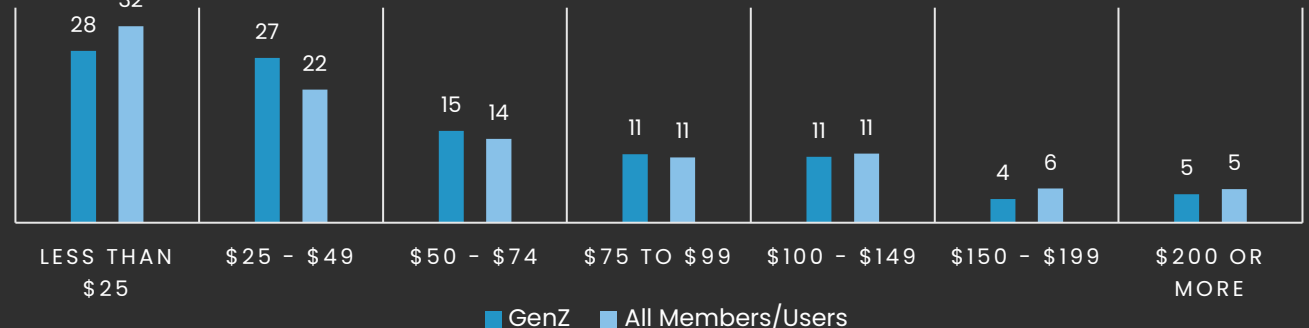
higher than average Gen Z working out 4x to 8x a month and fewer than average working out more than 12x a month.

THE GEN Z FITNESS CONSUMER MONTHLY WORKOUT FREQUENCY



THE GEN Z FITNESS CONSUMER MONTHLY EXERCISE EXPENDITURES

INCLUDES THE COSTS OF MONTHLY DUES, PERSONAL TRAINING FEES, DIGITAL FITNESS SUBSCRIPTIONS, CLASS FEES, ETC.



8

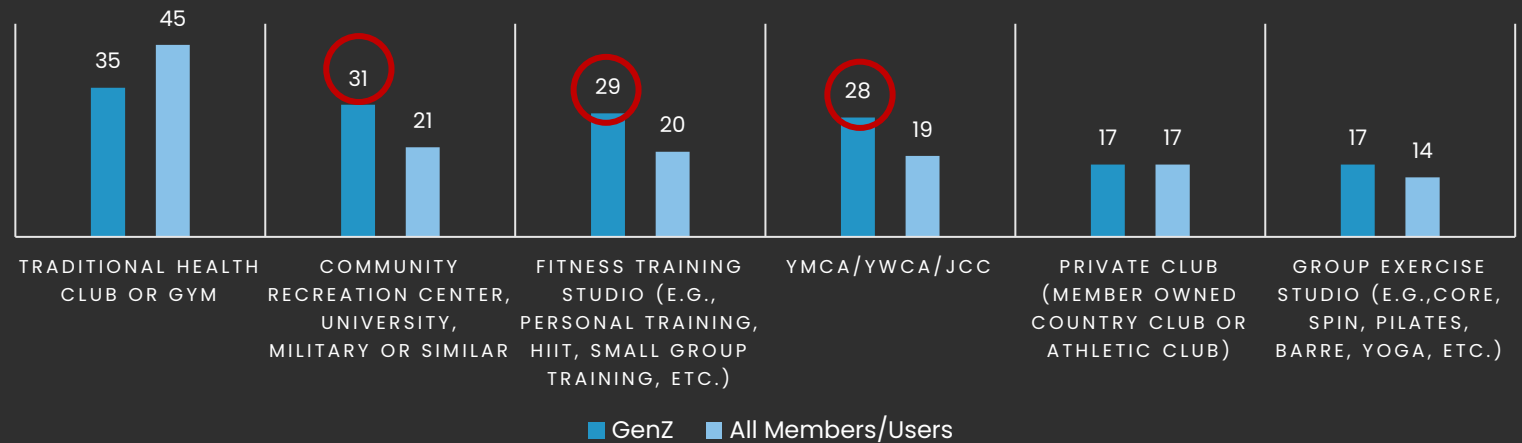
Gen Z Consumer Type

However, strong competition for the Gen Z share of wallet is Community Recreation Centers/University/Military health clubs (31%), Fitness Training Studios (29%) and the Y's (28%).

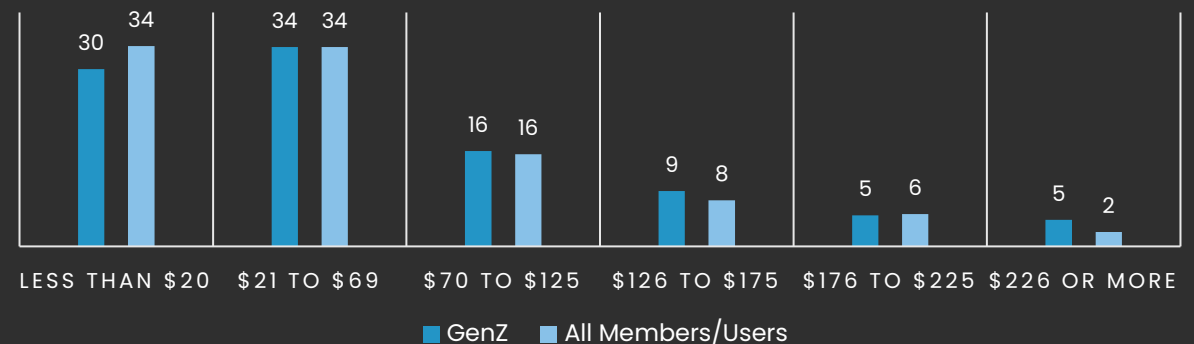
31%

Traditional Health Clubs –top Facility for Genz membership

THE GEN Z FITNESS CONSUMER TYPE OF FACILITY MEMBER OF OR USE



THE GEN Z FITNESS CONSUMER MONTHLY DUES FOR MEMBERSHIP OR GYM USAGE



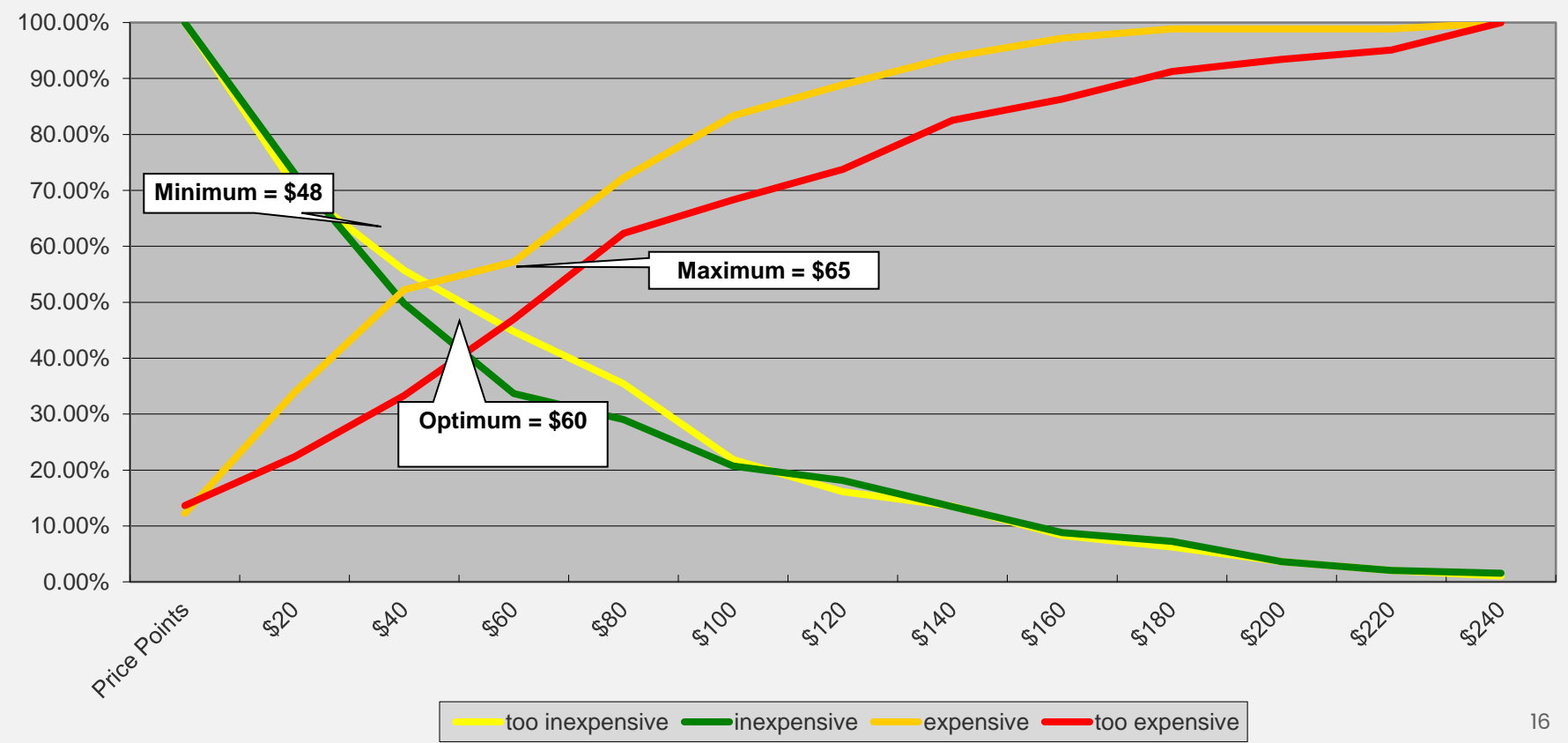
9

Gen Z are willing to spend slightly more than the average on Health Club Dues

The optimum price point for ALL members falls between \$40-\$60. For Gen Z, there's a bit more elasticity with monthly dues. They are willing to spend between \$48 and \$65 a month.

\$48-\$65

**GEN Z FITNESS CONSUMER PRICE SENSITIVITY METER
HEALTH CLUB OR BIG-BOX GYM MONTHLY DUES**



10

Gen Z are willing to spend slightly more than the average on Health Club Dues

Gen Z spends 1-5 hours on social media per day

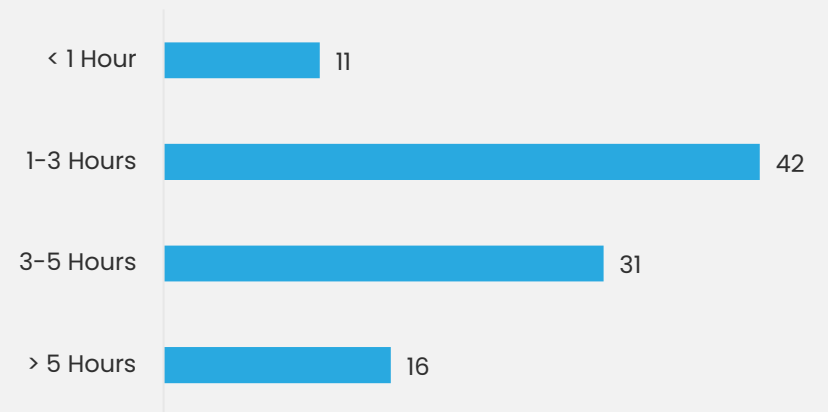
Primary Platforms Used:

- YouTube ads/content
- TikTok Videos
- Instagram ads/Instagram influencer posts

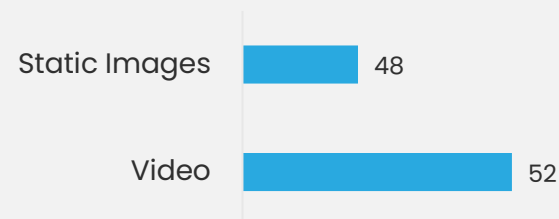
What Works:

- User-generated content; think influencers
- Ads that are true to a brand's core values (build trust)
- Both static and video advertising channels
- TV and Print remain strong ad choices
- Transparency is important to build trust

GEN Z
Average Time Per Day Spent on Social Media



GEN Z
Ad Preferences on Social Media





Thanks

Coming Soon



**ABC Fitness serves up the insights you crave
in our new podcast!**

**Learn from industry executives, influencers,
and seasoned gym owners — how to turn your
fitness visions into seamless reality.**

