



CORE
HEALTH & FITNESS

2025

**GLOBAL
TRENDS
RESHAPING
FITNESS
FACILITIES**



INTRODUCTION

2025 marks a transformative year for fitness facilities, driven by advancements in technology, wellness integration, & evolving consumer demands. Digital solutions, holistic health, & personalized experiences are reshaping operations & member engagement. Let's explore the key opportunities shaping the future of fitness.



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OVERVIEW

- **Evolving Consumer Behavior**
- **Digital Transformation**
- **Sustainability**
- **Demographic Shifts**

- **Community-Driven Fitness**
- **AI & Automation**
- **Global Market Opportunities**
- **Trust In Brands**



MACRO TRENDS SHAPING THE INDUSTRY



Globalism: A connected world driving fitness accessibility.



Aging Demographics: Catering to older populations.



Technology: Redefining fitness through wearables and AI.



Sustainability: Eco-conscious facilities are in demand.

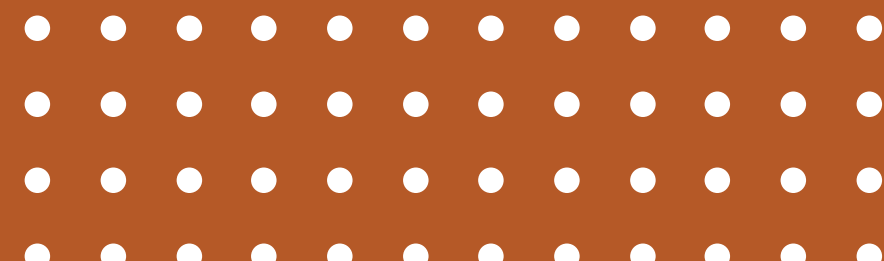


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GLOBAL INDUSTRY INSIGHTS

\$90BN +

The global fitness center market exceeds \$90 billion, with the **U.S., Germany, & the UK** leading membership growth.



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Source: Source: SBDCNet

EMERGING REVENUE OPPORTUNITIES

\$19.2BN

The fitness equipment market is set to reach **\$19.2 billion** by 2025. Health-conscious consumers fuel growth

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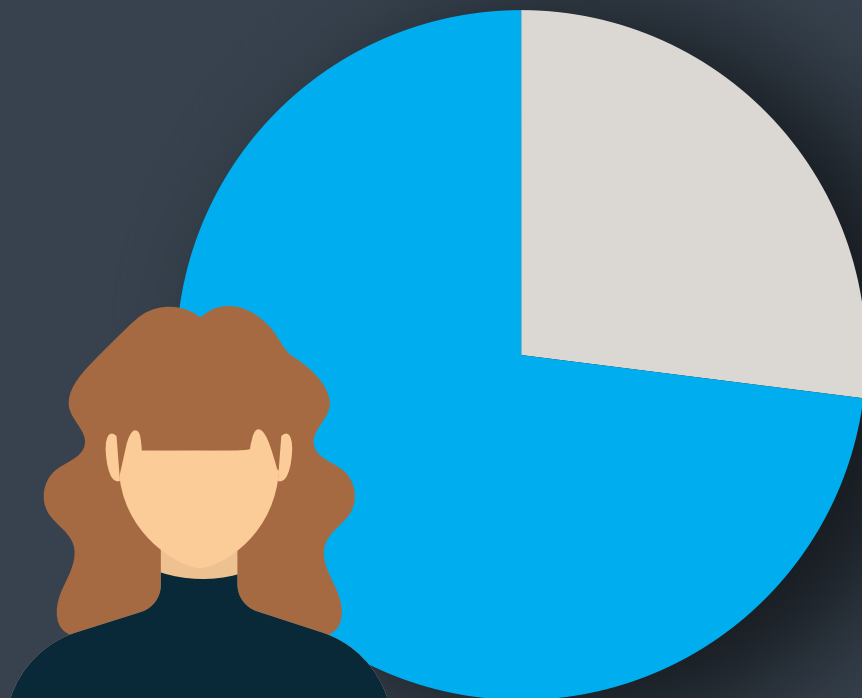
Source: Research Nester

MEMBER DEMOGRAPHICS FOR 2025

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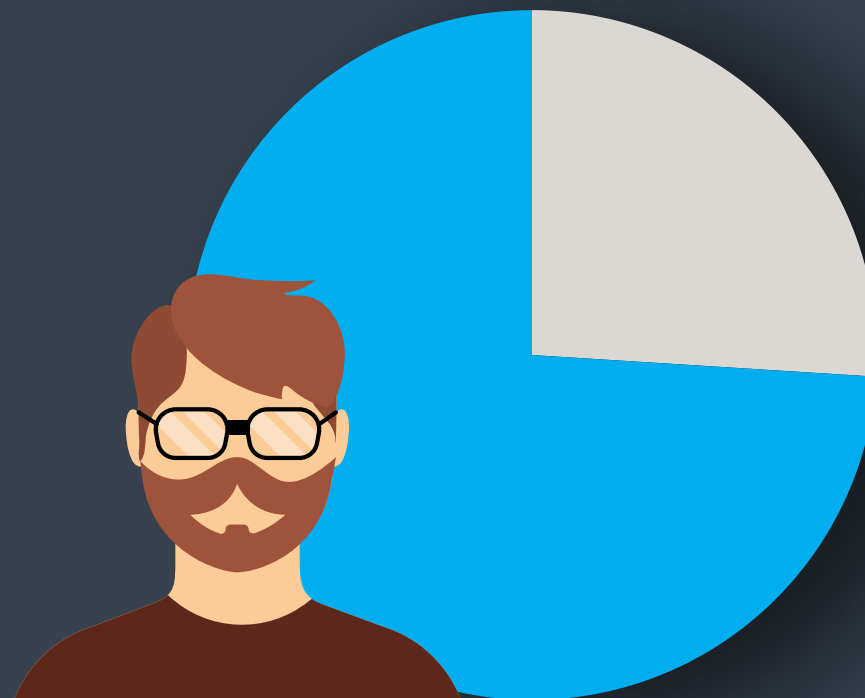


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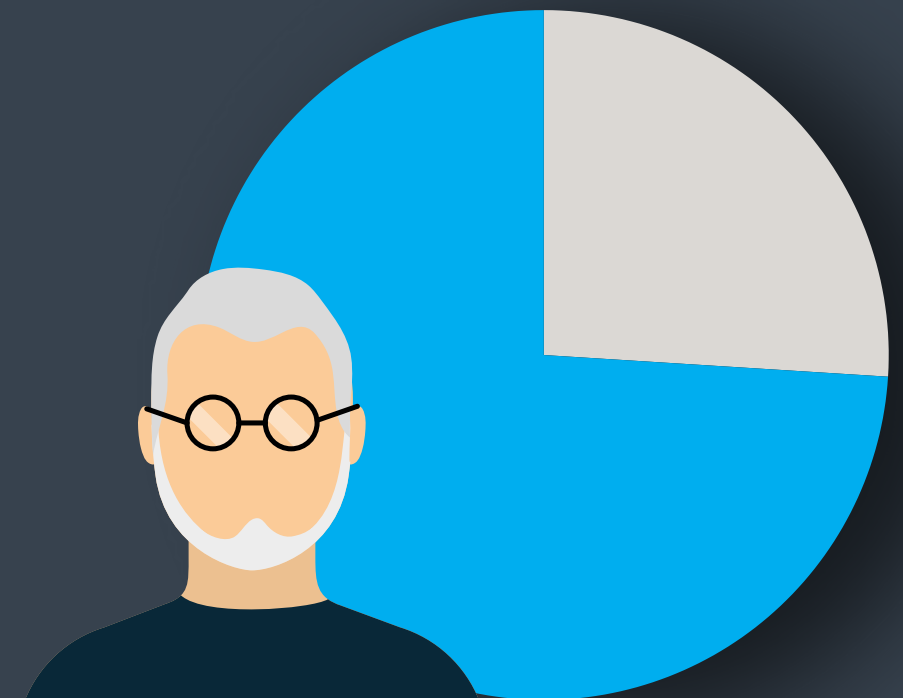
27% of gym-goers
Tech-savvy but time-constrained

35-50



26% of gym-goers
Balance fitness with busy schedules

50+



26% of gym-goers
The most engaged demographic

Source: SBDCNet

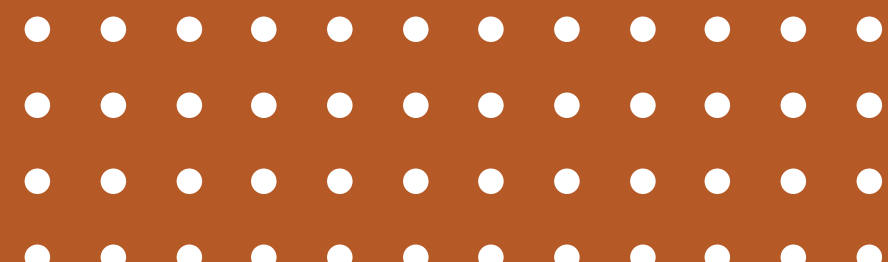
PRIMARY PREVENTION TAILWINDS

1 BILLION +

- Over 1 billion people globally suffer from **chronic conditions**.

90%

- 90% of healthcare costs focus on managing lifestyle diseases, highlighting **fitness as a preventive measure**.



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Source: World Health Organization



5BN

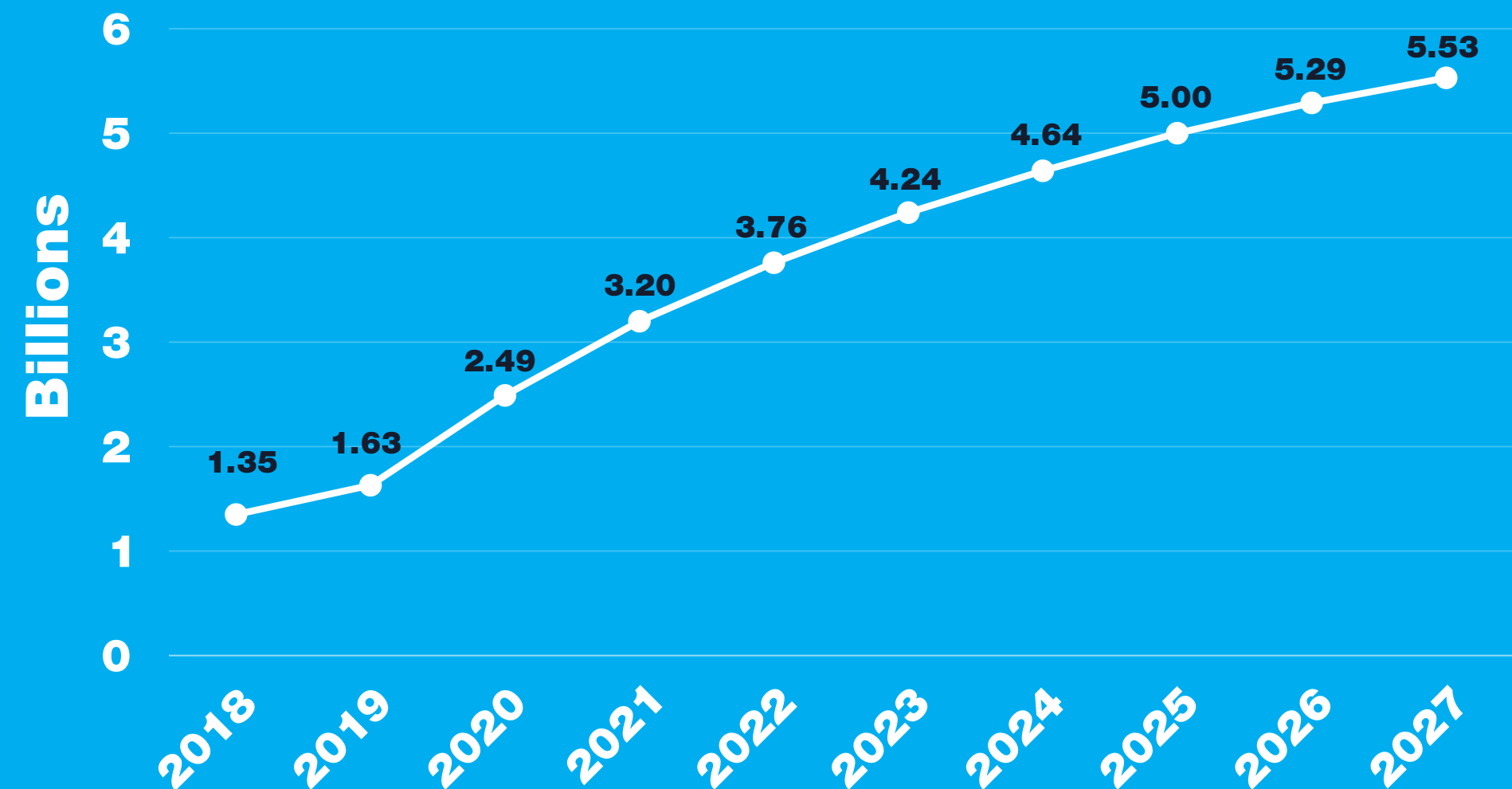
Fitness app downloads to exceed **5 billion** by 2025, bridging the gap between home, gym, & outdoors.

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DIGITAL FITNESS EXPANSION

FITNESS APP DOWNLOADS

Estimated number of downloads of health & fitness apps per year



Source: Statista



\$3.8BN

Wearables dominate the market with projected global revenues of **\$3.8 billion** by 2025

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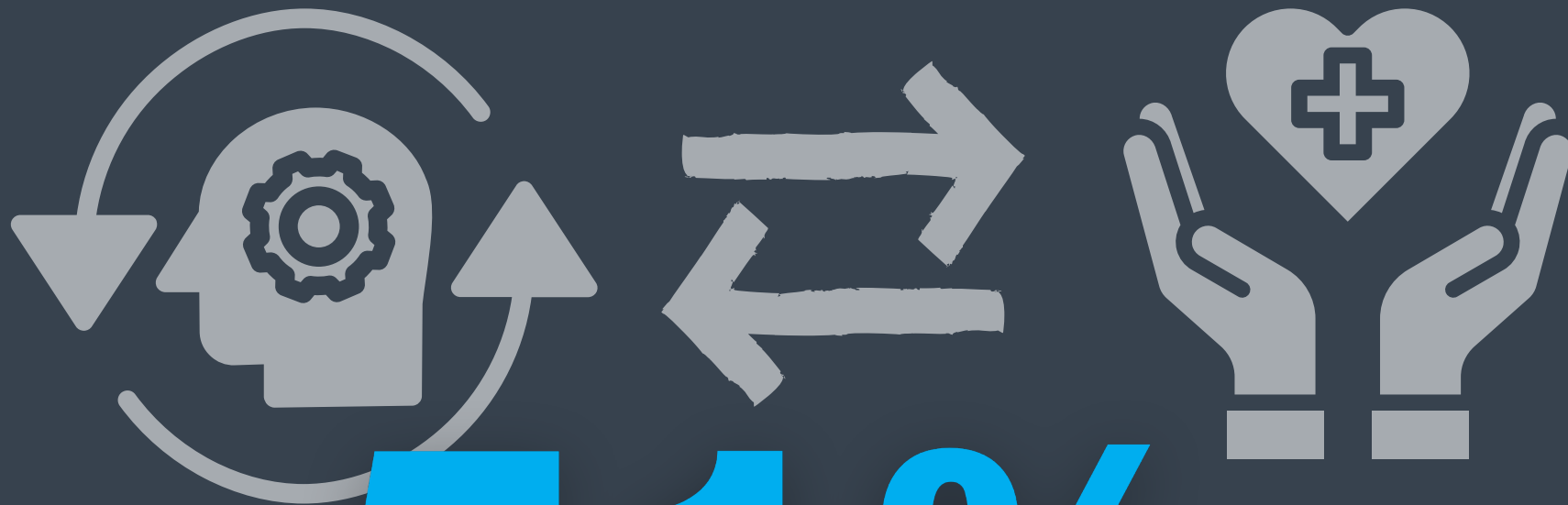
WEARABLE TECHNOLOGY



Source: ACSM

AI & AUTOMATION

AI is being used increasingly for **personalization at scale**, offering tailored workout plans & health tracking.



51%

51% of people report that they value **personalization features** from their healthcare & fitness providers.

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Source: Accenture Life Trends Report

STRENGTH IN COMMUNITY-DRIVEN FITNESS

75%

Gyms with **community-focused programs** witness retention rates exceed 75%

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The rise of community-centric fitness offerings has been shown to transform the gym experience by fostering social connections, which significantly **impact member retention & reduce churn rates.**

Source: IHRSA

COST OF HESITATION & BUILDING TRUST

- **Hesitation Costs:** Delayed trust-building causes a 20% drop in satisfaction, raising attrition risk.
- **Churn Impact:** Replacing a member costs 3x more than retaining one.
- **Trust & Retention:** Transparent, personalized services boost retention by 25%.
- **Loyalty & Revenue:** Trusted brands are 2x more likely to convert members; trust influences 81% of buying decisions.



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Source: Accenture

SUSTAINABILITY

70%

70% of gym-goers prefer facilities that **prioritize sustainability**, influencing their membership decisions.

30%

Energy-efficient equipment can **reduce operational costs** by up to 30%, offering both environmental and financial benefits

Fitness facilities that adopt eco-friendly designs & efficient operations not only **reduce their environmental impact** but also meet the growing demands of environmentally conscious consumers.

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Source: Health Digital Fitnesses

KEY WAYS CORE SUPPORTS YOUR FACILITY:

- **Innovative Equipment:** Boost performance with the StairMaster® 10G and Nautilus® Inspiration Series.
- **Sustainability:** Reduce costs with energy-efficient, durable designs.
- **Personalization:** Offer tailored experiences with smart, user-friendly machines.
- **Hybrid Fitness:** Seamlessly integrate in-person & digital workouts with versatile equipment & Wexer's cutting-edge virtual fitness platform.
- **Community Building:** Foster connections with group fitness solutions.
- **Expert Training:** Train staff to deliver exceptional service and maximize equipment use.

TAKING ACTION

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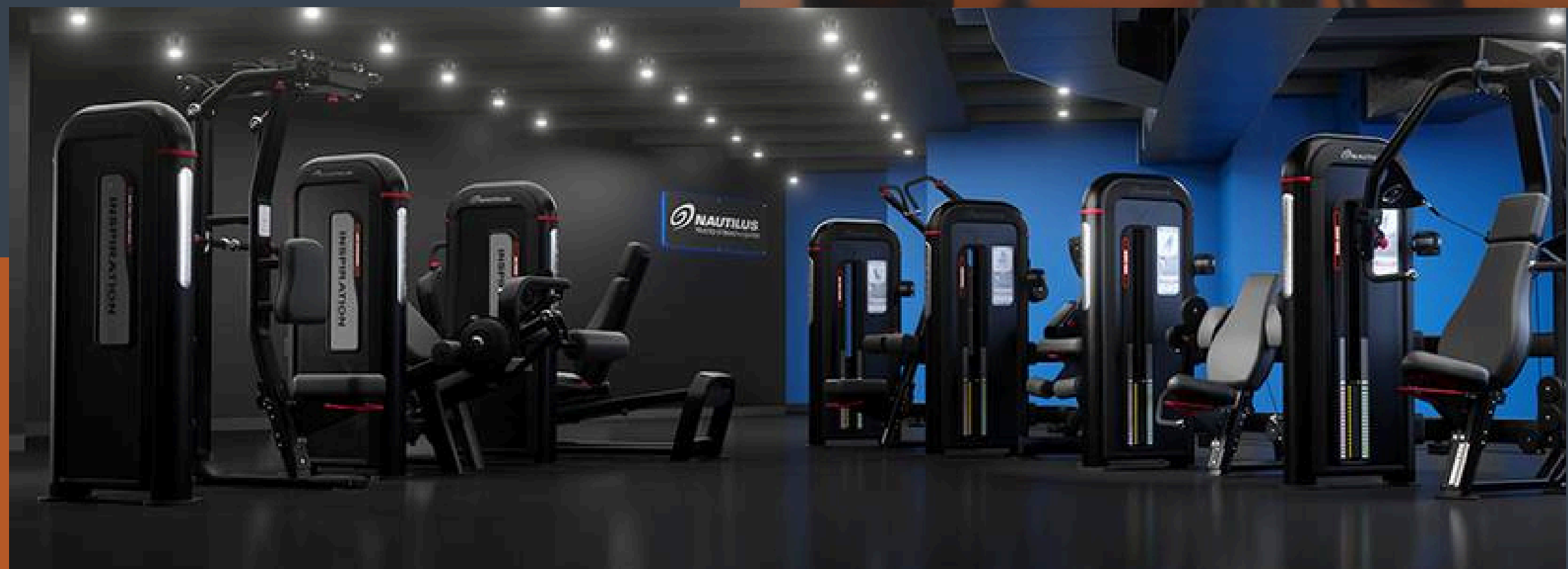
PRODUCT HIGHLIGHT

Nautilus® Inspiration Series

The Nautilus® Inspiration Strength® Series is designed specifically for fitness facilities, combining user-friendly features with advanced biomechanics to deliver effective workouts for all fitness levels. Its compact, uniform towers not only maximize space but also enhance the facility's aesthetics. The Lock N Load® weight selection system ensures easy, maintenance-free operation, making it a reliable & efficient choice for gym operators.



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PRODUCT HIGHLIGHT

StairMaster® 10G

The StairMaster® 10G redefines stair-climbing with its innovative OverDrive Training Mode, simulating the challenge of carrying or pushing a load upstairs for an intense, dynamic workout. Built for fitness facilities, it features the industry's widest, deepest stepping surface, lowest step-up height, ergonomic handrails for versatile climbing positions, & a smooth, quiet drive train—making it a must-have for any gym.

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PRODUCT HIGHLIGHT

Wexer Virtual

Wexer Virtual is the ultimate digital fitness solution, empowering fitness facilities to deliver engaging, hybrid experiences. With a vast library of on-demand classes, seamless integration with existing gym spaces, live streaming capabilities & analytics to enhance member engagement, Wexer Virtual helps gyms expand offerings without increasing overhead. Perfect for attracting tech-savvy members & elevating your brand, it transforms your facility into a 24/7 fitness community.

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Partner with Core Health & Fitness to embrace innovation, inspire members, and stay ahead of industry trends.

Let's build the future of fitness together. Contact us today!

 sales@corehandf.com

