

Moscow State Regional University

# Reasons of fitness industry profitability as a health care sector

Maximov Aleksey,  
2<sup>nd</sup> course, Faculty of Economics

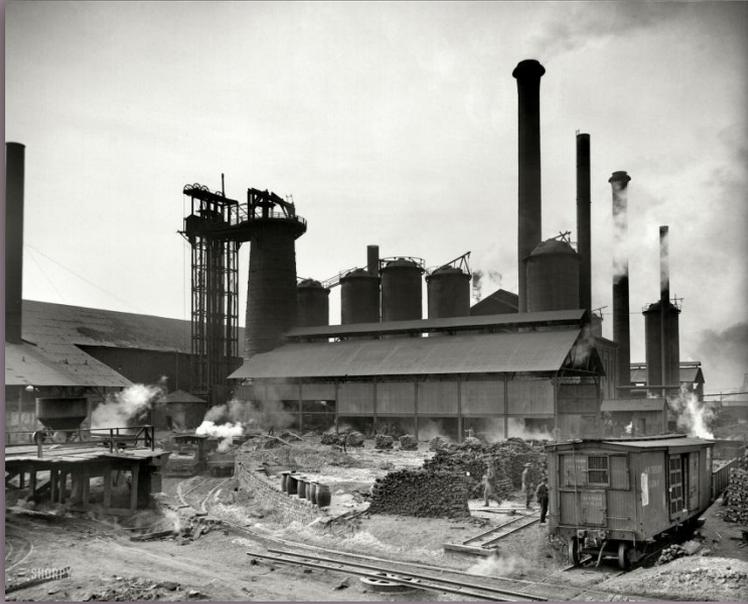
Moscow 2016

# Fitness Industry and it's history

A new Mainstream



# How did it start?

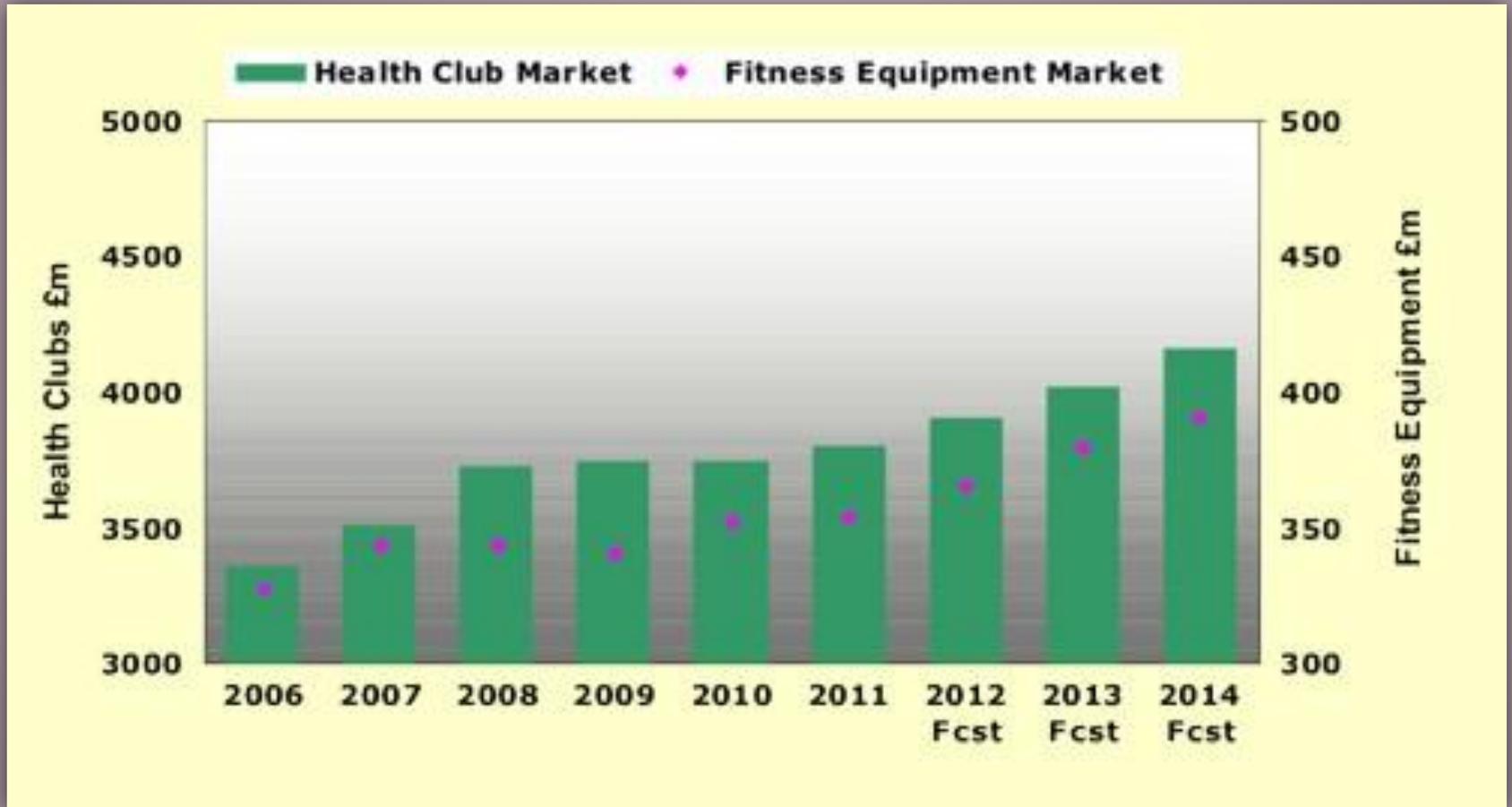


The main reason of fitness uprise: industrial revolution, as a result decrease of activity.

# Growth of the market

Country	Number of clubs	Number of members (mio)
1. USA	30500	50.2
2. Brazil	24000	7.0
3. Mexico	7800	2.8
4. Germany	7600	7.9
5. South Korea	6800	4.0
6. Argentine	6600	2.3
7. Canada	6200	5.6
8. Italy	6000	4.2
9. Great Britain	5900	7.6
10. Spain	4600	6.4
Total	153000	131.7

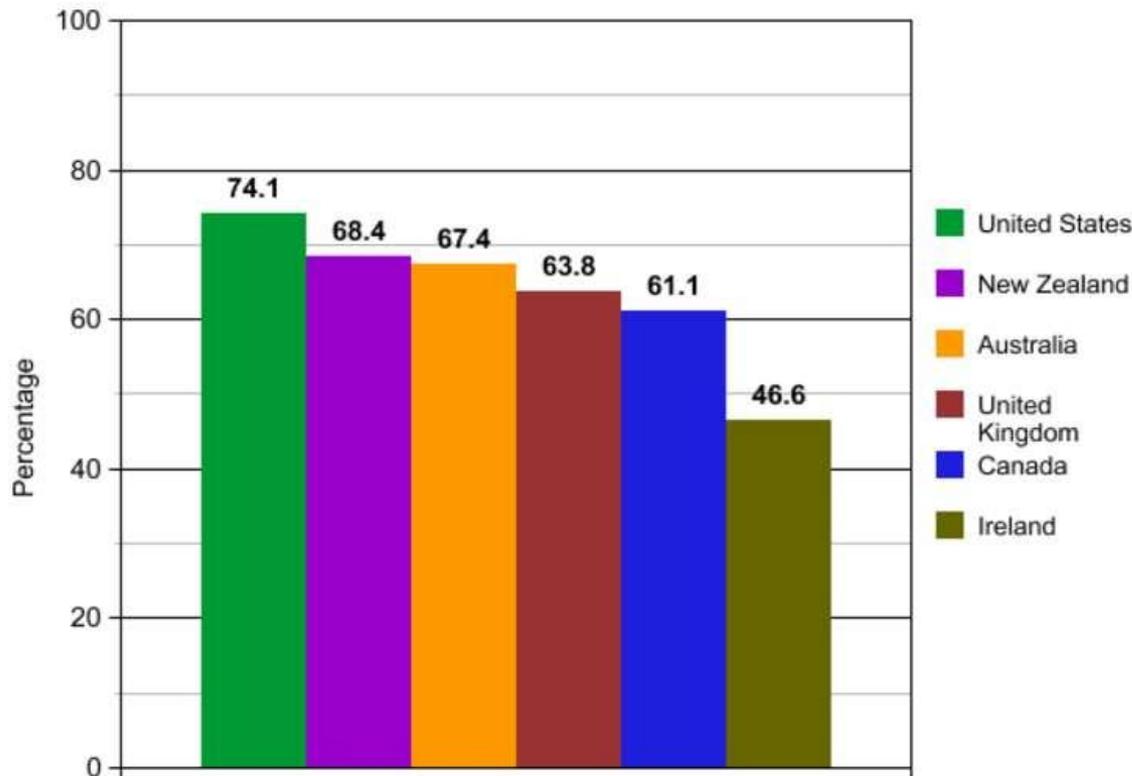
# Growth of the market



# Unifying Global Trends

## Overweight and Obese People of All Ages

Prevalence of overweight people in the Anglosphere

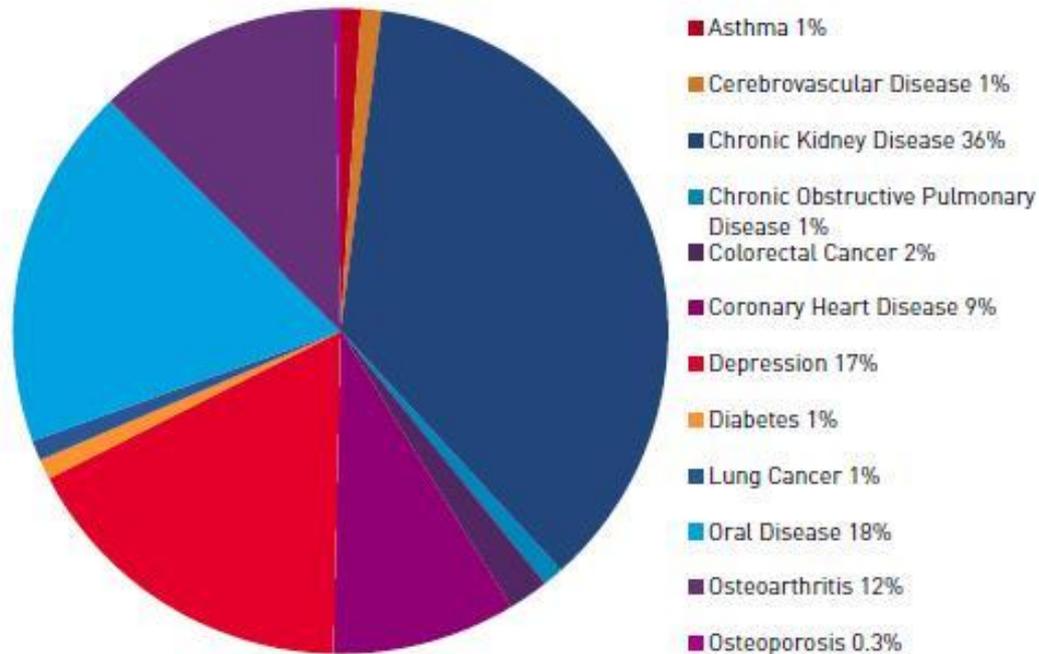


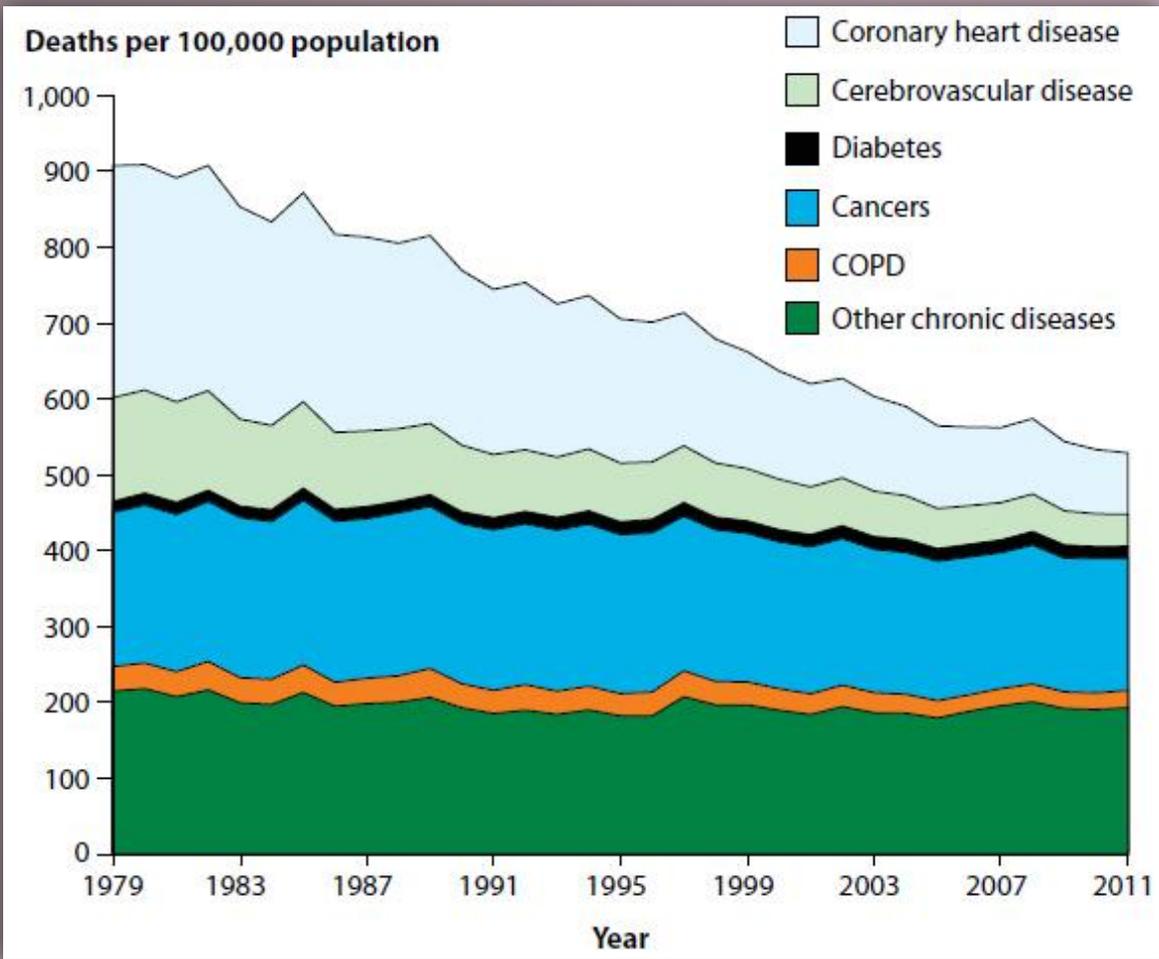
SOURCE: World Health Organization, 2007

For the first time, the number of people in the world who are overweight has surpassed the number who are malnourished.

# Widespread Chronic Diseases

Chronic disease hospital admissions in Medibank members (FY2014)





Chronic conditions, such as cardiovascular diseases, diabetes, obesity, cancers and respiratory diseases, account for 59% of the 57 million deaths annually and 46% of the global burden of disease.

# Solutions

The **solutions** include multiple factors—becoming more active, improving nutrition, quitting smoking, managing weight, coping with stress, enhancing personal relations, incorporating spiritual activities, promoting better sleep, increasing access to health care and improving environmental factors that support healthy behaviors—becoming more physically active is a fundamental key.

# Why fitness so popular?

## Reason 1

It's accessible

## Reason 2

Developed market of fitness

Apps and different  
trackers

## Reason 3

Increasing number of fitness centers

# Fitness Apps – new experience



According to a study by Mobiquity, 45 per cent of smartphone owners use a fitness app once a day, while 25 per cent use one several times a day.



Around 30 per cent use apps for goal tracking, 28 per cent to gain awareness of health issues and 27 per cent for motivation.

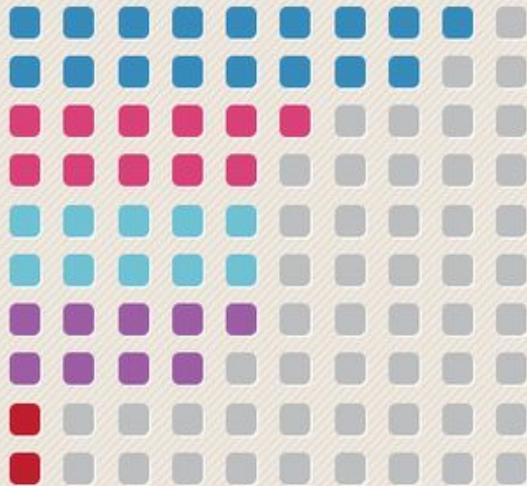
A further seven per cent use apps to identify unhealthy habits, two per cent to connect with an expert and the same number download them for their competitive element.

# MOBILE HEALTH MARKET - A SNAPSHOT

**500,000+** APPS IN THE APPLE APP STORE  
**13,700** ARE FOR HEALTH AND FITNESS

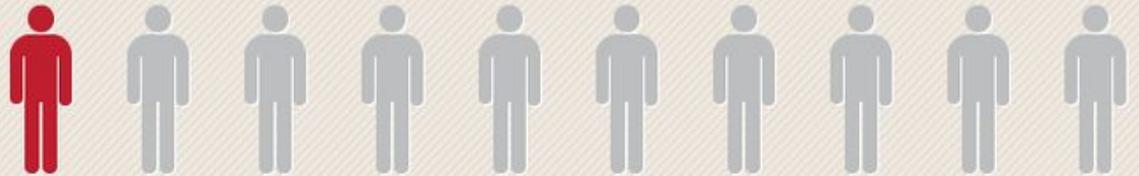
## APP STORE CATEGORY %

Health Education Entertainment Books Games Others



## HEALTH APP ADOPTION

JUST OVER 1 IN 10 OF ADULT CELLPHONE USERS IN THE US HAVE DOWNLOADED AN APP PROVIDING MOBILE HEALTH SERVICES (2010).



## POPULARITY CONTEST

DOWNLOADERS USED THESE APP CATEGORIES IN THE PAST 30 DAYS (2011):



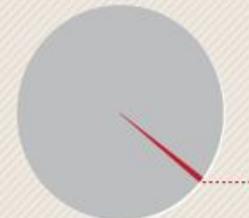
## TYPES OF HEALTH APPS



Cardio fitness apps (16%)  
 Diet apps (14%)  
 Stress/relaxation apps (11%)  
 Others (41%)

## MOBILE APP PREDICTIONS

(ESTIMATES FOR 2016)



TOTAL APP MARKET:

**\$46 BILLION**

MOBILE HEALTH APP MARKET:

**\$400 MILLION (~1%)**

# Economic aspects



The global fitness and health club industry generates more than 75 billion U.S. dollars in revenue according to the 2013 IHRSA Global Report, which deals with the state of the health club industry.

# Webliography

<http://fitnessbusinesscanada.com/latest-news/introducing-the-2013-ihrsa-global-report/6>

<http://www.pwc.com/gx/en/industries/healthcare/publications.html>

<http://www.ihrsa.org/about-the-industry/>

<https://www.franchisehelp.com/industry-reports/fitness-industry-report/>

<http://www.statista.com/topics/1141/health-and-fitness-clubs/>

<http://www.abc-of-fitness.com/fitness-focus/why-do-fitness.asp>

<https://infinitemonkeys.mobi/blog/fitness-apps/>

<http://www.virke.no/bransjer/bransjeartikler/PublishingImages/The%20Future%20of%20Fitness%20-%20A%20White%20Paper.pdf>

<http://www.idealife.com/fitness-library/international-inspiration>

If you have any questions:  
[Alekseymaximov1996@gmail.com](mailto:Alekseymaximov1996@gmail.com)

Thank you for your attention!