



The Wellness Journey

Fitness Consumers Focus on Well-Being



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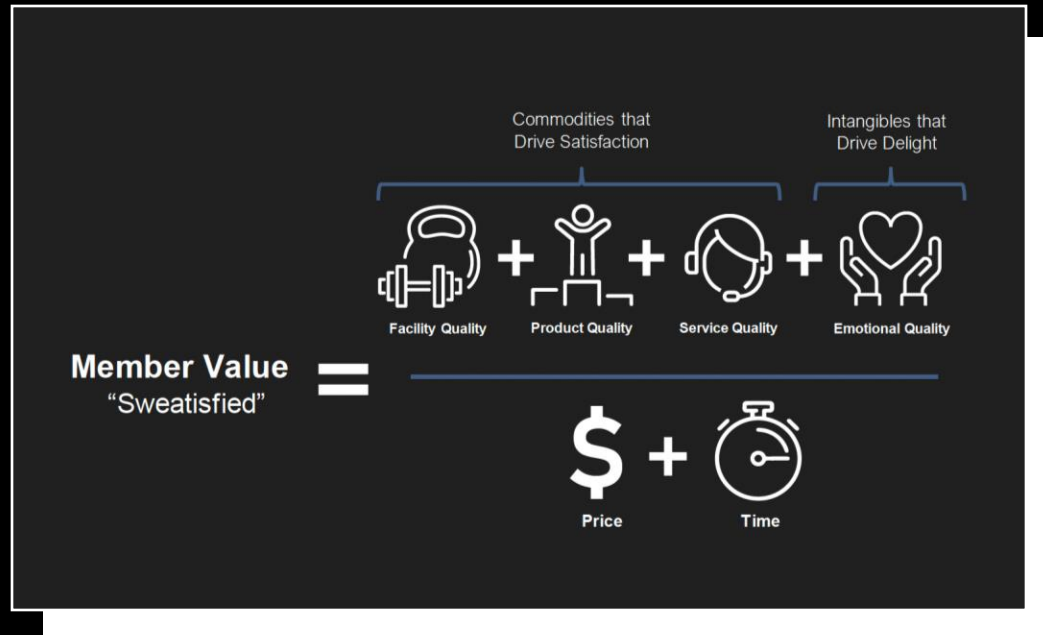
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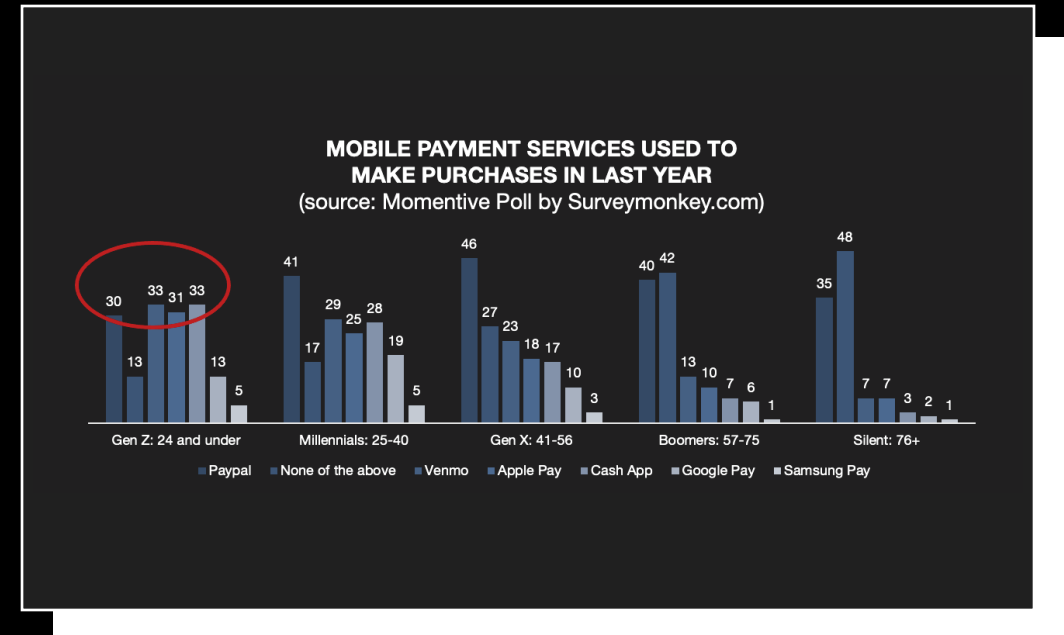
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Wellness

The evolving definition

The meaning of wellness has evolved in recent years to incorporate a more holistic approach to health and fitness, with consumers increasingly focused on overall well-being rather than just physical fitness. This new meaning of wellness includes elements such as mental and emotional health, stress management, sleep quality, and nutritional balance, as well as physical fitness.

The Global Wellness Institute (GWI) valued the global wellness economy at \$4.9 trillion in 2019. They project the number to be nearly \$7 trillion in 2025.

Fitness Consumers Define Wellness

In their own words, the fitness consumers we surveyed espoused four dimensions of wellness: physical, nutritional, mental and spiritual well-being.

We had over 2000 thoughtful responses in our research. Here are just a few.

// Wellness to me is overall good health which includes mental, emotional, and physical. An approach that addresses each area in a positive way would result in a feeling and state of wellness.

// Healthy mind set, healthy eating, fitness activity and a good night's sleep.

// Wellness comes from the inside and out. Making sure you are taking care of your body by eating healthy, staying active, being mindful of your own actions, and making sure you are mentally healthy as well.

// I think of overall well-being including emotional, physical and mental health. I also think of self-care, exercise and nutrition.



Physical



Nutritional



Mental

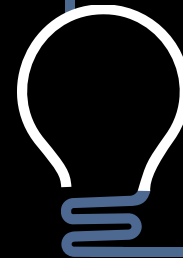


Spiritual

In our study, fitness consumers classified wellness simplistically into four pillars: Physical, Nutritional, Mental Health, and Spiritual. We feel club owners and operators are well versed on the physical dimension of wellness, so this eBook will focus on opportunities to support members on the remaining three areas.

Pillar of Wellness: Mental Health

Supporting mental health wellness may seem daunting for operators, but being aware of the need and offering basic practices may provide the basis for a much-needed mental respite for members. Here are some ideas to consider:



60%

of respondents wanted
mental health and
mindfulness programs.



Mental health is not a destination, but a process. It's about how you drive, not where you're going.

Noam Shpancer, Ph.D. - Psychologist

Provide educational resources

Operators can offer educational resources such as workshops, seminars, and articles on mental health topics such as stress management, anxiety, depression, and mindfulness.

Offer mindfulness and meditation programs

Mindfulness and meditation practices have been shown to have a positive impact on mental health.

Provide access to mental health professionals

Health club operators can partner with mental health professionals such as therapists or psychologists to provide on-site services or referral resources for members who may need more specialized support.

Foster a supportive community

Creating a welcoming and supportive community can also have a positive impact on mental health wellness.

Create an inclusive environment

Health club operators can also ensure that their facilities and programming are inclusive and welcoming to all members, regardless of their mental health status.



Pillar of Wellness: Nutritional

With consumer's growing interest in nutritional wellness, several trends have emerged that health club operators should be aware of and consider as they support their members' need for nutritional wellness. Here are some current trends with nutrition and wellness:



To eat is a necessity, to eat intelligently is an art.

La Rochefoucauld – Philosopher

57%

of respondents wanted more nutrition-based offerings.

In terms of priority, services to help reach goals for eating right and nutrition planning was second highest in our results.



Plant-based diets

Plant-based diets, which prioritize whole, nutrient-dense plant foods, are becoming increasingly popular as more people seek to reduce their consumption of animal products and prioritize sustainable eating habits.

Gut health

There is growing awareness of the importance of gut health, and the role that a healthy gut microbiome plays in overall wellness.

Personalized nutrition

With advances in technology, it is becoming easier to personalize nutrition recommendations based on an individual's unique genetic, metabolic, and lifestyle factors.

Sustainability

More people are concerned about the environmental impact of their food choices, and are seeking out sustainable food options.

Mindful eating

Mindful eating, which involves paying attention to the sensory experience of eating and being more present during meals, is gaining popularity as a way to improve overall well-being and develop a healthier relationship with food.



Pillar of Wellness: Spiritual

Spiritual well-being is not a focus most operators consider (or feel comfortable with) as an element of their club offerings. However, with the rise of spirituality as a dimension of wellness, subtle shifts in communications and programming may address this need:



The soul always knows what to do to heal itself. The challenge is to silence the mind.

Caroline Myss - Author

60%

of respondents desired more spiritual based options.

35%

of respondents said there were not nearly enough programs/services available while 31% said that while there were some available to them, they wish there were more.



Offer yoga and other mind-body classes

Yoga and other mind-body practices such as Pilates, Tai Chi, and Qigong can help members connect with their inner selves and develop a greater sense of spiritual awareness.

Create a meditation or prayer space

Health club operators can create a dedicated space for meditation or prayer, providing a quiet and peaceful environment for members to connect with their spirituality.

Host workshops and seminars on spiritual topics

Operators can offer educational resources such as workshops, seminars, and articles on spiritual topics such as mindfulness, gratitude, and self-discovery.

Partner with spiritual leaders

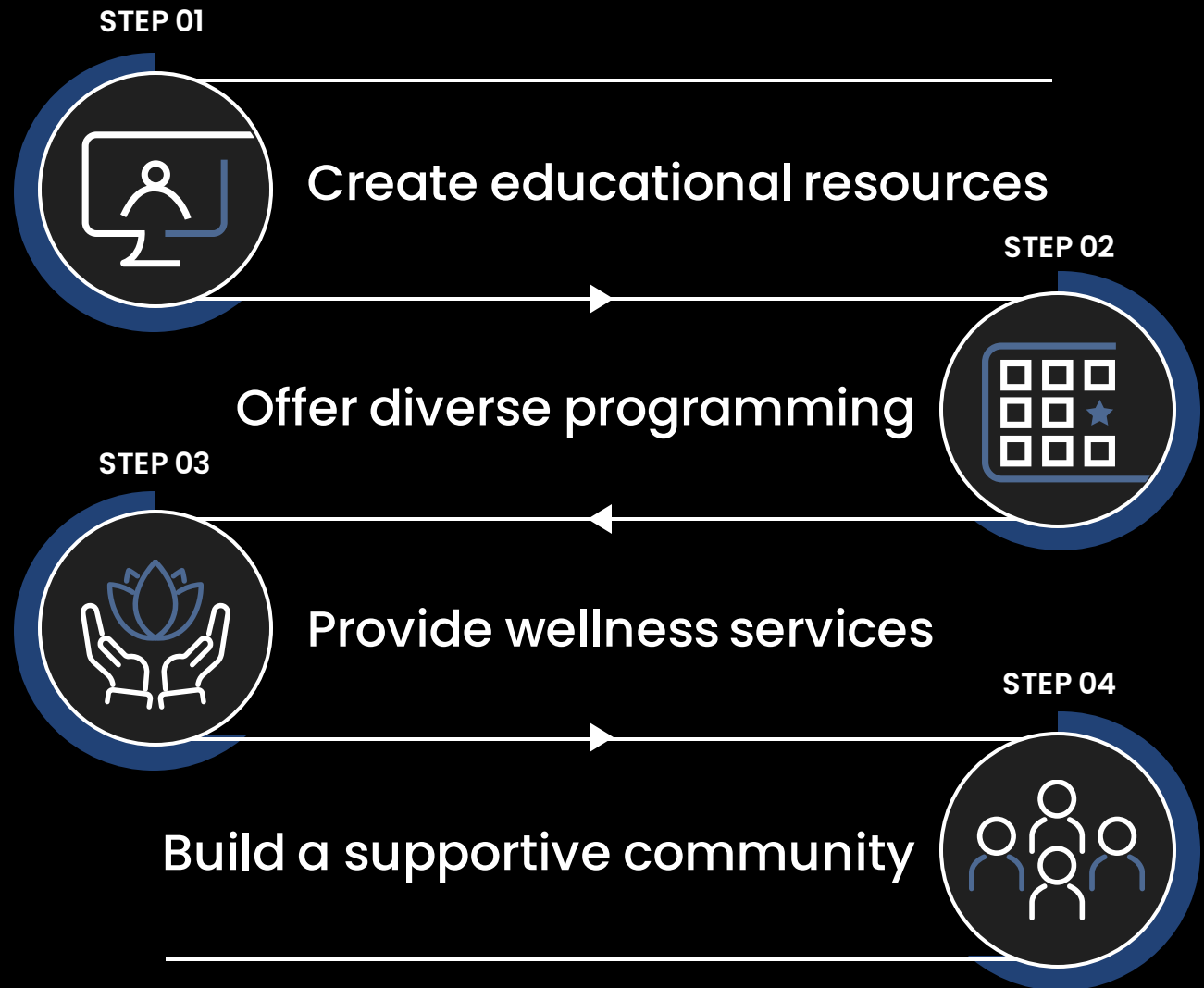
Health club operators can partner with spiritual leaders such as yoga instructors, meditation teachers, and clergy members to provide on-site services or referral resources for members who may need more specialized support.

Promote a holistic approach to wellness

Encouraging members to prioritize self-care, cultivate positive relationships, and find meaning and purpose in their lives.



With the evolving definition of wellness, we sought to examine practical applications club owners and operators can implement to maximize engagement with this trend. We came up with following 4 steps.



STEP 01



Create educational resources

Offer resources such as workshops, seminars, and articles on topics like stress management, nutrition, sleep quality, and mental health.



62%

of survey respondents placed a very high/high priority on services or programs that promote better fitness to achieve goals!

STEP 02



Offer diverse programming

Programs like yoga, Pilates, meditation, mindfulness programs, stress management and other mind-body practices that support overall wellness.



56%

of survey respondents placed a very high/high priority on mental health and mindfulness programs such as yoga, meditation classes, and mindfulness apps.

STEP 03



Provide wellness services

Offer exercise recovery therapies (e.g., red light therapy, cold plunges, shock wave therapy, etc.), massage, acupuncture, and nutrition counseling.



50%

of survey respondents put a very high/high priority on recovery services.

69%

A staggering 69% of respondents said they desired biotech wellness services.

STEP 04



Build a supportive community

Create a space where members feel comfortable exploring different aspects of wellness and supporting each other in their journeys.

#1

For survey respondents, an atmosphere/environment that was upbeat and motivating was the #1 value driver for a health club.

**61%**

of respondents wanted more community-building initiatives that build connection, togetherness, and support.

Conclusion

We hope you found this report on the evolving definition of wellness useful. We examined the evolving trends in wellness and offered practical ways of participating in them.

What's next? That is up to you!

As you make next steps towards the future, we'd love to be your technology partner. We have solutions for businesses of all types.



Club management software for traditional and HVLP gyms



Member management software for boutique fitness, gyms and studios



Gym management solution for Latin America



Coaching app to deliver engaging client experiences

Methodology

An Online Survey among Health and Fitness Club Members/Users within the top 40 MSAs across the U.S.

- ✓ **Audience identification.** Respondents were recruited using an online panel and identified based on screening questions to profile individuals who meet specific target audience criteria (Interest in living an active lifestyle and health club/gym/studio membership status).
- ✓ **Survey distribution and collection.** Working with ClubIntel's panel partner, an email invitation was sent to approximately 6,700 targeted consumers with a link to the survey. Geographically, the top 40 MSAs across the U.S. were sourced.
- ✓ **Survey responses.** In all, 2119 consumers met the screener qualifications to participate in the study. These responses were carefully monitored to elicit a nationally representative sample and significant data points for analyzing and creating consumer segment profiles.
- ✓ This report focuses on one questions that was posed to fitness consumers: When you think of wellness, what comes to mind? The nature of the open-ended question was intentionally broad to capture a wide range of responses in the form of verbatim comments. Over 2,000 thoughtful responses were captured that were analyzed and detailed in this report.

Disclaimer

The statistical information contained in this report is representative of the individuals responding to this survey. All reasonable efforts were taken by ClubIntel to assure data comparability within the scope and limitations of the reporting process. However, the data contained in this report is not necessarily based on third-party audited data. The statistical validity of any given number varies depending upon sample sizes and the amount of consistency among responses for any data point. The data in this survey is representative of the sentiments reported by the targeted respondents.

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ABC Fitness Solutions (abcfitness.com) is the premier provider of software and related services for the health and fitness industry. Building on a reputation for excellence in support for clubs and their members, ABC is the trusted provider to boost performance and create a Total Fitness Experience for members of clubs of all sizes, whether a national franchise, regional chain, or a local gym. Founded in 1981, ABC helps nearly 16,000 clubs and facilities globally perform better and more profitably, offering a comprehensive SaaS club management solution that enables club operators to achieve optimal performance.

Email: info@abcfitness.com

Website: <https://abcfitness.com>

Phone: 866-364-4596

About ClubIntel



At **ClubIntel**, we deploy traditional marketing research methods to uncover not only what your clients and members want, but also to understand why they want it. In unlocking your clients' motivations, we can provide the uncommon insights that drive differentiated marketing communications, sales processes, and operational programming. The most successful, most profitable clubs understand their customer and turn that knowledge into a personal connection. Our data makes that happen.

Email: Mark.Williamson@clubintelusa.com

Website: <https://www.clubintelusa.com>

Phone: 214-232-2389