



The Swiss fitness industry in the first half of 2021

Positive trend after the fitness center had been closed for months

The Swiss fitness operators have been hit hard by the measures taken as part of the COVID-19 pandemic in recent months. In order to examine the Swiss fitness market with regard to the effects of the pandemic, swiss active – CI Fitness Switzerland, together with the German University for Prevention and Health Management (DHfPG), carried out a survey on the Swiss fitness industry as of June 2021. The data analysis makes it possible to map the first developments in the industry after the restart on April 19, 2021. For several years now, there has been virtually no transparent data collected from market studies in the Swiss fitness landscape. In Germany, on the other hand, the key facts of the fitness market have been shown in the "key data of the German fitness industry" for many years. Together with the German University for Prevention and Health Management (DHfPG) and the auditing and consulting company Deloitte, the DSSV e. V. - Employers' Association of German Fitness and Health Systems in the German industry with this annual data collection a calling card, creates market transparency and strengthens the acceptance among actors from business, politics and science. The aim was to use these synergies for this market study in order to gain valuable knowledge for the further development of the Swiss fitness industry.

Well-engineered safety and hygiene concepts in the fitness centers

The mood in the industry has been positive since the restart. The operators of all centers are very happy to be able to reopen their centers and have not seen any negative impact on the corona infection process in Switzerland since the restart in April 2021. The established safety and hygiene concepts also contribute to this, which 33.3 percent of the operators classify as "rather mature", and 66.3 percent as "very mature". These are communicated clearly and easily recognizable for the members, for example via posters at the entrance, via e-mail or personally by the employees. This is shown by the willingness of the members to implement the prescribed regulations: 84.8 percent of the centers report a rather high to very high willingness of the members.

«Thanks to the close and intensive exchange with the health authorities in Switzerland, we were able to create sophisticated safety and hygiene concepts for the fitness center, which can also be implemented in practice.» – Roger Erni, swiss active – CI Fitness Switzerland

After the number of members has decreased, renewed growth is forecast

Looking at the overall market, the average number of members per center in May 2021 was 1,130. This means that it has decreased by 11.8 percent compared to the same period before the pandemic (May 2019: 1,281). For December 2021, the operators of the Swiss fitness center expect an average membership of 1,214 members per center. This corresponds to an increase of 7.4 percent compared to May 2021. The average check-in numbers in May 2021 compared to April 2021 also showed an increase of 24.0 percent.

Operators rely on employee qualifications and dual students

The first year of the pandemic, 2020, was used by 99.4 percent of the companies to train their employees. In 2021, the companies will also focus on further training. Even if the value (As of June 2021) is still below the value of the previous year, 83.0 percent of the companies stated that they had trained their employees in the first half of 2021. This corresponds to an increase of 10.3 percent. A center has an average of almost 23 employees, including 11 permanent employees and two dual students.

«As in Germany, companies in Switzerland also rely heavily on employee qualification and further training. This is an important factor in achieving the forecast Membership growth.» – Prof. Dr. Sarah Kobel, DHfPG

Conclusion: the fitness industry is and will remain an industry of the future

Despite the corona crisis, the signs in the Swiss fitness industry are positive. Check-in numbers are moving towards 2019 levels, and membership numbers are also slowly recovering. The development of the number of employees also shows that the industry continues to grow. Against the background of the Corona crisis, digitization has established itself as a supplement to the service portfolio, which further strengthens the industry and makes it much easier for members to integrate fitness training into their lives through a more differentiated offer. The operators are optimistic about the future. 61.9 percent expect the economic situation of their center to (rather) improve in the next twelve months. The fitness industry is and will remain an industry of the future - especially after the crisis.

Methodology

The survey was carried out via an online survey from June 4 to July 9, 2021. It was offered in German, French and Italian. Of the 1,300 or so fitness centers in Switzerland, 489 facilities took part, which corresponds to a participation rate of 37.6 percent and (over) meets the required response rate for statistical representativeness of the data.

You can receive the entire study on request from info@ig-fitness-schweiz.ch.

About the study partners**German University for Prevention and Health Management (DHfPG)**

The German University for Prevention and Health Management (DHfPG) currently qualifies over 8,400 students for a Bachelor of Arts degree in fitness economics, sports economics, fitness training, health management and nutritional advice, as well as a Bachelor of Science in sports / health informatics. Three Master of Arts courses (prevention and health management, fitness economics, sports economics), an MBA course (sports / health management) and a graduate program to prepare for a doctorate complete the offer. More than 4,300 companies rely on the courses offered by the topic leader and test winner in the industry. The state-recognized and permanently accredited German University has a study location in Zurich and is one of the largest private universities in Germany.

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swiss active – CI Fitness Switzerland

swiss active – CI Fitness Switzerland is an association made up of individual centers, chain operators and course providers. The association now represents more than 500 locations in Switzerland. CI Fitness Switzerland has set itself the goal of developing the health and fitness industry in a sustainable and non-populist way in a joint effort. As a member, CI Fitness Switzerland accompanies you in the health and fitness industry and together defines the topics of tomorrow that will shape the everyday life of our members. Together with the member institutions, CI Fitness Switzerland is there for the individual centers, chain operators and course providers. CI Fitness Switzerland makes member interests heard in politics, the media and the public. In terms of employer policy, the association is committed to good framework conditions in the industry.

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