



KEY INSIGHTS

FITNESS HAS NEVER BEEN BIGGER

79%

of the population over 18 either exercise regularly or would like to

63%

of regular exercisers are currently doing gym type activities

69%

of exercisers who aren't doing gym-type activities would consider it

MILLENNIAL AND GEN Z

DRIVING AND CHANGING DEMAND

Millennials (ages 18-34) and Gen Z consumers are demanding an experience which incorporates Social Media and technology seamlessly into their workouts and workout communities.

98M

people are aged between 15-35 in the US

63%

stay updated on brands through Social Media

89%

have used or hold an interest in wearable technology

72%

of kids under 8 have used a mobile device to consume media

In the last few years, Millennials have driven demand for micro-gym services and fitness products as a whole.

81%

of Millennials exercise or would like to (vs. only 61% of Baby Boomers)

76%

of regular exercisers are Millennials

50%

of the exercisers doing gym-type activities are Millennials

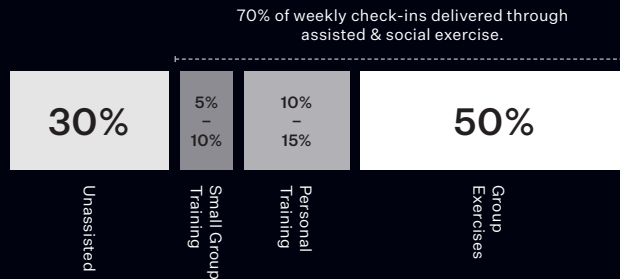
FITNESS IS **HARD WORK** FOR CLUBS AND MEMBERS

Typical fitness facilities lose 50% of their membership each year. People drop out if their expectations of results are not met quickly or they fail to find motivation to keep coming.



BEST PRACTICE

Your group exercise attendance per week should be equal to your membership size.



THE FUTURE IS **VIRTUAL**

Next generation Virtual fitness is changing the game. The most successful clubs will be those offering cinematic quality Virtual options.

12,000

clubs globally offering Virtual

4/10

members more likely to be retained due to Virtual

LES MILLS.COM / **VIRTUAL**