

# Developing Status and Trend of Chinese Fitness

## Industry

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**Abstract:** With the rapid development of Chinese economy, fitness activities and fitness club is now in the ascendant. There are more than 10,000 kinds of fitness clubs, meanwhile fitness professional clubs, fitness comprehensive business clubs, fitness courses, non-commercial gyms are developing well. Furthermore, fitness clubs generally have little service consciousness, and illegal business activities occur from time to time. Fitness facilities and innovative awareness are not strong. The community oriented and refined club will be the mainstream in future.

**Key words:** Fitness business, sport, club, Chinese.

Since the establishment of the first Ma Hua fitness club in 1991, the Chinese fitness industry has been going through 26 years, and its overall development has periodicity. 2010-2014 is a periodic bottleneck for China's fitness industry, with the growth rate has slowed down [1]. In 2015, with the popularization of fitness, and development of new public fitness facilities and clubs, business fitness industry grew rapidly. In 2015, Chinese fitness market was about 30 billion CNY, with an increase of 14%, and the number of gyms has exceeded 10,000, with an increase of about 20%. As of August 15th 2016, a total of 34,560 people hold national professional qualification certificate, with an increase of 77% [2]. There are 10,000 different kinds of fitness clubs in China, of which 263 in chain management mode, 2,312 chain stores, however no international fitness chain brand based in China. From the club's operating revenue, average income per store is 2,589,000 CNY, the average income per unit area is 1,015 CNY. Membership dues and non-membership income accounted for 73% and 27% respectively, and private education accounted for 67% of non-membership income (Table 1).

Although Chinese fitness club's overall

development is well, immature market is accompanied with a huge crisis.

### 1. The Development Crisis of Fitness Club

#### 1.1 Weak Service Consciousness

According to the low member service and high mobility of coaches, membership card renewal rate is low. From a long-term perspective, gyms need to develop club members' sport habits, increase card renewal rates, and maintain a steady flow of cash. But in the pre-sale system, the gym often puts more attention on the short-term benefits of membership card, but ignores the follow-up services, which results in the lack of stamina in the gym development.

#### 1.2 More Illegal Operations

In the cruel competition among the newly emerging fitness clubs, price war and false propaganda have occurred. It is more terrible that some fitness clubs have taken money away after their membership fee was paid.

#### 1.3 Weakness in Supporting Facilities and Innovative Consciousness

With the rapid development of Chinese fitness equipment industry, some problems also increase especially

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**Table 1 Fitness club industry service model.**

No.	Type	Service Feature
1	Professional club	It supplies aerobics and fitness equipment, supplemented by some swimming, table tennis, badminton, squash and other sports venues and facilities.
2	Comprehensive business club	Fitness, massage, beauty, catering and other integrated facilities.
3	Courses	Yoga, taekwondo, Tai Chi, dance, classroom and other individual courses.
4	Non-commercial gym	Serving a particular group of people, such as a gym in a hotel, company, hospital, school, army, etc.

the lack of well-known brands in the international market and low value-added products. Furthermore, compared with the international advanced level, many Chinese manufacturing enterprises are still in imitation producing stage, with weak product development and technology innovation capability [3]. In the field of consumption, compared with developed countries like Europe and the United States, fitness equipment products in the household penetration rate and physical exercise per capita consumption are still very low.

## 2. The Future Development Trend of Chinese Fitness Club

### 2.1 Clubs Enter into the Community

The development of community gym will be the development direction of Chinese fitness industry in the future. How to combine the commercial gym with the community gym perfectly is the problem that should be considered in the Chinese fitness market currently.

### 2.2 Clubs Combined with "Internet plus"

With the advent of big data, taking fitness industry as the representation, the sports industry should assess the situation, give full play to the "Internet plus" function, and provide quality health services for the

society.

### 2.3 Club Function Refinement

With the breakdown of customer groups, homogeneous clubs will continue to decrease, and the corresponding different functions of the club, especially some individual studios, will be emerging.

## 3. Conclusion

China has a large population base and a vast sports consumption market. Under the overall background of the rapid development of sports industry, fitness activities have become a vital part of daily life. While carrying out benign development, the fitness club also faces many problems, and needs to be standardized in many aspects so as to achieve sustained and stable development.

## References

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