Journal of Health Science 6 (2018) 390-391
doi: 10.17265/2328-7136/2018.05.010

Research on the Development Path of Chinese Fitness Clubs

Wu Yue
Institute of Physical Education, Huanggang Normal University, Huanggang, Hubei 438000, China

Abstract: The development of the fitness club is in the ascendant in China. At present, it mainly exists in three forms of high end, middle and low end. The main development mode is not mature enough. The development features are as follows: (1) The fitness demand continues to expand, the backward areas still have greater development space; (2) Policy and capital promote the establishment of fitness industry; (3) The market space of fitness industry is further increased; (4) The innovation of supply mode further promotes the development of fitness industry. Conclusion: the development of the fitness club in China is still relatively short, and the level of the club is uneven, how to improve the fitness club from the quality of service, and really promote the healthy development of the fitness industry, which is the direction of the effort.

Key words: Fitness trainer, market space, China.

1. Introduction

The fitness club is originated in the 50s after World War II. The earliest fitness club was a gym that provided training instruments for men. Later, with the development of living standards, especially since 80s, the fitness club has been developed in developed countries. In 90s, a variety of choreography and various dances have entered the body of fitness. In the club, and set off a fitness fever [1] in the world.

Since 1998, the first batch of professional fitness clubs have been developed in China, such as Ma Hua fitness, HOSA fitness, skyline fitness and so on. After 2000, domestic fitness clubs have made great progress. Among them, the public fitness is located in the ordinary people, has the largest market space, and the investment is small, the development is the new market with large profit, so in a short time, the rapid development, its characteristics are as follows.

2. The Development Direction of the Fitness Market

(1) Fitness needs continue to expand, and there is still room for development in backward areas.

The promotion of national income is the first prerequisite for the development of fitness needs. At present, the fitness industry is still based on the “annual card/season card + private teaching” model, the average annual cost of fitness members around 10 thousand Yuan, the first line city fitness annual card price is usually more than 3,000 Yuan, fitness consumption needs to have a higher income as support. With China’s income rising, more residents are expected to get through the “income threshold” and then have the strength to do fitness consumption.

(2) Policy and capital to help the growth of fitness industry.

Similar to the US in 1970s, the consumption of Chinese residents in service industry has increased rapidly in recent years. Following the issue of the State Council on accelerating the development of sports industry to promote sports consumption in 2014, the government has issued policies to promote the development of sports, health, tourism, culture, pension and other industries, and the field of fitness has also been supported by policy.

On October 25, 2016, the Central Committee of the Communist Party of China and the State Council

Corresponding author: Wu Yue, M.S., lecturer, research field: exercise anti-aging.

issued the “Healthy China 2030” program outline, and proposed to establish a healthy industrial system with complete system and structural optimization in 2030, emphasizing the development of the national fitness and amateur sports. On October 28, 2016, the State Council issued the “guidance on speeding up the development of fitness and leisure industry”, proposed to revitalize the sports venues resources, support the development of fitness clubs, support the fitness and leisure enterprises in conformity with the conditions, guide social capital to participate in the fitness and leisure industry, by 2025, the scale of fitness and leisure industry will reach $3 trillion.

(3) Further increase in the market space of the fitness industry.

Compared with developed countries, China’s fitness market is far from reaching the ceiling. According to the report, there are only 3 million 500 thousand people under the Chinese line of fitness in 2015, compared with 50 million 200 thousand in the United States, with only 0.12/10,000 coaches per capita in China and 7.5/10,000 [2] in the United States. The cost of fitness input for fitness groups in China is about 10 thousand Yuan per year, and the scale of the commercial fitness market is 30 billion Yuan. In 2013, the scale of the fitness market in the United States reached US $21 billion 800 million. Even compared with the Asia-Pacific region, China’s fitness membership penetration rate is only 0.4%, only higher than India and Indonesia, significantly lower than the Asian average of 3.8%.

The innovation of supply mode further promotes the development of fitness industry.

Fitness workshops are increasing rapidly to grab the gym market. With the maturity of fitness trainers and the differentiation of fitness needs, fitness workshops have developed rapidly in Europe and America as well as in China. A skilled coach uses accumulated customer resources and operating experience to set up a course that the small studio professor is good at. According to the AFS Association of America, there are over 10 fitness workshops in the United States, with a total output value of US $24 billion. According to the data, there are about 1-2 fitness workshops in China.

3. Conclusion

The development of fitness clubs in China is still relatively short, the level of the club is uneven, the basic model is the traditional “year card/monthly card + private lesson” form, the most typical of which is the fitness club for profit, the demand for private education more energy in sales, even pre sale, leading to no time to take care of other services. In the end, the service experience of the members is poor. How to let the fitness club improve their service quality, and really promote the healthy development of the fitness industry, is the direction that needs to work hard.

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