

PureGym data pack

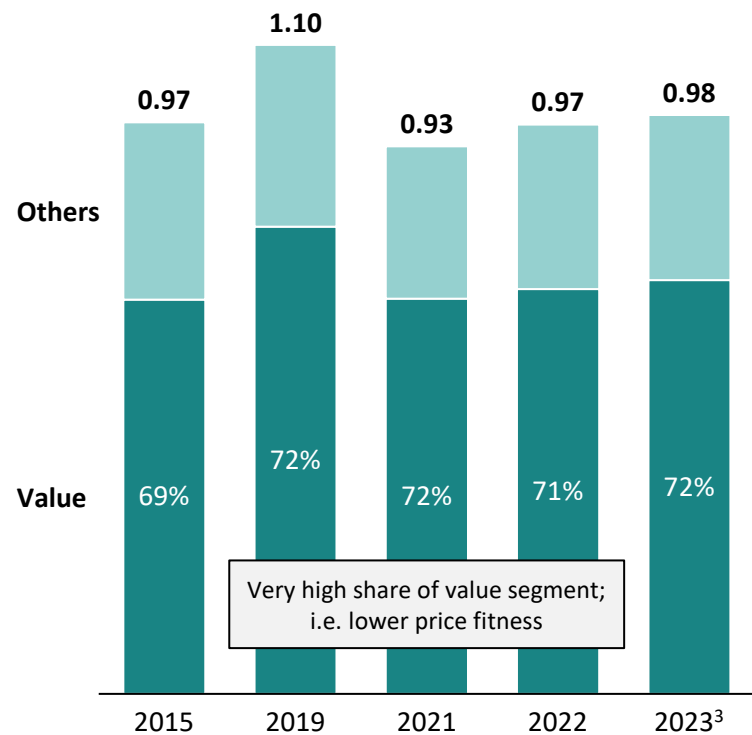
DM i Erhvervscape 2024



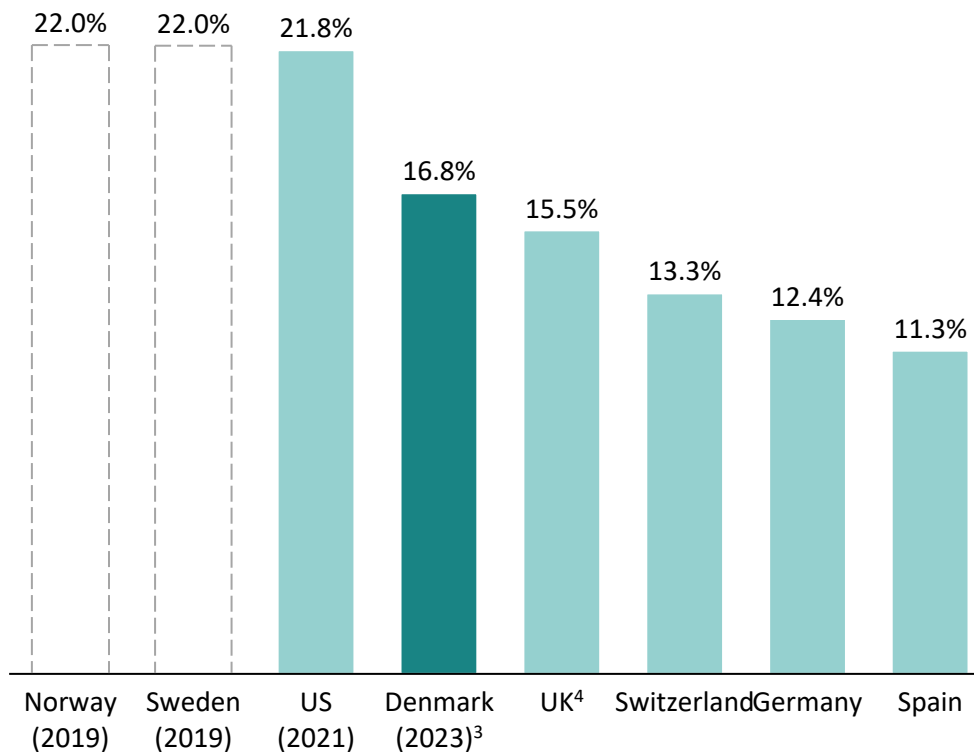
Danish fitness market

The Danish market has high penetration, with 1m members over >70% of whom are in the value sector

Total gym membership, 2015-2023¹ (#m)



Gym membership penetration of total population, 2022² (%)



Notes:

- Public clubs are considered to be mid-market gyms
- Unless otherwise stated
- Estimated based on OC&C Market Model (2023)
- Based on Europe Active (unadjusted)

Competitive landscape

PureGym is by far the biggest fitness operator in Denmark at the lowest end of the price

Number of clubs and entry price by fitness brand

