

PureGym data pack

DM i Erhvervscape 2024

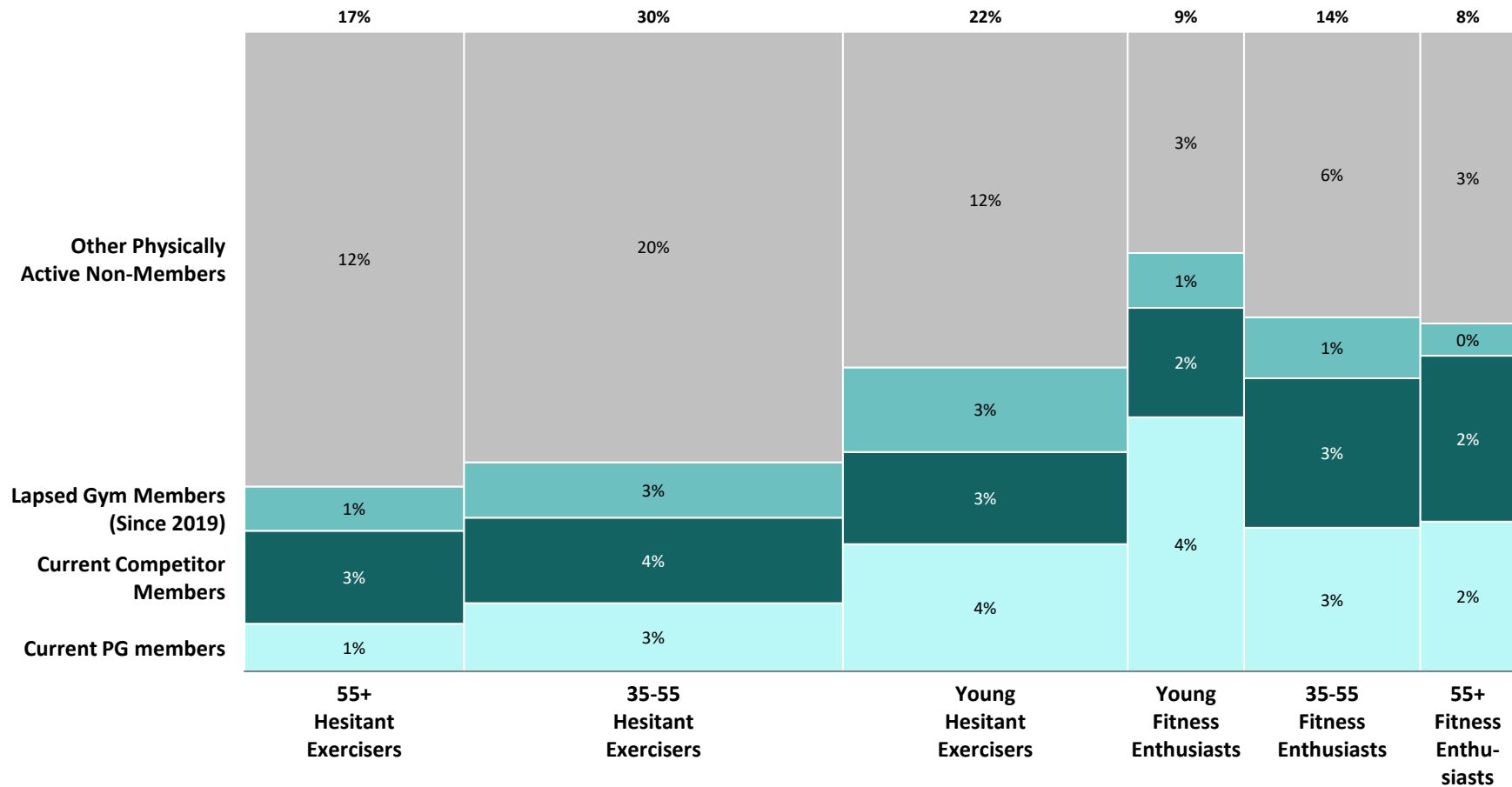


Member segments

PureGym caters to all fitness segments but overindex on the younger member segments

Size of Market by Customer Segment (Physically Active Population)

(N = 3185)



Member segments

The younger segments were the first to return to the gym after Covid but have been more difficult to hold on to

Member base recovery vs Pre-Covid (2019)

