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**europe active**
MORE PEOPLE MORE ACTIVE



**Key Highlights From
EuropeActive Health & Fitness
Consumer Survey 2023**

wexer

60%

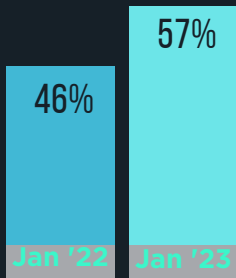
OF **WORKOUTS** OCCUR AT HOME



wexer

+24%

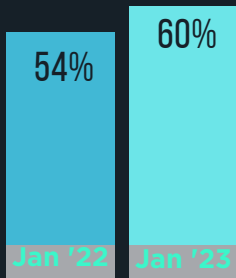
**INCREASE OF DIGITAL LIVE & ON-DEMAND
FITNESS CONTENT AT HOME FROM
JANUARY 2022-2023**



wexer

+11%

**INCREASE OF REGULAR
FITNESS PRACTITIONERS FROM
JANUARY 2022-2023**



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56%

OF DEMAND FOR **DIGITAL FITNESS**
CLASSES IN CLUBS ARE NOT BEING MET



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37%

OF USERS DESIRE **DIGITAL TOOLS**
FOR CLUB BASED WORKOUTS



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HEALTH FITNESS & WELLNESS MARKET RESEARCH SERVICES



European
Health & Fitness Market
Report 2023

**The European
Health & Fitness
Market Report 2023
will be presented in a
webinar on May 16th
starting at 2pm (CET)**

**EHFMR 2023 can be ordered
through EuropeActive's
Knowledge Centre**

A silhouette of a person in a fitness pose, with one arm extended horizontally. A teal circle is partially visible in the top right corner. A dark horizontal band contains white text.

Learn more about how to meet your
members' digital fitness needs
Contact us at info@wexer.com

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