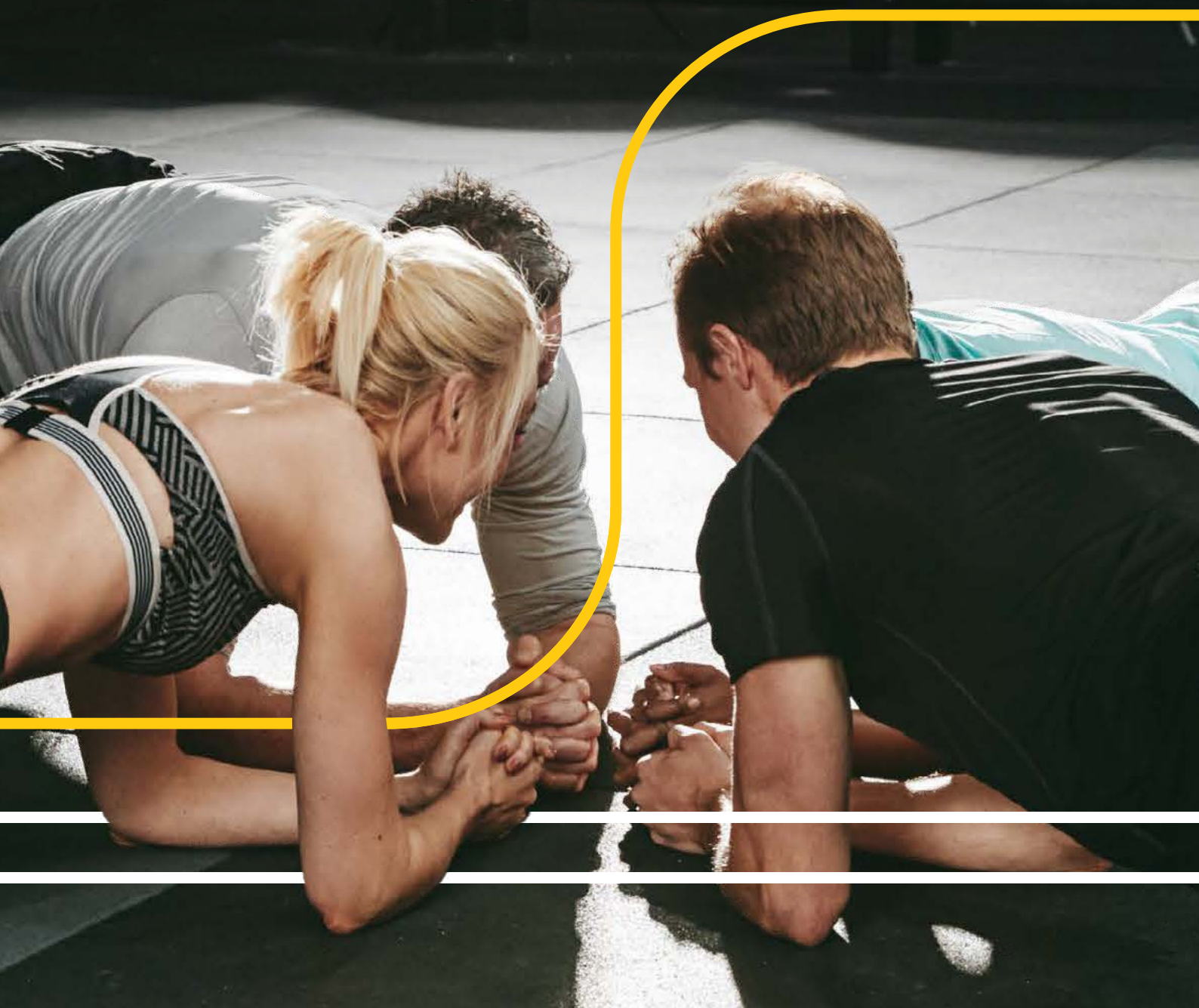




**TAPPING INTO THE FUTURE:**

# How Studios Can **Attract Gen Z Members**





## TAPPING INTO THE FUTURE:

# How Studios Can Attract Gen Z Members

This report's intent is to serve as a complete guide for fitness studios on the Gen Z fitness consumer.

### IN THIS GUIDE, WE WILL OUTLINE:

- **who Gen Z fitness consumers are** and what they care about
- **what motivates Gen Z** to work out and the trends that appeal to them
- **how much Gen Z are willing to pay** for professional fitness services
- how your fitness studio can **attract Gen Z members**

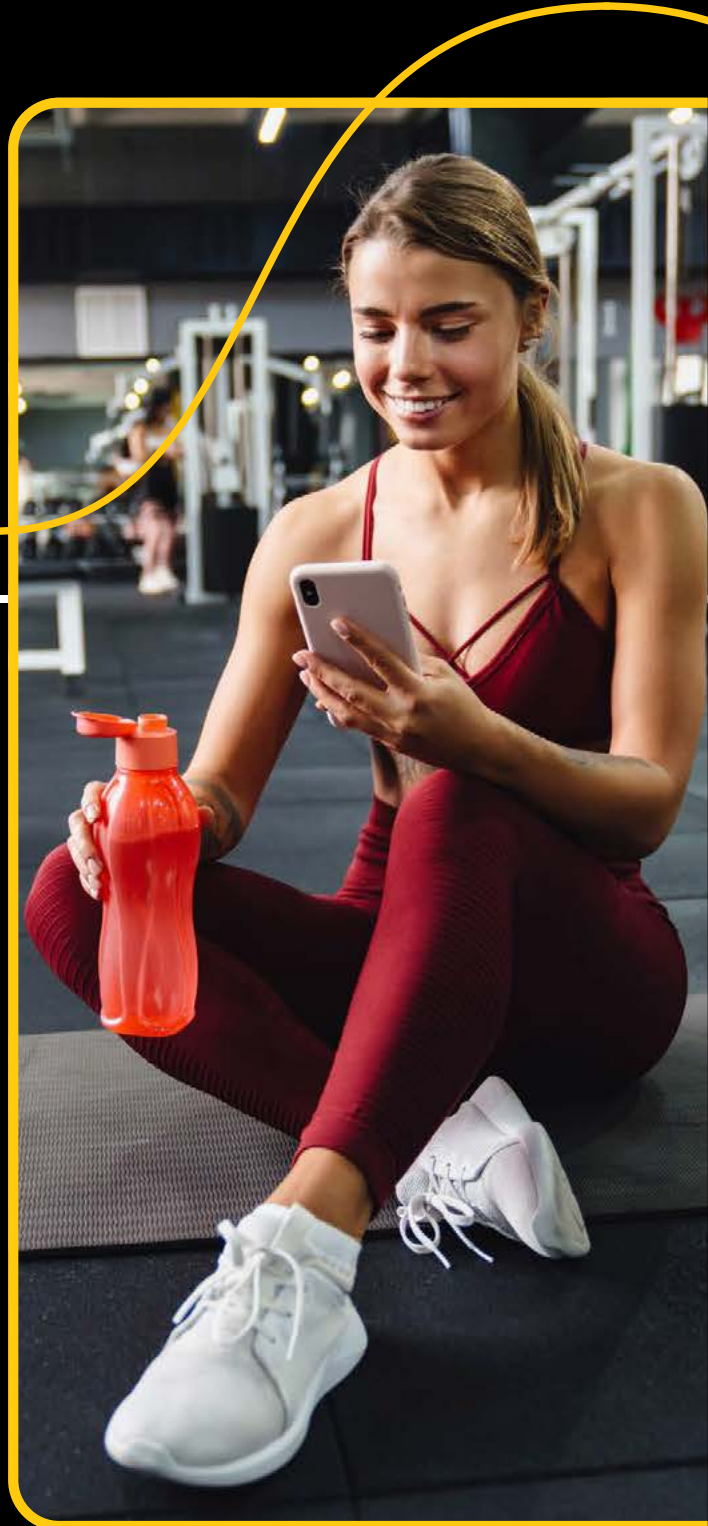
## What defines Gen Z?

Generation Z, also known as "Zoomers," is the most recent generation to enter adulthood. Born between 1997 and 2012, this generation is the first to grow up entirely in the digital age.

### 'GEN Z MAKES UP 40% OF THE GLOBAL SPENDING POPULATION'

They have been exposed to technology and the internet from a very young age, making them highly tech-savvy and comfortable with online interactions. **This has implications for how they find, engage with, and expect services from fitness studios. More on that later.**

As they come of age, their attitudes and behaviours toward health and fitness have really begun to take shape. **In this report, we explore Gen Z's preferences and motivations when it comes to staying fit and healthy.**

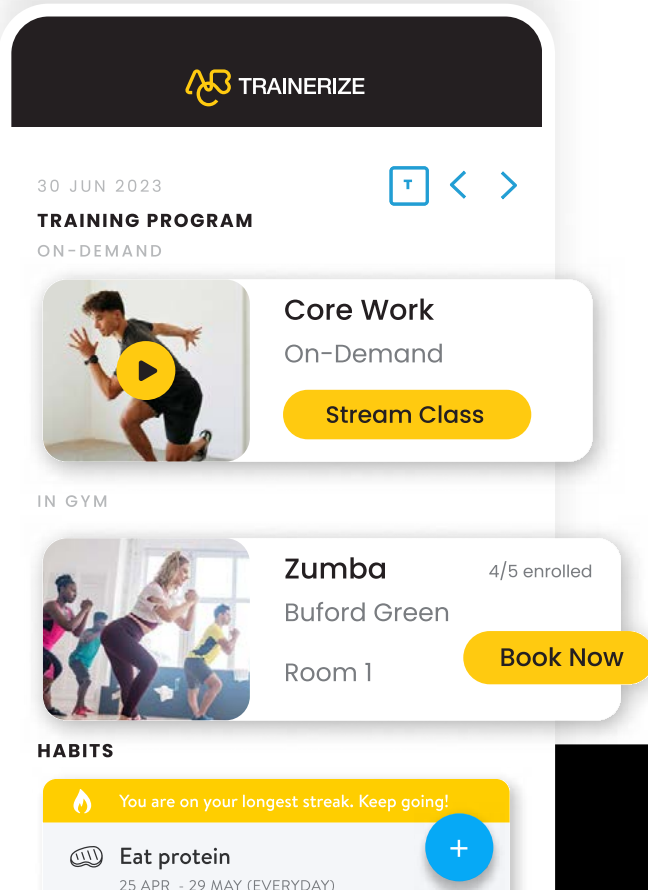


This data and information can be used by fitness studios to gain valuable insights into how they can better appeal to and serve this important demographic.

LETS DIG A BIT DEEPER



## The Gen Z fitness consumer what do they care about?



**1 Holism:** Gen Z values physical fitness and mental well-being. They are more likely to prioritize fitness and self-care as part of their daily routines. This presents an opportunity for fitness studios to cater to their health-focused mindset.

**2 Personalization:** They value personalization and customization in their experiences, including fitness. Fitness studios that offer personalized workout plans, flexible schedules, and tailored services can appeal to their individualistic nature.

**3 Flexibility:** Gen Z values flexibility and convenience. They often prefer on-demand fitness options that allow them to work out on their own terms, whether at home or in a studio. Fitness studios that offer digital workout content or flexible class schedules can cater to this preference.

**4 Online presence:** Gen Z is heavily influenced by social media and online content creators. Fitness influencers on platforms like Instagram and TikTok have a significant impact on their fitness choices. Fitness studios can benefit from engaging with these platforms and collaborating with influencers to reach this generation.

**We'll go into more detail on the above in the Attracting Gen Z to your fitness studio section.**

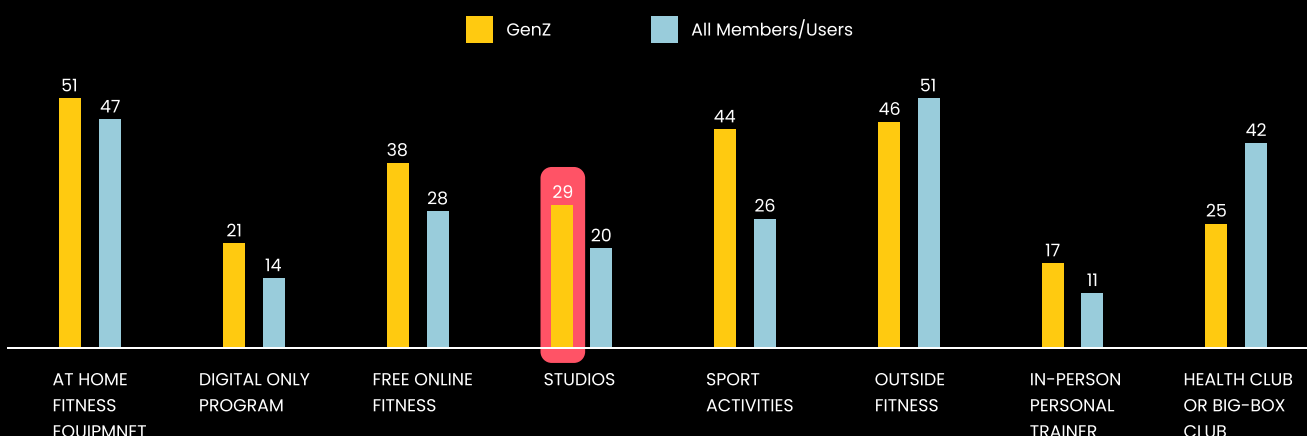
## Gen Z fitness motivators where and why do they work out?

When it comes to where Gen Z likes to work out, preferences include:

- at home
- sports activities
- outside
- free online fitness

**'29% OF GEN Z PARTICIPANTS SAID FITNESS STUDIOS ARE CURRENTLY PART OF THEIR EXERCISE ROUTINE'**

### THE GEN Z FITNESS CONSUMER CURRENT EXERCISE ROUTINE





Knowing that Gen Z enjoys working out both outdoors and at home provides fitness studios with opportunities to thrive. Here's some examples of what your studio can do:



**Organize outdoor classes and activities:** Even the biggest gym fans love to switch it up now and then. Organize outdoor classes such as yoga, HIIT, or boot camps in local parks and outdoor spaces. This prevents members becoming bored of the same environment and will appeal to Gen Z's desire for a natural environment.

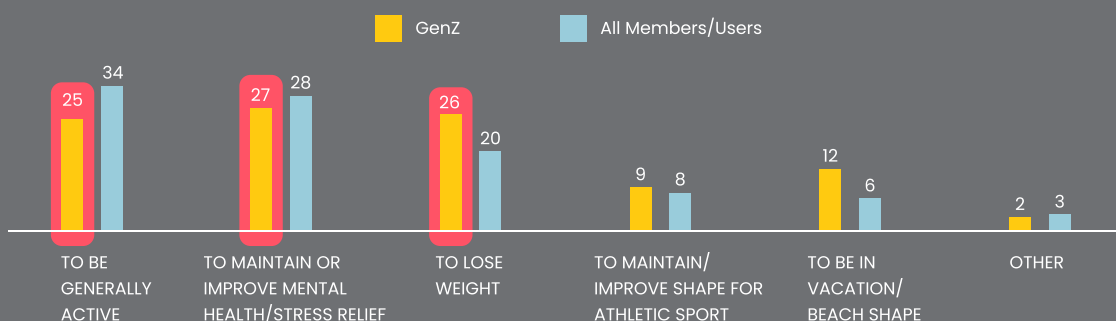
**Run virtual classes:** Studios that invest in the right technology can offer both live-streamed sessions or pre-recorded video workouts. Not only can will members love being able to access these anytime, anywhere — being up to date with modern fitness tech boosts a studio's appeal to tech-savvy Gen Z!

**Offer hybrid memberships:** Offering hybrid membership options allows members to access both in-person and virtual classes. This flexibility accommodates Gen Z's desire for variety and convenience, meaning whether they're in the mood to work out at home or in a studio, they'll still come to you.

When it comes to the reasons behind why Gen Z members work out, three main goals are prevalent:

- improving mental health/stress relief
- losing weight
- being generally active

### THE GEN Z FITNESS CONSUMER HEALTH/FITNESS GOALS



One thing that's clear from this report is just how important improved mental health and stress management is amongst the Gen Z fitness consumer. Two simple steps (that we've touched on already) studios can take to appeal to Gen Z's exercise whys are to promote:

**Inclusivity:** Fitness studios that promote inclusivity and diversity in their marketing and environment are more likely to appeal to Gen Z. Having members who look like them in your ads and seeing members with similar abilities to them in classes will go a long way in encouraging them to visit your studio frequently.

**A holistic approach:** This generation, more than any before, values well-being in its entirety. A studio that focuses on wellness by offering mindfulness practices, nutrition workshops, and a diverse range of classes has a much better chance of attracting Gen Z members.

*Want to learn more about appealing to where and why Gen Z work out? We take a deeper look in the "Attracting Gen Z to your fitness studio" section!*





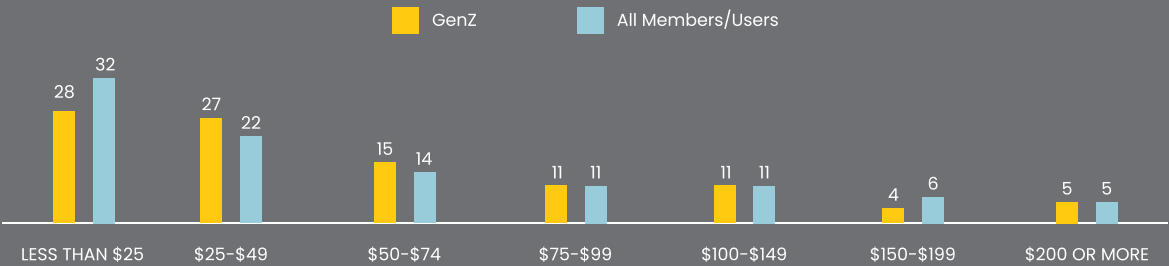
# How much is Gen Z willing to pay for fitness?

**‘Gen Z workout frequency is slightly lower and monthly expenses slightly higher’**

Gen Z’s monthly exercise expenditures skew slightly higher than average with 27% falling in the \$25-\$49 per month range (compared to an average of 22%).

## THE GEN Z FITNESS CONSUMER MONTHLY EXERCISE EXPENDITURES

Includes the costs of monthly dues, personal training fees, digital fitness subscriptions, class fees, etc.



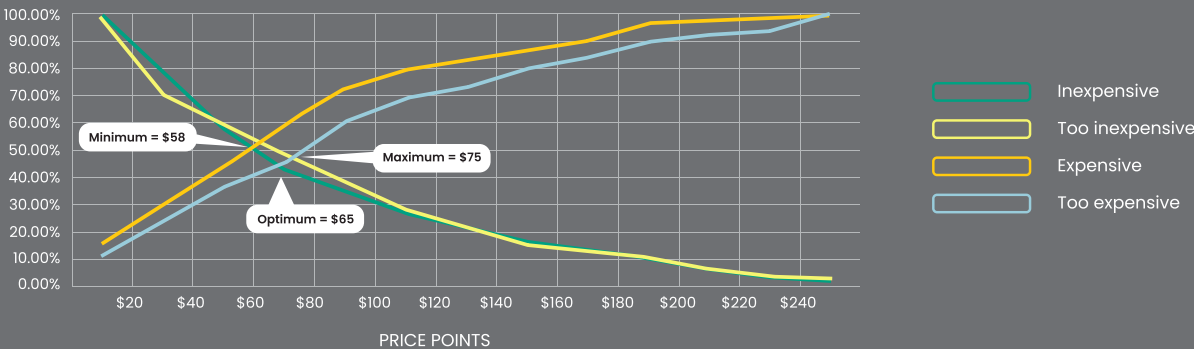
The optimum price point for ALL members falls between \$40-\$60. For Gen Z, there’s a bit more elasticity with monthly dues. They are willing to spend between \$48 and \$65 a month.

**Gen Z are willing to spend more than the average for fitness studio dues.**

When asking the general fitness studio user what they are willing to spend on monthly dues, the optimum falls between \$45 and \$62. Gen Z, however, is willing to spend between \$58 and \$75 a month on classes at a fitness studio.

## THE GEN Z FITNESS CONSUMER PRICE SENSITIVITY METER

Monthly dues for fitness studios that offers classes such as yoga, spin, pilates, barre, etc.



If your studio’s target market includes Gen Z, this insight could be a game-changer for your pricing strategy!

Knowing they are more likely to pay a little more than other generations, you can lean towards offering them premium services and experiences — especially when you know what Gen Z values.

**Ultimately,** it’s all about matching the price to the market, so here’s what studios should consider when that market is Gen Z:

**Investing in quality:** With Gen Z willing to pay a bit extra, you can allocate resources to provide top-notch equipment, highly qualified trainers, and innovative fitness experiences. The better your services and standards, the more likely they are to keep coming back and promote you to their peers.

**Enhancing services:** Consider introducing specialized Gen Z-focused programs that offer the holistic wellness approach they desire. Some classic examples include yoga classes, stress relief techniques and meal planning workshops. When their investment covers both their health and wellness needs, Gen Z won’t look elsewhere.

**Promote value proposition:** In your advertising and social media, emphasize how your fitness studio caters to Gen Z’s preferences of inclusivity, diverse service offerings and a holistic approach to well-being. By showing that your values align with theirs, you create a compelling reason for them to choose your studio over others.

## Attracting Gen Z to your fitness studio:

### 1. Marketing your fitness studio to Gen Z

Gen Z spends anywhere from 1-5 hours on social media per day, with YouTube, Instagram, Snapchat and TikTok being the most popular platforms.

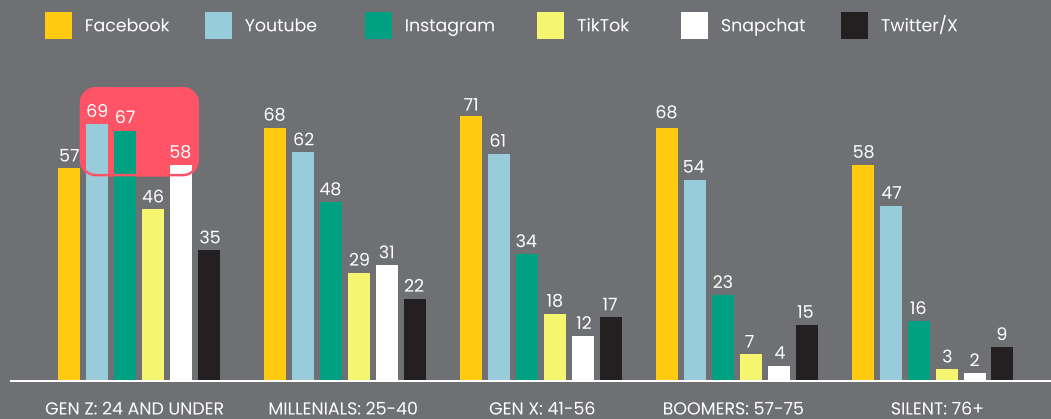
The leading platform used by Gen Z is YouTube (69%) followed by Instagram (67%). Nearly half of Gen Z are on TikTok (46%), and more than half on Snapchat (58%).

**Almost half (47%) of Gen Z use YouTube to research products before buying.**



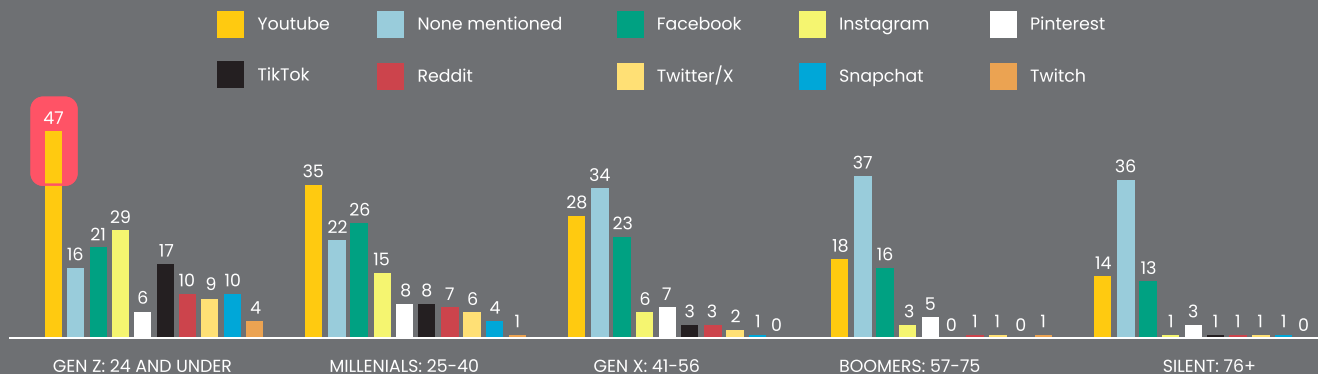
#### SOCIAL MEDIA PLATFORM USED WITHIN LAST MONTH

(source: Momentive Poll by SurveyMonkey.com)



#### SOCIAL MEDIA PLATFORM USED TO RESEARCH PRODUCTS BEFORE MAKING A PURCHASE

(source: Momentive Poll by SurveyMonkey.com)



To stand out to Gen Z using social media platforms, your fitness studio can leverage strategies that align with their preferences and behaviors. Here are four effective ways to do that:

## Influencer collaborations

**Partner with fitness influencers:** Collaborate with fitness influencers who have a Gen Z following. Influencers can introduce your studio to their audience through reviews, workouts, or testimonials.

**User-generated content:** Encourage members to share their workout experiences and achievements on social media using a unique studio hashtag. Repost user-generated content on your studio's account to showcase real success stories.

## Interactive content

**Live streams:** Host live fitness classes or Q&A sessions with instructors. Gen Z enjoys real-time interaction and engagement on platforms like Instagram Live or TikTok Live.

**Polls and challenges:** Create interactive polls, challenges, or quizzes related to fitness, wellness, or health. Encourage participation and user-generated content.

### FREE GUIDE: HOW FITNESS STUDIOS CAN KEEP MEMBERS ENGAGED ALL YEAR LONG

## Educational/informative content:

**Tutorials and how-tos:** Provide educational content, such as workout tutorials, nutrition tips, and wellness advice. This generation is young and still learning, so will appreciate content that helps them improve their fitness knowledge and skills.

**Infographics and data:** Share informative infographics and data-driven insights related to fitness trends, health benefits, and progress tracking. Use visual data representation to make content more digestible and easier to understand.

Remember that consistency is key in maintaining an active presence on social media platforms. Regularly posting relevant content, engaging with your audience, and staying up to date with social media trends will help your fitness studio capture the attention and loyalty of Gen Z members.

## Visual content and storytelling



**Engaging Imagery:** Gen Z is highly visual and responds well to eye-catching visuals. Use high-quality images and videos showcasing your fitness studio, instructors, and classes.



**Stories and behind-the-scenes:** Share behind-the-scenes glimpses of your studio's daily operations, instructor profiles, and member success stories. Authentic storytelling can build a connection with Gen Z.



**Short-form video content:** Utilize TikTok and Instagram Reels to create short, engaging fitness-related videos. Gen Z spends significant time on these platforms, where creative content can go viral quickly.



## 2. Providing Fitness services that appeal to Gen Z

Here we're going to take a further look at two of the topics mentioned above; what Gen Z cares about, and where and how they like to work out.

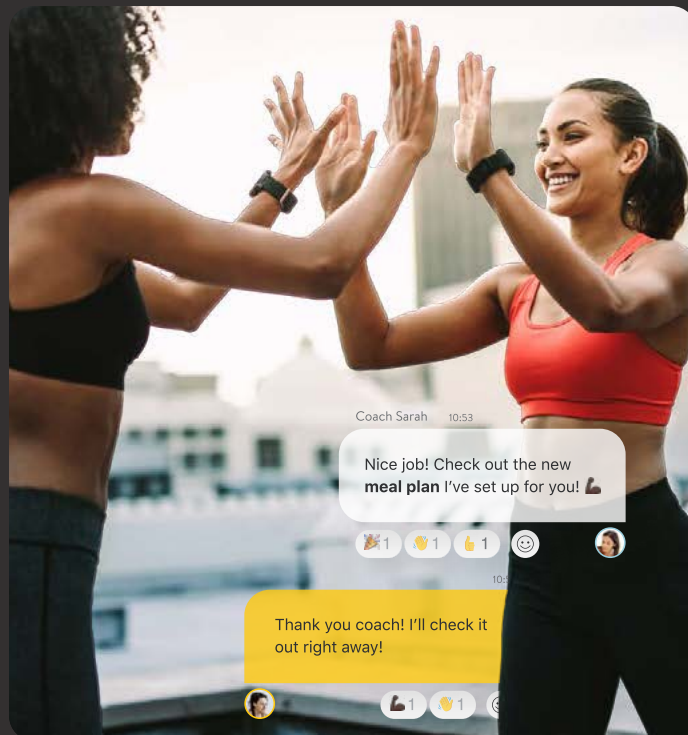
### Appealing to Gen Z's values

#### Inclusivity and social responsibility

**Be a safe space:** Ensure your studio is accepting of all races, ethnicities, genders, and sexual orientations. Fitness studios that promote inclusivity and diversity in their marketing and environment are more likely to resonate with Gen Z. A great example of this is Planet Fitness, who have established a judgement free zone®. Their studios provide a safe and energetic environment where everyone feels accepted and respected.

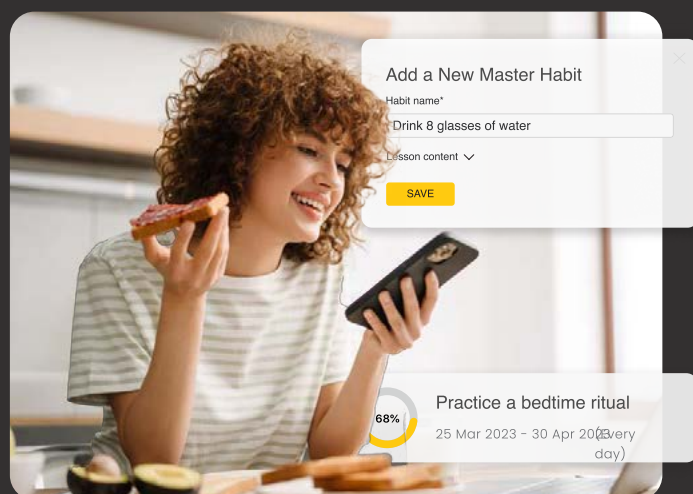
**Run social initiatives:** Participate in or promote social initiatives or causes that align with Gen Z's values, such as supporting mental health awareness or diversity and inclusion. Mental health workshops are a great place to start.

**Create an online community:** As we've seen from their social media stats, Gen Z spends a lot of time online. So, it's important your studio fosters a supportive online community. Encourage members to connect, share their fitness journeys, and support one another. Actively engage with comments, direct messages, and mentions. Gen Z appreciates authentic and timely responses from brands.



#### A holistic approach to health and wellness

Gen Z places a strong emphasis on overall well-being, encompassing physical, mental, and emotional health. They recognize that fitness is just one component of a healthy lifestyle, and they value studios that acknowledge and address these broader aspects of wellness.

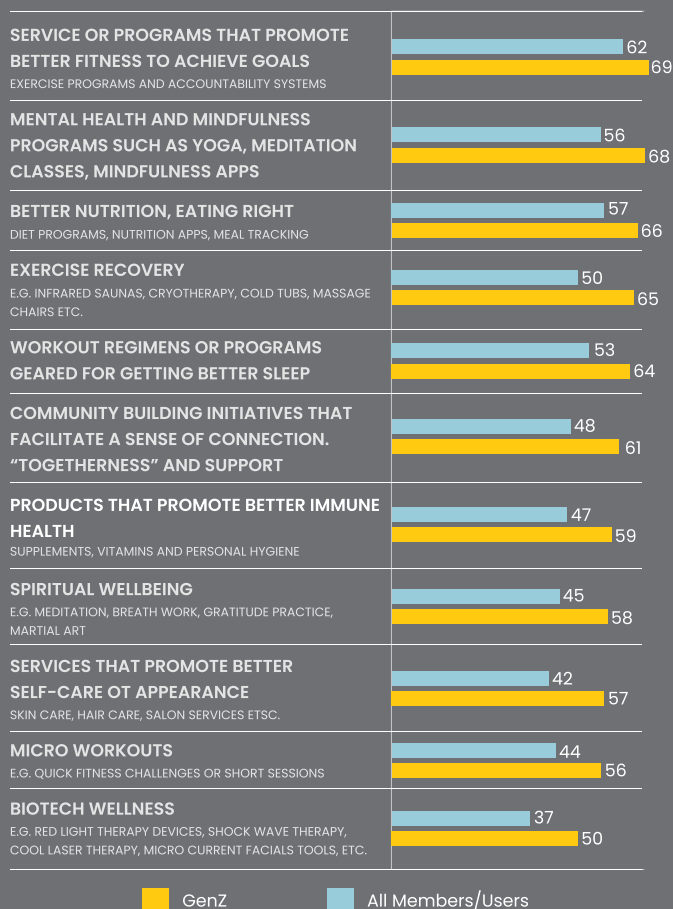


**Stress management:** Gen Z faces high levels of stress related to academic pressures and the challenges of navigating a rapidly changing world. Fitness studios that incorporate stress-reduction techniques like yoga, meditation, or mindfulness practices are much more likely to resonate with them.

**Nutrition guidance:** Gen Z is interested in nutrition and healthy eating habits. Fitness studios that offer nutritional guidance, workshops, or partnerships with nutritionists can help members make informed dietary choices, aligning with their holistic approach to health.

**Habit coaching:** Gen Z values habit coaching from fitness studios as it offers guidance for long-term health. Habit coaching helps them stay motivated, create consistency, and achieve their wellness goals, aligning with Gen Z's holistic approach to fitness and overall well-being.

### PRIORITY TO PLACE ON PROVIDING PRODUCTS/SERVICES (% OF VERY HIGH/HIGH PRIORITY)



Products that help Gen Z achieve goals and improve mental health are top priorities.

## Appealing to Gen Z's workout preferences

### Use personalization

**Understand each member's needs:** Gen Z understands that everyone is different. Everyone visiting your studio will have unique fitness goals and needs. If your studio's trainers take time to get to know members and understand their goals, restrictions, injury history, etc., this will encourage Gen Z members to sign up.

**Technology and data:** Gen Z is incredibly tech savvy. If your studio uses an app to track client progress or integrates with wearables (Apple Watches, etc.) to get real time data, this will go a long way towards helping them reach their goals. Not only that, but it also proves that your studio is modern and up to date with the latest trends, something that goes a long way when appealing to Gen Z.

**Efficiency and motivation:** Personalized coaching makes workouts and training more efficient. Gen Z appreciates optimizing their time and efforts for maximum results. Not only will they have more time to focus on studying, working and socializing — they will also see real progress that encourages them to continue their fitness journey and have full faith in your studio.

## Offer on-demand/online training

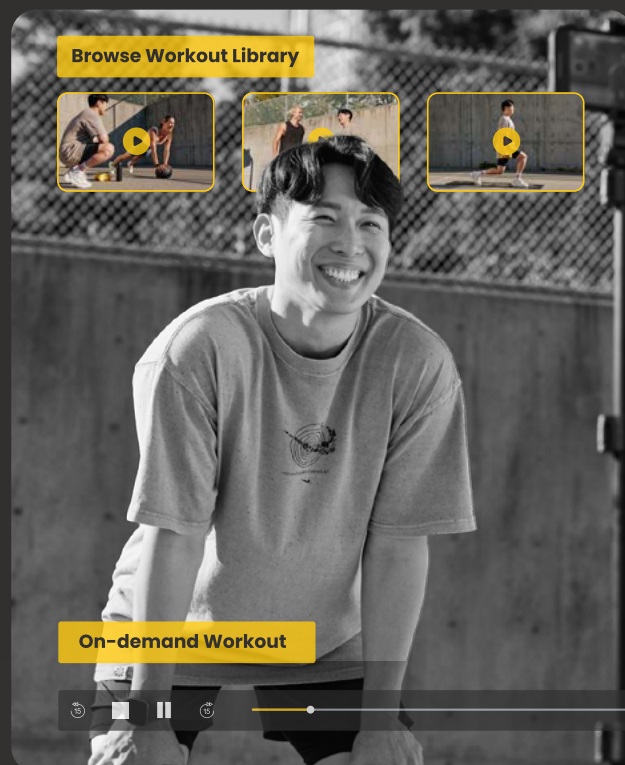
**True flexibility:** With many Gen Z members balancing education, part-time work and socializing with their fitness journeys, they hugely appreciate having flexibility in their schedules. Studios that offer online and hybrid training options allow them to work out when and where it's most convenient for them, fitting into their often busy and unpredictable lives.

### Free guide: [Embracing the Hybrid Model as a Gym or Fitness Studio](#)

**Privacy and preferred locations:** As we've mentioned above, many Gen Z members like to work out alone. Many also enjoy working out while at home or outdoors. Online training allows for a more private fitness experience, where members can work out in the comfort of their own homes. It also empowers those who enjoy working out at the beach, in a park or in their gardens to follow along in their favourite locations.

**Environmental consciousness:** Gen Z is environmentally conscious and may prefer online options to reduce their carbon footprint. Offering online or on-demand training means they don't need to use transportation to visit a physical location every time they work out.

### Free guide: [Step-by-Step Guide to Transitioning your Studio to Digital Coaching](#)



## Offer free online resources

**Provide free guidance:** Many Gen Z members may be new to working out and be unsure of certain exercise techniques. Develop a dedicated section on your studio's website specifically for free resources, such as how-to videos and instructions on correct form.

**Include a variety of content with studio memberships:** If your studio has an app, including access to workout videos or healthy meal recipes with membership will go a long way towards attracting Gen Z. If you can address their desire for a holistic approach to fitness with technology, you become their one-stop-shop for all things health related.

## What does all this mean for the future of fitness studios?

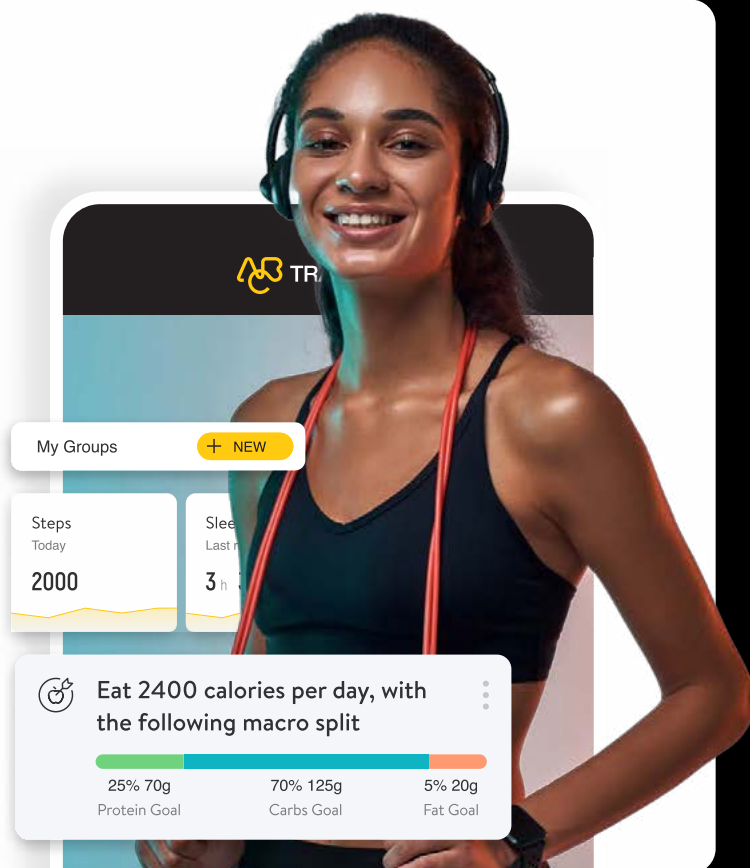
In summary, Gen Z has ushered in a new era in the fitness industry.

This is an era that focuses on prioritizing personalization and a holistic approach to wellness. One that expects the power of technology to be used to achieve optimal results and to enable true flexibility when it comes to working out.

These preferences, which are fast becoming basic requirements among members, will continue to shape the future of fitness studios.

Studios that adapt and embrace these trends are poised to thrive by catering to the unique needs and expectations of this tech-savvy and health-conscious generation, and those who follow.

By staying innovative and flexible, fitness studios can remain at the forefront of this evolving landscape and meet the demands of Gen Z, ensuring long-term success.



Join a 30-day **free trial**

### Disclaimer

The statistics used in the report come from an online survey among health and fitness club members/users within the top 40 MSAs across the U.S., carried out by ClubIntel.

The statistical information contained in this report is representative of the individuals responding to this survey. All reasonable efforts were taken by ClubIntel to assure data comparability within the scope and limitations of the reporting process. However, the data contained in this report is not necessarily based on third-party audited data. The statistical validity of any given number varies depending on sample sizes and the amount of consistency among responses for any data point. The data in this survey is representative of the sentiments reported by the targeted respondents.

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