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Participant Profile -- Motivation and Behaviour of Fitness Consumers -- Household Expenses -- Provision and Governance of Fitness -- Position and Spread of Fitness in the Country -- Characteristics and Typology of Fitness Centres -- Accommodation in Fitness Centres -- Employment in the Fitness Industry.

Revenues in the Fitness Industry -- Innovation: Communication-Social Media -- Conclusion -- References -- 4 Bulgarian Fitness Industry: Policies, Processes and Providers -- Introduction -- Conceptual Framework -- Material and Method -- Trends in Fitness Participation -- Changes in Popularity of Sport and Fitness -- Change in Types of Fitness Centres -- Provision and Governance of Fitness -- Provision of Fitness and Typology of Fitness Providers -- Leading Operators in Fitness Industry -- Governance of Fitness -- Accommodation in Fitness Centres -- Employment in the Fitness Industry -- Membership Fees and Revenues in the Fitness Industry -- Innovation -- Conclusions -- References -- 5 Current Trends in the Fitness Movement in Cyprus -- Introduction -- Historical Background -- Sports Evolution in Cyprus -- Theoretical and Conceptual Framework -- Cyprus' Definition of Fitness -- Materials and Methods -- Methodology and Data -- Methodology of the Leisure Sports Participation Study -- The Ernst and Young (EY) Study -- Trends in (a) Demand Side (= Participation), and (B) Supply Side (= Organizational/Structures) -- Numbers/Figures About Demand Side -- Numbers/Figures About Supply Side (Provision and Governance of Fitness) -- Provision of Fitness by Private Market and by Others- Employment in Fitness Industry -- Market Penetration -- Typology of Fitness Centres -- Conclusion -- References -- 6 Fitness in Denmark: A Unique Combination of the Commercial and Non-profit Sectors -- Introduction -- Theoretical and Conceptual Framework -- Definition of Fitness in Denmark -- Theoretical Inspiration -- Material and Method -- Trends -- Popularity of Sports and Exercise -- Popularity of Fitness -- The Organisation of Fitness -- Why There Are so Many Fitness Associations in Denmark? -- Fitness: Commercial or Non-profit Service? -- Conclusions -- References.

7 Engagement in Fitness Activities in England -- Introduction -- Theoretical and Conceptual Framework -- Material and Method -- Trends in Demand -- The Growing and Changing Demand for Fitness -- The Current Demand for Fitness -- Trends in Supply -- Conclusion -- References -- 8 Fitness in Finland: Department Stores of Healthy Life Styles -- Introduction -- Materials and Method -- Demand of Fitness in Finland -- Supply of Fitness in Finland -- Business Activities of Fitness in Finland -- Conclusions -- References -- 9 Fitness in France: A Mature Sector Looking for Growing Markets and Segments -- Introduction -- Conceptual Framework -- Material and Method -- Secondary Data -- Primary Data -- General Trends in Demand and Supply-Side -- The Demand-Side -- General Data -- Participants' Profile -- Participation Forms -- Consumption -- General Profiles -- The Supply-Side -- Conclusion -- References -- 10 Development of the Fitness Industry in Germany -- Introduction -- Theoretical and Conceptual Framework -- Fitness -- Private Fitness Clubs -- Material and Method -- Trends in (a) Demand Side (= Participation), and (b) Supply Side (= Organisational/Structures) -- Demand-Side -- Supply-Side -- Numbers/Figures About Demand Side -- Socio-Demographic Profile of Participants -- Participants' Motivation -- Participants' Membership -- Numbers/Figures About Supply Side (Provision and Governance of Fitness) -- Typology -- Accommodations -- Revenues and Membership Fees -- Employment -- Leading Operators -- Conclusions -- Future Outlook -- References -- 11 The

Impact of the Economic Crisis on the Private Fitness Sector in Greece -- Introduction -- Conceptual Framework: The Fitness Sector in Greece -- Material and Method -- Trends in (a) Demand Side (Fitness Participation), and (b) Supply Side (Fitness Clubs).
The Influence of the Economic Crisis and the Strategies Adopted to Alleviate Its Effects -- Changes and Trends in the Marketing of Fitness Clubs -- Numbers/Figures About the Demand Side -- Profile of the Fitness Participants -- Information About the Supply Side (Fitness Clubs) -- Membership Fees -- Problems that Fitness Clubs Face Today -- The Future of the Fitness Industry -- Conclusions -- References -- 12 The Shape of the Fitness Industry in Ireland -- Introduction -- Theoretical and Conceptual Framework -- Ireland's Definition of Fitness -- Material and Method -- Trends in (a) Demand Side (=Participation), and (b) Supply Side (=Organisational/Structures) -- Change in Popularity of Sports & Fitness -- Change in Number and Profile of Fitness Participants -- Change in Percentage of Population with Fitness Club Membership -- Change in Types of Fitness Centres -- Numbers/Figures About Demand Side -- Profile and Typology of Fitness Participants -- Overall Fitness-Participation -- Differences According to Gender, Age, Socio-Economic Status -- Motivation and Behaviour of Fitness Consumers -- Numbers/Figures About Supply Side (Provision and Governance of Fitness) -- Provision of Fitness by Private Market and by Others (Local Authorities, Sports Clubs, Partnerships ...) -- Market Penetration -- Number of Clubs and Members/Club -- Partnerships with Other Sport Actors -- Typology of Fitness Centres -- Accommodation in Fitness Centres (Activities/Infrastructure) -- Employment in Fitness Industry -- Leading Operators in Fitness Industry -- Membership Fees and Revenues in Fitness Industry -- Extras -- Innovation -- Conclusion -- References -- 13 Fitness in Italy: Body Culture, Well-Being and Active Lifestyles -- Introduction -- Theoretical and Conceptual Framework: Fitness Cultural Background -- Materials and Methods.
Trends in (a) Demand Side and (b) Supply Side -- Evolution in Sport and Fitness. The Demand Side in Italy -- Profile and Typology of Fitness Participants -- Discussion on the Most Recent Numbers of Supply -- Turnover -- Companies, Clubs and Attendance -- Leading Operators -- Employment -- Typology of Fitness Centres -- Conclusions: Innovations and Directions -- References -- 14 The Netherlands: Growing Market, Shifting Segments -- Introduction -- Conceptual Framework -- Material and Method -- Trends in Demand and Supply -- Rise of Participation Level -- Rise of the Fitness Sector: From Colleagues to Competitors -- Low-Cost Operators -- Boutiques -- Retention -- Collaboration -- Integration of Technology -- Demand Side -- Characteristics -- Organisational Context -- Participation -- Motives -- Injuries -- Supply Side -- Manifestations of Supply of Fitness -- Service Level and Market Segments -- Employment -- Prices and Pricing Strategy -- Turnover -- Conclusions -- References -- 15 Norwegian Fitness Industry: From Bodybuilding to a Public Health Partner -- Introduction -- Conceptual Framework -- Evolution of the Fitness Industry in Norway -- Material and Method -- Ipsos MMI -- Virke Trening Reports -- KAN-Study -- Statistics Norway -- Trends in (a) Demand Side, and (b) Supply Side -- Popularity of Fitness -- Number of Fitness Centres -- Memberships and Members -- Numbers/Figures About Demand Side -- Participation in Fitness Centre Activities -- Motives for Exercise Participation at Fitness Centres -- Numbers/Figures About Supply Side (Provision and Governance of Fitness) -- Location and Coverage -- Type of Fitness Centres -- Accommodation Activities -- Market Penetration -- Fitness Centre

Employment and Competence -- Extras -- Norwegian Fitness Industry as Public Health Work Partner.

Health Challenges of the Fitness Industry: Disordered Eating and Use of Doping.

Sommario/riassunto

This book explores the rise, size and shape of the European fitness industry by using harmonised data as well as in-depth analyses of national surveys in fifteen European countries. Following an introduction to the socio-historical and conceptual aspects of fitness, the collection presents the scope of fitness as a business and participatory activity. Furthermore, both policy and governance issues as well as community and supply angles are considered. Drawing on this unique material, the book will appeal to students and scholars of sport business, sport economics, sport management, and social sport sciences, but also to administrators, policymakers and entrepreneurs in the international and national sport and health community.
