



Resamania
by xplor

Generational insights

**HOW MILLENNIALS AND
GEN-Z COULD TRANSFORM
YOUR GYM**

How Millennials and Gen-Z Could Transform Your Gym

They hold different attitudes towards fitness and have different expectations for fitness memberships. And they could be the key to growth for your gym.

Millennials and Gen-Z may be an essential strategic audience for your gym, but to target them effectively, you need to understand their specific demands. Our unique research uncovers exactly what they want and how you could transform your gym to suit this younger audience.



1. Millennials & Gen-Z are driven by technology

More familiar and more adept with the latest technology, they want and expect to use it when they work out.



Wearable tech and fitness trackers

55% of gym-goers under 35 compared with **48%** (aged 35-54) **30%** (aged 55+)

...expect their gym to integrate with wearable technology



Tracking workouts

64% of gym-goers under 35 compared with **59%** (aged 35-54) **53%** (aged 55+)

...think gyms should offer tech that helps members track performance





Smart equipment

31% of gym-goers under 35 compared with **23%** (aged 35-54) **15%** (aged 55+)

...are interested in new connected, smart equipment



Online digital classes

59% of gym-goers under 35 compared with **42%** (aged 35-54) **52%** (aged 55+)

...want digital classes and workouts to continue alongside an in-person offer



What does it mean for your gym?

Focus on the ways you can integrate more technology into your fitness offer and be prepared to upgrade or retrofit equipment.



2. Millennials & Gen-Z expect strong online experiences

This generation is used to ordering taxis via apps, booking holidays online and banking on their phones. They expect an easy-access, self-service digital experience.



Mobile apps

40% of gym-goers under 35 compared with **29%** (aged 35-54) **19%** (aged 55+)

...are interested in a mobile app to help them manage their memberships



What does it mean for your gym?

Joining and booking procedures should all be seamless - and online - if you want to appeal to younger members, and a mobile app could be a big asset for your gym.



3. Millennials & Gen-Z are price conscious

With less disposable income, younger generations are naturally more concerned about price. They will look around for the best value options.



Flexible payment options

Under 35s are **2x more likely...**

...to rank flexible payments as a top priority, compared with older generations.



What does it mean for your gym?

Younger generations want more for less. Explore ways you can add value to their experience, like offering monthly rolling contracts rather than long-term plans.



4. Millennials & Gen-Z want more ways to relax and recover

Wellness is a big priority for younger generations, more so than any other age group. They're taking a more holistic approach to fitness and wellbeing.



Wellness services

57% of gym-goers under 35 compared with **45%** (aged 35-54) **32%** (aged 55+)

...want gyms to expand their wellness services



Massage

44% of gym-goers under 35 compared with **42%** (aged 35-54) **38%** (aged 55+)

...would like to see massage facilities and treatments in their gym





Recovery tools

23% of gym-goers under 35 compared with **10%** (aged 35-54) **8%** (aged 55+)

...want to see more recovery tools, like foam rollers, to support their workouts



What does it mean for your gym?

It's not all about tech when expanding your offer to appeal to younger members. Adapting your approach to include more wellness-based services will pay dividends (and be cost effective.)



5. Millennials & Gen-Z want more support with their nutrition

As part of a more holistic approach to fitness, younger generations want a greater focus on healthy eating and nutrition.



Nutrition

39% of gym-goers under 35 compared with **29%** (aged 35-54) **28%** (aged 55+)

...want to see more nutrition services from their gym





Supplements

28% of gym-goers under 35 compared with **20%** (aged 35-54) **12%** (aged 55+)

...would be interested in supplements from their gym, including vitamins and protein shakes



What does it mean for your gym?

Adding a refreshment area or cafe in your gym could help you appeal to Millennials & Gen Z. Consider hiring a nutritionist to add value to memberships and attract additional revenue through the sale of supplements.



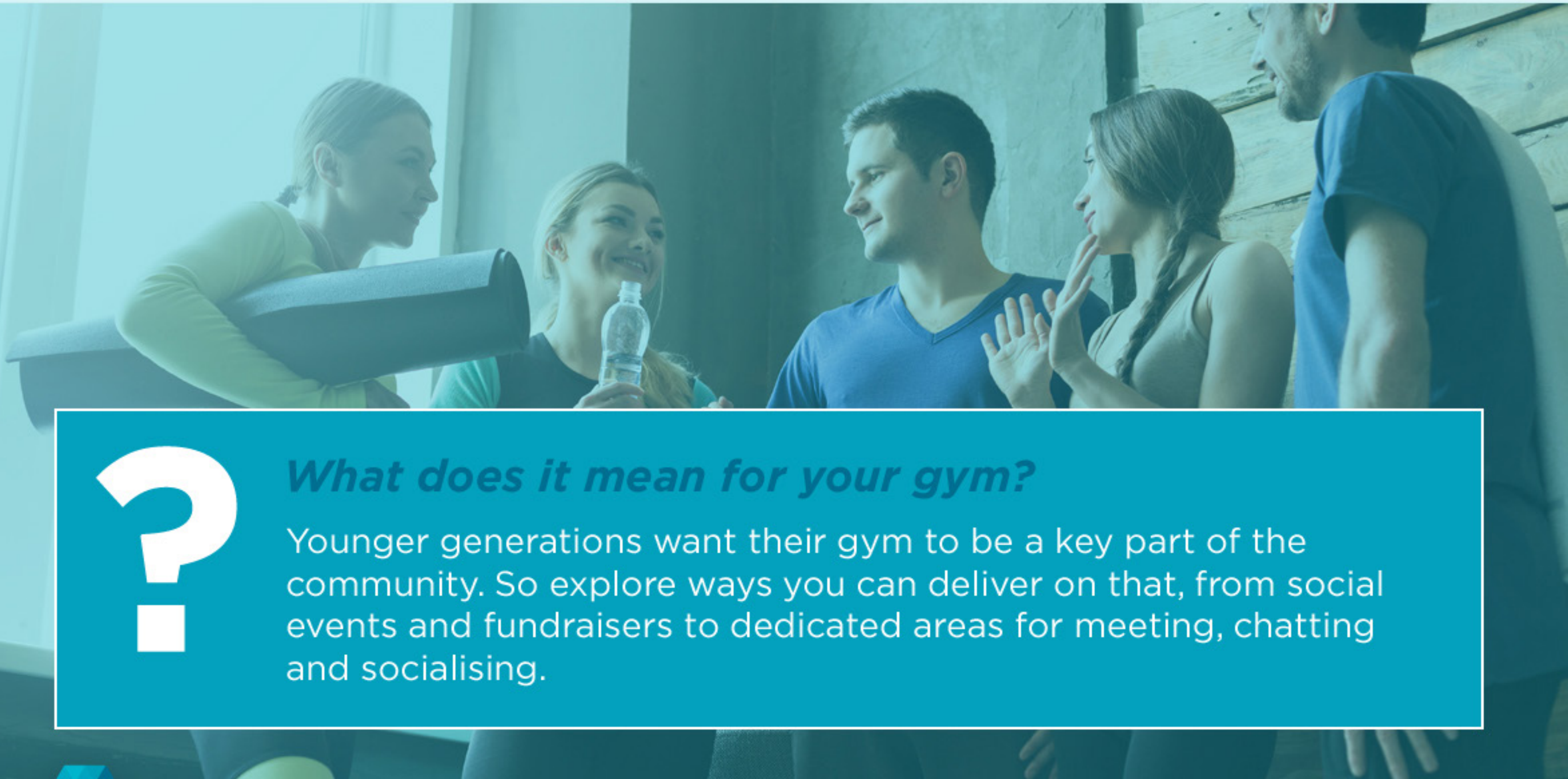
6. Millennials & Gen-Z want more community and social elements

A community feel and a strong sociable atmosphere is a key driving factor for younger generations, and they want to see their gym as a hub for interaction.



39% of gym-goers under 35 compared with **29%** (aged 35-54) **28%** (aged 55+)

...want to see more community and social elements from their gym



What does it mean for your gym?

Younger generations want their gym to be a key part of the community. So explore ways you can deliver on that, from social events and fundraisers to dedicated areas for meeting, chatting and socialising.



Is your gym ready to attract the next generation of members?

If you can understand the unique demands of a Millennial and Gen-Z audience, and adapt your approach and your offer to appeal to their needs, you could:



Create new revenue opportunities



Increase your prospective audience base



Grow your membership numbers

Dive deeper into expectations and demands with our new guide: [Think Like Your Members \(And Prospects\)](#)

Or learn more about how Resmania can help you prepare your gym for the next generation at www.resmania.co.uk

About the research:

On behalf of Resmania's parent company, Xplor Technologies, Untangld conducted an online survey of 1,065 respondents during December 2021. The sample for the study was nationally representative and defined as people who were members or regularly attended gyms, health clubs, studios, leisure centres or sports clubs pre-COVID.

