

15º CONGRESSO NACIONAL

2 E 3 DE JUNHO

PAVILHÃO DOS POUSOS, LEIRIA

The Italian Fitness market
after Covid-19

The "Health Gyms" Veneto
region projects

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FITNESS É SAÚDE

INVESTIR NA PREVENÇÃO

E NÃO NO TRATAMENTO!

Com o apoio:



Câmara Municipal de Leiria
www.cm-leiria.pt





About Me



- Angelo Desidera, I'm a fitness Industry veteran, since 1979.
- Lanciani Club owner, multisport club.
- 18 Management Consulting Company.
- Italy FIBO Ambassador.
- 6 years Europe Active board-member.



The Italian Health and Fitness Market After Covid-19

- The Italian Fitness Market it's a fragmented market with **59%** of independent club, and **28%** are Fitness Studio/Pilates/Yoga.
- **50%** of the Fitness Center has an average of **500mq**.
- **64,5%** has less then **500** members.
- Average monthly membership price: **39/eur**.
- Total active member **5.3** milions.
- The granularity of the market until now, it's not a weak sign, since **57%** of the gym it is active from **10** years.



The Italian Health and Fitness Market Numbers and key points

Fit Active

70

Fit Express

50

Virgin Active

39

McFit

36

Palestre Italiane

12

Italiana Fitness

12

Gim Five

12

Dabliù

7

Heaven

5



" Health Gyms " case/Veneto region

Starting in 2015, The Veneto region in Italy , introduced the concept of "Health Gyms"

- These are structures that in addition to hosting normal gym activities , have specific requirements- identified by region -which make them suitable for welcoming citizens with stabilized chronic diseases (cardiaca, bronchopneumopathie, diabetic, obesity) by carrying out exercise programs prescribed by your doctor.



" Health Gyms " case/Veneto region

With the 1.M3 "Prescription of physical exercise" program, in fact the Region is sensitized to the doctors of our national medical service to prescribe physical exercise to the citizen with chronicity, so that -after the appropriate assessments- they can support the current medical therapy also the "drug" exercise , which at the dosages correctly identified by the doctors , helps to provide further protective effects, reducing the risk of increasing of the disease and new hospitalizations.