

Brazil Fitness Industry Outlook to 2019 - Increasing Health Concerns among Brazilians and ease in Subscription Rates to Foster Growth : Ken Research

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INVC NEWS New Delhi, Ken Research announced its latest publication on Brazil Fitness Industry Outlook to 2019 - Increasing Health Concerns among Brazilians and ease in Subscription Rates to Foster Growth provides a comprehensive analysis of various aspects such as size of the Brazil fitness industry; fitness services market and fitness equipment market. The report entails an analysis of the market segmentation by pricing, organizational structure, city-wise concentration for fitness services and by end users. Segmentation further carried for type of equipments, origin for the fitness equipments, growth drivers and competitive scenario of the major players in the India Fitness Services and Equipment Market. The report covers investment required to set up a fitness center in Brazil, along with a brief snapshot on the profitability of fitness equipment market in Brazil. The report also entails market positioning of major players in the fitness centers and equipment market of Brazil respectively. The future analysis of the industry has been clearly showcased, along with the factors that have direct bearing on the market.

Brazil Fitness Service Market Brazil fitness services market is the second largest in the world in terms of number of fitness centers. The fitness services in Brazil majorly include gym facilities, Yoga, Pilate, Swimming, Martial Arts, Zumba, Brazilian Jiu Jitsu and Cross Fit. The fitness services market in Brazil has been driven by the increasing sedentary lifestyles of the people and intake of unhealthy food. This has led to the rising problems of obesity and diabetes amongst the population. The increasing health issues have increased the demand for fitness services in Brazil. The fitness services market registered revenues of USD ~ million in 2014 as opposed to USD ~ million in 2009 achieving a CAGR of ~%. Further, a major challenge to the industry lies in the adoption of advanced technology such as video on demand services to obtain the work out schedules. This is anticipated to reduce the number of potential subscribers of the market. The finest fitness establishment of Brazil has been the Bio Ritmo club which was initiated in 1995. Bio Ritmo was one of the most expensive fitness centers based in Sao Paulo in Brazil. Its share in the total revenues of the Brazil fitness services market was nearly ~% as of 2014. It is estimated that by 2019, the Brazilian fitness services industry will reach USD ~ million achieving a CAGR of ~% from 2015 to 2019.

Brazil Fitness Equipment Market The fitness equipment market in Brazil has also experienced a growth from 2009 to 2014. The rise in the fitness services and the increasing number of fitness centers has boosted the growth of the fitness equipment industry. Moreover, the sales of fitness equipment increased with an increase in the home use of fitness equipments. About ~% of the fitness equipments were imported into Brazil. The fitness equipment industry achieved a market size of USD ~ million in 2014, attaining a CAGR of ~% from 2009 to 2014. The market for fitness equipments in Brazil has been dominated by major 5 cities including Sao Paulo, Rio de Janeiro, Rio Grande do Sul, Mato Grosso do Sul and Sergipe together accounting for ~% share in revenues from the fitness equipment market in 2014 Brazil fitness industry comprises of many players competing on the basis of price and the quality of services. The fitness services market of Brazil comprises of major players such as Bio Ritmo, Bodytech, Companhia Athletica and Runner. However, a large section of the fitness services market still lies in the unorganized sector. Bio Ritmo contributed nearly ~% to the revenues of the industry as of 2014. Major players in the fitness equipment market were Movement, Life fitness, Technogym and Matrix. Movement is a domestic brand of Brazil and has the highest share in the Brazil fitness equipment market revenues The Brazil fitness industry has been progressing at a healthy pace and is anticipated to witness favorable growth in the

forecasted period. However, the unstable economic and political conditions of the country may affect the rate of growth for the industry. Revenues from the Brazil fitness industry are expected to expand to USD ~ million in 2019, growing with a CAGR of ~% from 2015 to 2019.

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