



# EVERY USP SHOULD BE ABOUT YOUR PSU

A GUIDE FOR FITNESS BUSINESSES (2025 Edition)



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Visionary fitness leader, award-winning innovator, global speaker, and Founder of Ignite Fitness Business Events. Empowering businesses with cutting-edge strategies, group programs, inspiring women to lead, and transforming the fitness industry for over 25 years.

## INTRODUCTION

Every health club should have a minimum of four Unique Selling Points (USPs). Does yours?

To help you stay ahead in 2025, here is a rundown of the latest trends shaping the fitness industry and how you can adapt them to create compelling USPs for your gym.

These strategies are based on the trends redefining fitness globally and can help your club stand out in an increasingly competitive market.

Note: PSU stands for:

**PEOPLE**  
**SERVICE**  
**UNITY**

the foundation of a thriving fitness business.



2025  
FITNESS  
TRENDS

# STRENGTH TRAINING: THE FOUNDATION OF HEALTH AND LONGEVITY

Strength training continues to dominate as a cornerstone of fitness. More members recognise the long-term benefits, such as improved bone density, metabolism, and functional strength.

To capitalise on this, Launch specific non-complex group programs that can be marketed to men.

**NOT ALL MEN WANT TO TRAIN IN A WEIGHTS AREA TO BEGIN WITH.**

## DEDICATED STRENGTH ZONES:

Create distinct areas with free weights, resistance machines, and functional equipment. Write specific programs for members to follow. Are your members using your functional area 24/7?

## EDUCATIONAL CONTENT:

Offer workshops or tutorials to teach proper lifting techniques. Get guest speakers out to talk about high performance in life and work.

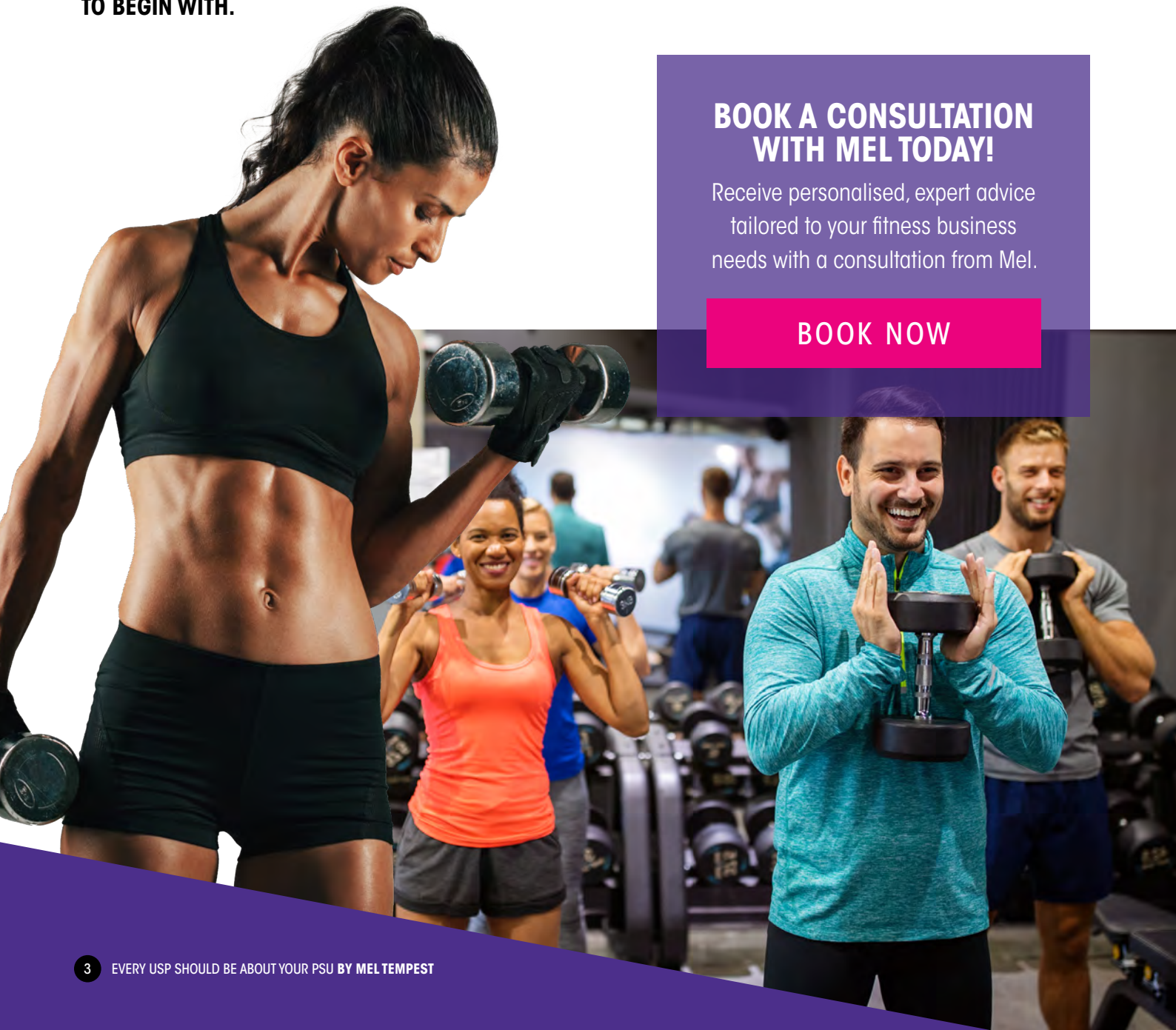
## PROGRESS TRACKING TOOLS:

Use apps or in-gym systems to help members monitor their progress. 'Body Scans are a great way to see improvement'.

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Receive personalised, expert advice tailored to your fitness business needs with a consultation from Mel.

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## HYBRID TRAINING: **THE NEW NORMAL**

With hybrid work, hybrid training has become a staple. Members expect a mix of in-person and virtual fitness options.



According to The Health and Fitness Association, Hybrid workouts increased by **40% in 2024.**

### **LIVE AND ON-DEMAND CLASSES**

Stream popular classes live or provide an extensive on-demand library.

### **DIGITAL MEMBERSHIPS**

Offer memberships that include app access for home workouts. Include digital workouts in gym programs.

### **SEAMLESS INTEGRATION**

Use platforms like Coach Welly to combine digital and physical workouts.

# CIRCUIT CLASSES: EFFICIENT AND EFFECTIVE

Circuit training remains a favourite due to its time efficiency and versatility. This format appeals to busy professionals, non-coordinated people and fitness enthusiasts alike.



## SMALL GROUP CLASSES

Foster community while providing individualised attention. Go to market with strength athletic programs for sporting clubs. Programs such as Functional Strength can be a training tool for footy and netball clubs.



## CREATIVE THEMES

Rotate between strength, cardio, or mixed circuits to keep it fresh. You should be rotating and launching with every season.



## DATA-DRIVEN SESSIONS

Incorporate heart-rate monitors or wearables to personalise the intensity. Create handouts explaining how your members can benefit from using tech in the club, at work, and at home. Get your members to monitor their stress levels at work - integrate wellness in the club to combat stress.



## LARGE CIRCUIT CLASSES

Large circuit classes on group fitness timetables attract men due to the non-complex, work-at-your-own-pace style. This is a huge opportunity for all clubs, encourage males to back this up with cycle or boxing-style classes. Run strength circuits for men on Friday nights "better than pub results".



## WEARABLE TECHNOLOGY: **FITNESS IN THE PALM OF YOUR HAND**

Wearable tech is not just a luxury; it is an expectation. Members use it to monitor performance, recovery, and goals.

### **CLUB-SYNCD DEVICES:**

Partner with brands like Garmin, Fitbit, Myzone and Coach Welly to integrate their data into your gym's ecosystem.

### **COMMUNITY CHALLENGES:**

Use wearables to host monthly or seasonal challenges. When was the last time you ran an HR class challenge on a public holiday?

### **DATA INSIGHTS:**

Help members understand and act on their fitness metrics. Use these insights in emails.

# WEARABLE TECHNOLOGY



As of 2025, approximately **454.69 million** individuals worldwide use smartwatches, reflecting a **41%** increase from the previous year.

 [demandsage.com](https://demandsage.com)

This figure encompasses a significant portion of the wearable fitness technology market, including fitness bands, smart clothing, and other devices.



The global market for wearable fitness trackers was valued at **USD 62.92 billion in 2024** and is projected to reach **USD 352.03 billion by 2033**, growing at a compound annual growth rate (CAGR) of **18.5%**.

 [straitsresearch.com](https://straitsresearch.com)

It's important to note that these figures represent the number of devices shipped or sold, which may not directly equate to the number of active users, as some individuals may own multiple devices or upgrade periodically.

# OFF-TEMPO WORKOUTS: **BREAKING THE RHYTHM**

## CONTACT MEL FOR A STRATEGY SESSION!

Unlock actionable, expert strategies to elevate your fitness business during a personalised session with Mel.

CONTACT MEL

Off-tempo training - slowing down or speeding up movements - is trending for building strength, endurance, and control. Classes such as Functional Strength and Strength Development have become the new black of group fitness success.

### ▶ **SPECIALISED CLASSES:**

Reformer circuits, Older adults reformer, disability wellness, meditation for men. All of these can be presented in a circuit.

### ▶ **EDUCATIONAL TOOLS:**

Advertise these resources on your treadmill screens.



A woman with blonde hair is performing a handstand on two wooden gymnastic rings. She is wearing a black sports bra and grey leggings. Her legs are bent at the knees, and she is holding the rings with both hands. The background shows a gym setting with various equipment and a blurred figure of another person.

## HYROX AND SPARTAN DEKA TRAINING: **COMPETITIVE EDGE**

Obstacle courses racing and endurance competitions like Hyrox and Spartan Race are gaining popularity.

- ▶ **TRAINING PROGRAMS:**  
Offer prep classes tailored for these events.
- ▶ **EVENT PARTNERSHIPS:**  
Host mini-competitions or partner with local race organisers.
- ▶ **CUSTOM CHALLENGES:**  
Develop gym-based challenges mimicking these styles.



## FLEXIBLE SHORT-TERM MEMBERSHIPS:

# MEETING MODERN NEEDS

Modern consumers value flexibility. Lock-in contracts are losing appeal, replaced by shorter-term, adaptable options.

### **NO-COMMITMENT PLANS**

Offer week-to-week or monthly memberships.

### **OFFER PACKAGES EG**

Pay extra and get Sauna, massage, and body scans.

### **SEASONAL PACKAGES**

Create memberships that align with fitness goals, such as "Summer Shred or Netball is Back"

### **FAMILY FLEX PACKAGES**

Let members transfer or share access with loved ones. If we want to get young ones off screens, we have to offer a solution for families in gyms.

## BOUTIQUE MODELS:

# CURATED, PREMIUM EXPERIENCES

Boutique gyms are thriving due to their personalised approach and premium feel. High price, high experience, driving social interaction through the roof.

### SPECIALISED OFFERINGS:

Create niche areas in your gym, like a reformer studio, HIIT zone, wellness area with massage chairs and sauna or 24/7 virtual zones. Do you have a networking lounge where your members can hang out and work from the club?

### COMMUNITY BUILDING:

Focus on intimate, high-touch customer service.

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# REFORMER CIRCUIT CLASSES

## A NEW FAVOURITE

Reformer Pilates, combined with circuit-style programming, has become a success.

These can efficiently be run with just four beds, hand weights, bands, and Ballet Barre: Design sessions that cater to beginners and advanced members alike. The 50+ market loves the circuit approach.

### MARKETING FOCUS:

Highlight this unique offering in your promotions to reflect your club's diverse member base

### REGISTER YOUR INTEREST FOR IGNITE FITNESS BUSINESS EVENTS

Join inspiring, industry-leading events designed to advance your fitness business, register your interest today!

[REGISTER YOUR INTEREST](#)



## YOUR TEAM

# THE ULTIMATE USP

Your team is your gym's greatest asset. A knowledgeable, friendly, and passionate staff can elevate your gym's reputation.

- ▶ **ONGOING EDUCATION:**

Invest in staff certifications and skill-building.

- ▶ **CUSTOMER CONNECTIONS:**

Encourage personal interaction and feedback.

- ▶ **UNIFIED VISION:**

Align your team with your club's mission and values.

Ensure your team has tried all the classes and equipment you offer; you cannot sell what you haven't experienced.

Once a year, send your team off to try other clubs, classes and customer experience.

# MEL'S NOT TO MISS IN 2025 LIST




- ▶ Cloud9 Fitness Franchise For Women
- ▶ Reformer Pilates Circuits
- ▶ Les Mills Limited Editions
- ▶ 'Shapes, Srength Development and Functional Strength'
- ▶ Coach Welly Rewards Program
- ▶ Fit Your Ability Franchise
- ▶ ZipLeads
- ▶ Novu Creative
- ▶ Coba Board
- ▶ Steel Programs



# CHECK SOME OF THE STATISTICS




As of 2024, the Australian fitness industry comprises approximately **7,850 gyms** and fitness centres, reflecting a compound annual growth rate (CAGR) of **7.0%** between 2019 and 2024.

 [statista.com](https://www.statista.com)



The growth rate of gyms and fitness centres in Australia from 2022 to 2024 was approximately **8.55%**.

 [bisworld.com](https://www.bisworld.com)



Gym memberships: in 2023, around **50.2%** of Australians aged between **18 and 24 years** used gyms, fitness clubs, or sports or leisure centres.




The **25 to 35 age group** also showed a similarly high **participation rate of around 48%**.

 [statista.com](https://www.statista.com)



Regarding spending, Australians collectively **spent up to \$3.5 billion** on fitness clubs and gyms in 2023.

 [ausleisure.com.au](https://www.ausleisure.com.au)



This equates to approximately one in five Australians over the age of 18 having a gym membership.

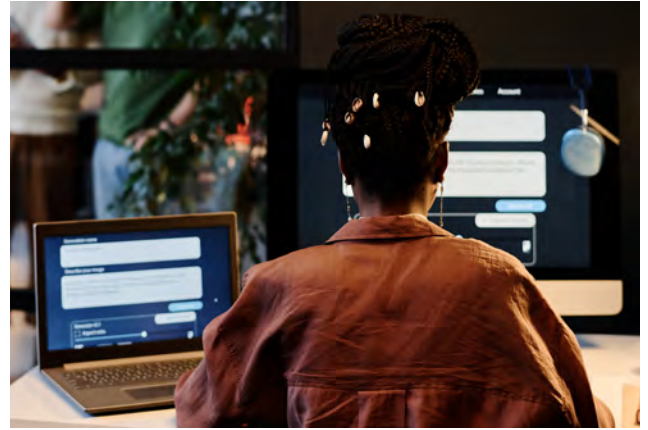
While specific data for 2025 is not yet available, the fitness industry in Australia has shown resilience and growth over the past years. Given the trends, it's reasonable to anticipate a continued increase in both the number of gyms and gym memberships in the coming years.

# ENHANCING GYM SUCCESS IN 2025:

## KEY STRATEGIES FOR GROWTH

In an evolving fitness industry, gym owners must adapt to stay ahead. Beyond innovative workouts and membership models, success lies in engagement, technology, and financial sustainability.

Here are key areas to strengthen your gym's strategy in 2025:



1

### MEMBER RETENTION & ENGAGEMENT

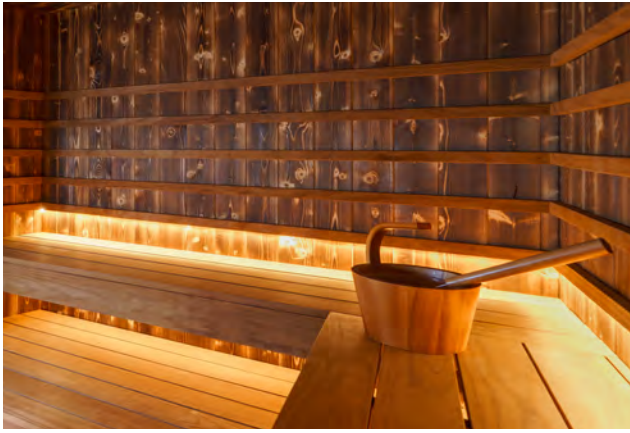
- ▶ Implement loyalty programs to reward long-term members.
- ▶ Utilise gamification via wearables (badges, rankings, challenges) to increase engagement.
- ▶ Host community events and social nights to foster gym culture.

2

### AI & AUTOMATION FOR EFFICIENCY

- ▶ Use AI-driven insights to personalise workout plans and predict drop-off rates.
- ▶ Implement chatbots for customer inquiries and automated class scheduling.
- ▶ Optimize staff workflows with automated check-ins and billing systems.





### 3 EXPANDING RECOVERY & WELLNESS SERVICES

- ▶ Introduce recovery memberships that include sauna, cryotherapy, and guided stretching.
- ▶ Offer stress management workshops and wellness coaching.
- ▶ Position the gym as a holistic fitness destination, not just a workout space.



### 5 FINANCIAL SUSTAINABILITY & DIVERSIFIED REVENUE

- ▶ Implement flexible pricing models (short-term memberships, class packs, corporate plans).
- ▶ Offer digital memberships for remote training access.
- ▶ Rent out gym spaces to PTs, physiotherapists, or wellness practitioners.



### 4 LEVERAGING SOCIAL MEDIA & DIGITAL MARKETING

- ▶ Utilise Instagram, Facebook, and TikTok for engaging content.
- ▶ Partner with micro-influencers to drive community trust.
- ▶ Use Instagram Stories and YouTube Shorts to highlight member transformations.



### 6. CRISIS MANAGEMENT & FUTURE-PROOFING

- ▶ Create a business continuity plan for unexpected disruptions.
- ▶ Maintain a hybrid training model to adapt to changing member needs.
- ▶ Diversify revenue streams to reduce reliance on in-person memberships.

By integrating these trends into your gym's operations, you can create a truly unique and appealing fitness experience. Remember, every USP should be about your PSU - People, Service, and Unity.

Know your audience, adapt to their needs, and set your club apart in 2025. Make your club stand out in an increasingly competitive market.

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**THIS E-BOOK  
WILL PROVIDE YOU  
WITH VALUABLE  
RESOURCES AND  
TOOLS FOR SUCCESS.**

Access actionable insights  
and gain expert guidance by  
scheduling a call with Mel today.

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TOGETHER!**

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