

GymPlus+

MARKET REPORT

Q1 2022 - FINLAND



OVERVIEW

BUYING NEW GYM EQUIPMENT? READ THIS REPORT FIRST.

This market report is based on a representative sample of GymPlus customer premises in Finland. The equipment utilization is made comparable between premises by normalizing the equipment utilization with per premise total utilization rate.

Number of gyms

30

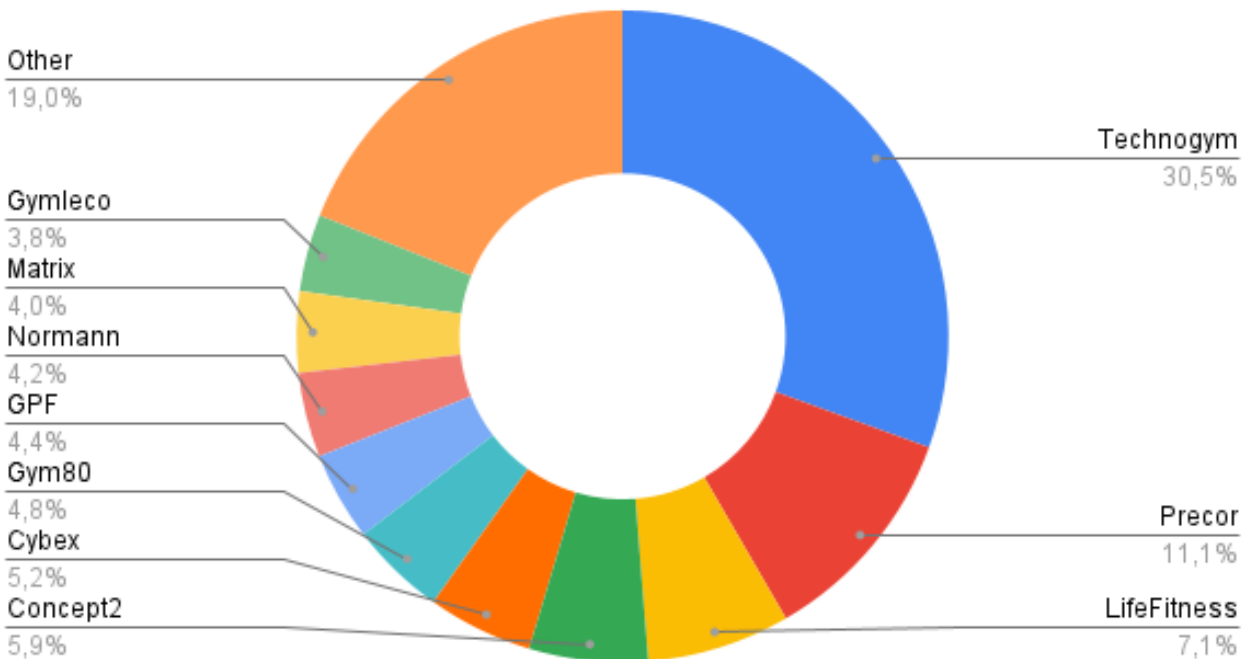
Number of equipment

1480

Number of data points

57 M minutes of training

Finland Equipment Brands (%)



Above is presented the equipment asset distribution by brands.

Three biggest brands cover almost 50 % of all gym assets.

TREADMILLS

Treadmill is a device generally used for walking or running indoors. One of the most common cardio machines at the gym floor. Running belts can be powered or self-powered, flat or curved. Inclination can be adjusted in most of the models.



Popularity	Brand	Model
1	Technogym	Excite® Run 600
2	Technogym	Skillrun®
3	Technogym	Excite® Run 1000
4	Matrix	T5 Treadmill
5	Technogym	Jog Forma

In this category, **Technogym has the biggest market share with 27 %** of the equipment in the sample. 96 individual equipment and 22 different models tracked.

96% of the gyms has an equipment from this category.

RECUMBENT BIKE

Recumbent bike is an indoor exercise bike that places the rider in a laid-back reclining position. Many people chooses this type of design for ergonomic reasons. Rider's weight is distributed comfortably over a larger area which supports back and buttocks.



Popularity	Brand	Model
1	Technogym	Excite®+ Recline
2	Technogym	Excite®+ Bike Med
3	Matrix	Recumbent Bike
4	Precor	UBK 865
5	Precor	RBK 635

In this category, **Precor has the biggest market share with 35 %** of equipment in the sample. 34 individual equipment and 20 different equipment models tracked.

59% of the gyms has an equipment from this category.

UPRIGHT BIKE

Upright bike is an ordinary indoor exercise bike. This bike is used to increase general fitness but also physical therapy because of the low-impact, safe and effective cardiovascular exercise it provides. Includes different models like spinning bikes.



Popularity	Brand	Model
1	Technogym	Group Cycle™ Ride
2	Tomahawk	Indoor Cycling Bike
3	LifeFitness	IC8
4	Cybex	70T TV Exercise Bike
5	Technogym	Excite®+ Bike

In this category, **Technogym has the biggest market share with 15 %** of equipment in the sample. 84 individual equipment and 17 different equipment models tracked.

81% of the gyms has an equipment from this category.

CROSS TRAINER

Known also as an elliptical trainer, a stationary exercise machines used to stair climb, walk or run without causing excessive pressure to the joints. Cross-trainer offers a non-impact cardiovascular workout resistance preference set by the user.



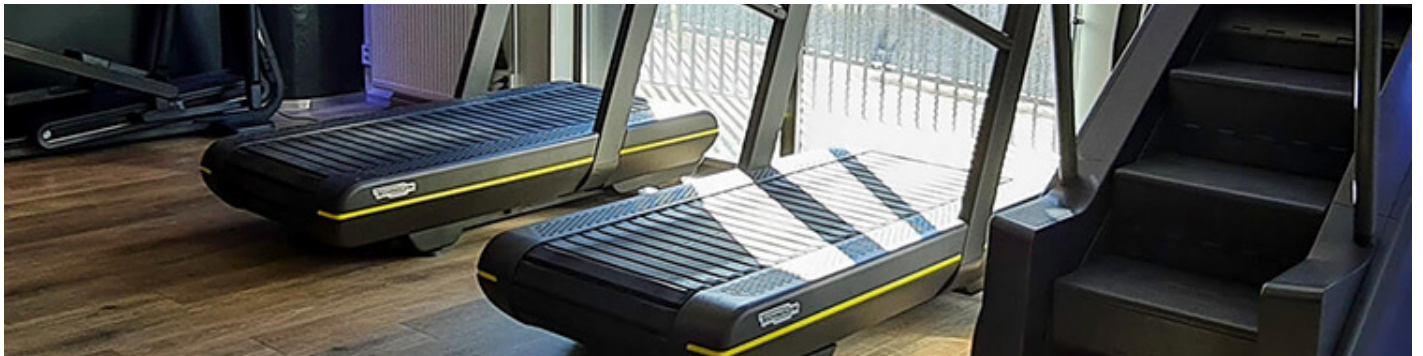
Popularity	Brand	Model
1	Octane Fitness	Recumbent Elliptical XR6000
2	Technogym	Cross Personal
3	Matrix	Elliptical Trainer
4	Precor	EFX885
5	Technogym	Excite®+ Vario

In this category, **Technogym has the biggest market share with 27 %** of equipment in the sample. 88 individual equipment and 23 different equipment models tracked.

89% of the gyms has an equipment from this category.

STAIR CLIMBER

Stair climbers delivers an effective cardiovascular workout aimed for quadriceps, hamstrings, calves and glutes. A stationary fitness machine that rotates steps similar to a treadmill. The user climbs upward at the set speed.



Popularity	Brand	Model
1	StairMaster	Gauntlet 8G
2	TRUE	Palisade Climber
3	Technogym	Excite® Climb LED
4	DK-City	Stepmill ST-22.1 (EoF)
5	Technogym	Excite® Climb TV

In this category, **Technogym has the biggest market share with 57 %** of equipment in the sample. 19 individual equipment and 10 different equipment models tracked.

56% of the gyms has an equipment from this category.

ROWERS

An indoor rowers are used to simulate the action of watercraft rowing. Also known as ergometers resistance provided by a flywheel. The standard measurement of speed is generally known as the split, the amount of time to travel 500 meters.



Popularity	Brand	Model
1	Concept2	Row
2	Concept2	Model E
3	Concept2	Model D
4	DK Fitness	RW-22
5	Concept2	Row

In this category, **Concept2 has the biggest market share with 87 %** of equipment in the sample. 62 individual equipment and 12 different equipment models tracked.

96% of the gyms has an equipment from this category.

SELECTORIZED

Selectorized machines are used to provide an alternative workout to free weight equipment such as dumbbells and barbells. The main benefit to use is an isolative effect on a specific muscle group in a fixed plane of motion. Resistance set with weight stacks.



Popularity	Brand	Model
1	Technogym	Chest Press
2	Technogym	Selection 900 - Leg Extension
3	Cybex	VR1 Adductor/Abductor
4	Technogym	Selection 700 - Leg Press
5	DHZ Fitness	Cable Crossover

In this category, **Technogym has the biggest market share with 33 %** of equipment in the sample. 361 individual equipment and 120 different equipment models tracked.

93% of the gyms has an equipment from this category.

PLATE-LOADED

Resistance of the plate-loaded machines are created by the same weight plates than in barbells. Plate-loaded machines are often more affordable and can hold more weight as resistance than selectorized. The user needs to manually add or remove the plates.



Popularity	Brand	Model
1	Technogym	Pure - Row
2	ATX	ATX® Functional Rig 4.0
3	Gym80	Shoulder Press Machine
4	Technogym	Pure - Rear Kick
5	Technogym	Pure – Linear Leg Press

In this category, **Technogym has the biggest market share with 32 %** of equipment in the sample. 195 individual equipment and 61 different equipment models tracked.

89% of the gyms has an equipment from this category.

MULTIGYMS AND CABLE

Multigyms and cable category includes different types of cable machines. Equipment can be used by a single user or have multiple user positions for several people. Cable machines give an effective workout and are also considered generally safer than free weights.



Popularity	Brand	Model
1	Technogym	Cable Stations 4 Connector
2	Cybex	PWR Play Crosscable
3	Normann	Normann ST-7002 Crosscable
4	Cybex	PWR Play Crosscable
5	GPF	Multi-Jungle

In this category, **LifeFitness has the biggest market share with 30 %** of equipment in the sample. 114 equipment and 28 different equipment models tracked.

81% of the gyms has an equipment from this category.

BENCHES AND RACKS

This category includes stationary benches like scott / preacher curl, racks for squatting, and other barbell workouts. Flat benches and other movable equipment are not included.



Popularity	Brand	Model
1	Gym80	Sygnum - Multipress Station 50 mm
2	David	CoreZone P1131 Abdominal Contraction
3	Marbo Sport	Power Rack MFT
4	Eleiko	Eleiko XF 80 Smith Kit - Black
5	Elements	Rack

In this category, **Technogym has the biggest market share with 13 %** of equipment in the sample. 207 individual equipment and 63 different equipment models tracked.

89% of the gyms has an equipment from this category.

FREE WEIGHTS

Dumbbells, kettlebells, and olympic lifting platforms are included in this group of equipment. Simple design but not always simple to use. Equipment that provide resistance in any direction. Challenges to user's body control is creating a higher risk of injury.



Popularity	Brand	Model
1	ATX	WPF 1000 Olympic Lifting Platform
2	Normann	73A Half Squat Rack
3	Normann	Smith 702
4	Barbarian line	Bench Press Pro
5	Normann	604 Hack-Leg Press Combination

In this category, **GPF has the biggest market share with 8 %** of equipment in the sample. 67 individual equipment and 20 different equipment models tracked.

96% of the gyms has an equipment from this category.

REFERENCES



UniSport Kluuvi, Helsinki

An in-depth study of local gym equipment and fitness area utilization. An extensive report with insights like category-specific return on investment rates, equipment portfolio comparison and actionable recommendations.

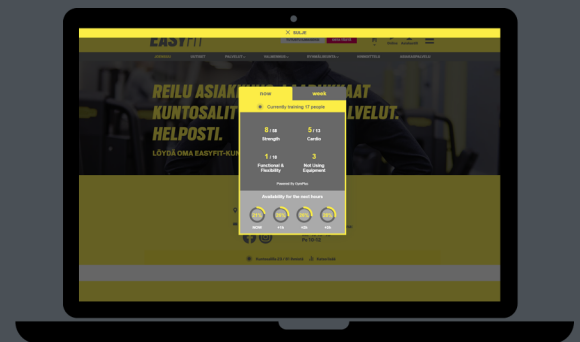
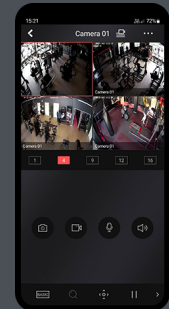
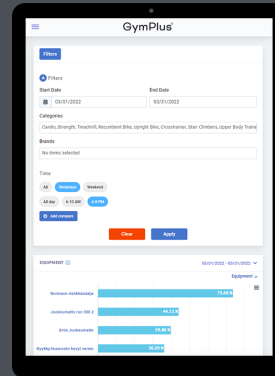
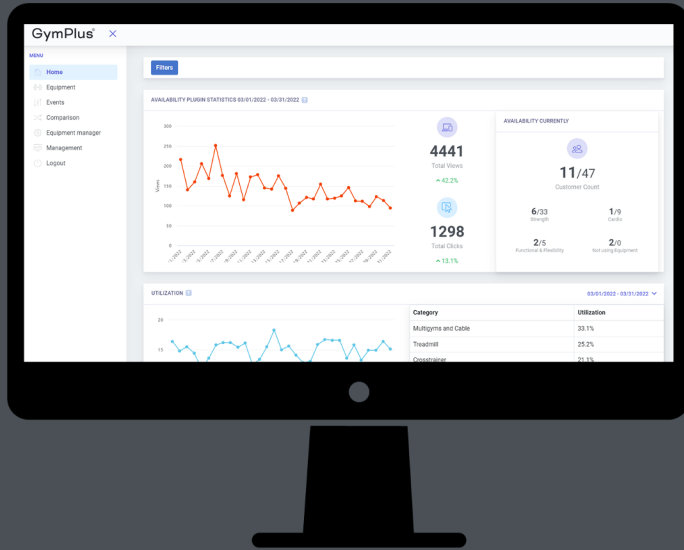


Liikuntakeskus Ruukki, Tuusula

Trend analytics to support acquisition of new equipment. Model-specific utilization information provided to help decision-making process.

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GymPlus+



Advanced Gym Analytics Software Fit for You.

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Tracking
Analytics
Availability
Trends
Security

Let's talk gymplus.fi

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