

ONLINE PERSONAL TRAINING SERVICE

Challenge:

The client is seeking market research to gain insight as to the condition and viability of the online personal training space in the U.S. market place.

Solution:

Secondary market research approach was used for descriptive analysis.

Results:

- Eleven percent (11%) of the \$9 billion-dollar personal training industry market value in the United States is generated by self-employed personal trainers and valued at \$990 million-dollars. Seventeen percent (17%) of the self-employed personal trainers are online personal trainers and account for \$168.3 million-dollars of the self-employed trainer market value. The online personal trainer market value is projected to grow by 10% by year 2026.
- There are approximately 299,200 personal trainers in the United States with 32,912 of this total identifying as self-employed and of the amount identifying as self-employed 5,595 identify as online personal trainers.
- Eighty-nine percent (89%) of the online personal training services offered fitness and diet planning services. Eleven percent (11%) of the online personal training services offered fitness planning service only. Seventy-eight percent (78%) of the online personal training services offered access to the personal trainer during the personal training program with a response rate of <20 hours.
- The online personal training services offers an average of 2.5 subscription options with an average monthly subscription cost of \$19.99 and a fitness plan flat rate cost of approximately \$70.
- Seventy-two percent (72%) of the online personal trainers are certified by nationally recognized industry accreditation agencies/organizations and possess on average of 14.2 years of personal training experience.
- Eighty-three percent (83%) of the online personal training services have been marketed via national networks, publications and media outlets. Sixty-seven percent (67%) of the online personal training service platforms enhance brand recognition via blogs and/or podcast and/or articles. Seventy-eight percent (78%) of online personal training service websites are visited by an average of 3,343 visitors daily.



Conclusion:

The results guide the development of a strategic marketing and business model that will act as a financial restraint & mechanism to guide financial and business decisions; thus, safe guarding the business resources and maximizing shareholders' return-on-investment (ROI).