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## **FITNESS INDUSTRY IN DNEPROPETROVSK**

Development of the fitness services in our country repeats global way. At the start formed an elite segment and then money invested in the construction of clubs for business - segment. «Economy Class» is always evolving in parallel with the first two, gradually moving from amateur to professional format.

According to market research agency market volume of fitness services in Kiev in 2012 increased and reached 1.2-1.5 billion USD. Capacity of the markets in regions is estimated at 3.2 billion USD. Local markets have a volume of about 40-160 million USD.

Nowadays in Ukraine in fitness engaged just over 960 thousand people - it's only 2% of the population. For comparison, in the United States - the world leader in this area involved about 14.1% of the population (39.4 million people). Even if you take the less developed the British market, the difference with Ukraine would be large - in Britain engaged in fitness 6% of the population (3.5 million people).

If we talk about market saturation, in large and small cities, these figures vary considerably. This is mainly due to the income of citizens.

Marketing research shows that Dnepropetrovsk fitness - centers can be divided into the following price groups: «super premium», «premium», «middle class», «economy class», «basement segment», which are represented by different centers and clubs.

«Super premium» segment. It includes one fitness center. Wellness center Tsunami. During its existence the club maintains a policy of increasing prices, positioning itself as a club for the rich people. It is the only water-wellness center in Dnepropetrovsk where combined fitness and spa-center. Annual cost of membership cards for SPA treatments and fitness classes more than \$ 1,000 per year. Cost integrated card that includes both directions \$ 3250. This segment is the least numerically. At the same time produces more profits as costs one member on fitness is very large.

The second segment is «premium». Examples of these are fitness - center Jaipur, Flex, Constant Sunrise, Sport Life. Average costs of annual club card \$ 1000 - \$ 1500. These clubs offer a complete set of fitness services: large and comfortable gyms with modern equipment, a variety of programs, health zones, where you can relax, convenient access to parking and more.

The «middle class» is presented by such centers as Sly, Galatea, Fit4you, Megaron. This segment includes a fitness centers with a limited set of services and space for classes. Average annual costs of a club card at clubs up to \$ 1000.

The «economy class». This segment presented by aerobics studios and small gyms. This type centers have a very tight range of services and limited specification. In most cases it includes small room where classes are held, also may have sauna or massage room. Also, this segment is characterized by a lack of

flexibility in the schedule. Classes can be held only in the second half of the day or only on weekdays.

Last segment is a «Basement segment». This segment includes "basement" gyms that are in suburban areas, sports halls of universities and schools. This segment is characterized by low cost services and a minimum set of services. These rooms are limited by the training hall and shower room.

Despite the high cost of services in the segment «Super premium» the most attractive segment can be considered "middle class", which is due to the bigger number of visitors leads to more capacity.

Therefore, in 2012-2013, operators developed regions, primarily the city with a population of 500,000. Direction of fitness services in Ukraine is big cities. Most attractive for business: Kiev, Donetsk, Dnepropetrovsk, Odessa, Kharkov. Today in these cities population involvement in sports is 1.5-2%.