

WORKOUT

A REVIEW OF THE TBILISI
GYM MARKET
2018/2019

Colliers
INTERNATIONAL

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50%

OF GYMS OFFER
BOXING TRAINING AND
22% HAVE YOGA CLASSES



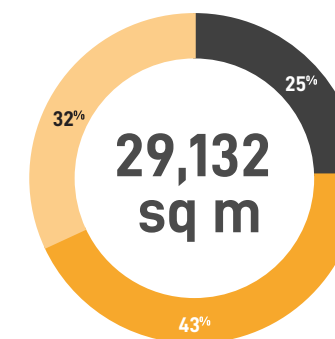
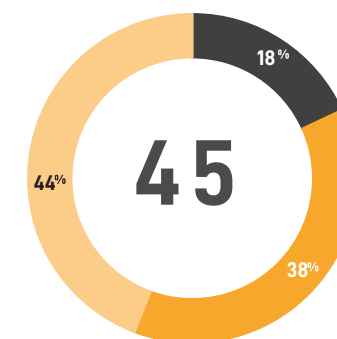
Tbilisi Gym Market

Until recently, gyms in Tbilisi mostly existed as additional facilities to upscale hotels and swimming pools. After the emergence of the Aspria and Snap fitness clubs in 2013, others followed the trend and a variety of clubs have since popped up. Today, there are more than 45 gyms, which in total amount to c.29,132 sq m. Midscale fitness centers dominate the market by area occupied, reaching 12,521 sq m, which equals 43% of the market share. The average area of midscale gyms is 737 sq m. With eight facilities, premium gyms occupy an area of c.7,230 sq m, which accounts for 25% of the market share and an average area of c.900 sq m. each. Low-budget gyms dominate the market by 20 facilities, occupying 9,382 sq m (32%) on the market and an average of 469 sq m.



BREAKDOWN BY CATEGORY:

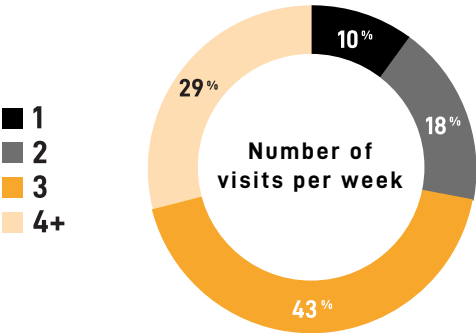
- Low-budget
- Midscale
- Premium



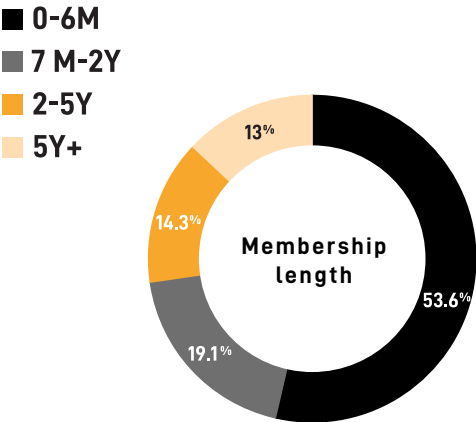
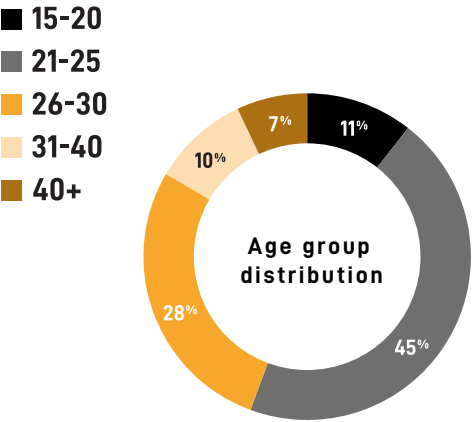
**The above statistics are based on private fitness clubs (excluding hotels, universities...)*

Customer Behaviour

Majority of gym customers belong to the 21-25 age group, which makes up 45% of a total customer base. This indicates that with aging, people tend to exercise less. 43% of all customers visit gym three times a week; 29% visit gym at least four times a week. When it comes to the length of a membership, 53.6 % of customers go to gym for up to 6 months; for 19.1% gym membership lasts from 7 months to 2 years; for 14.3% - 2 to 5 years; and 13% remain members for more than 5 years.



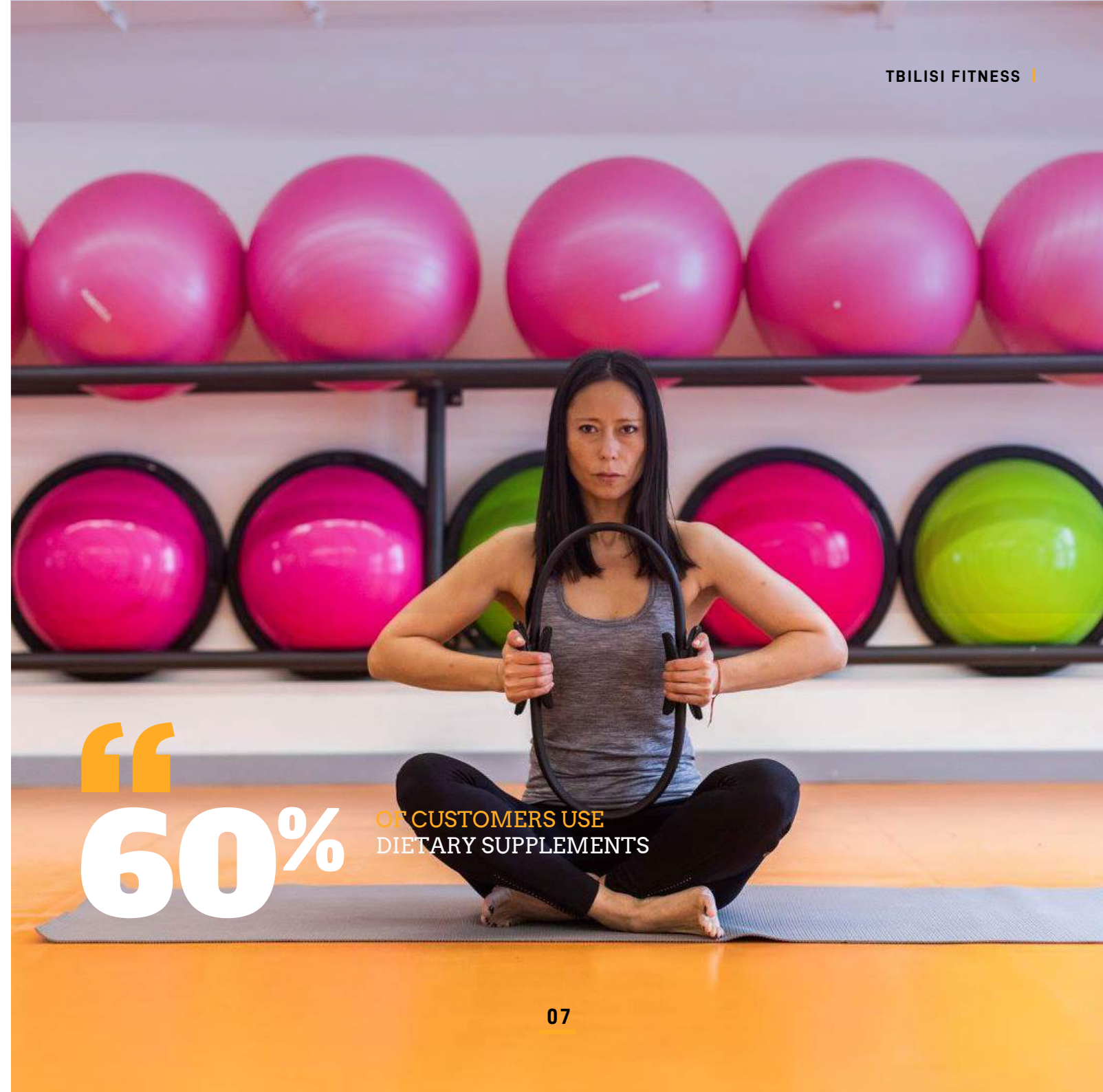
BREAKDOWN BY CATEGORY:



Yoga

Following the increase of healthy life-style awareness in Tbilisi, Yoga studios started to appear. Currently, there are 10 yoga studios in Tbilisi, which in total occupy 1,300 sq m. An average monthly cost of a yoga membership is 122 GEL. Compared to the Gym market, the Yoga market is far more untapped. But the market potential can be utilized, by stressing the Yoga health benefits. On top of a physical wellbeing, practicing Yoga is beneficial for mental health.

The top EU Countries have an average membership fee per month of USD 44.4 (2.1% of disposable income). In Tbilisi, the average membership fee is USD 40.65 (9% of disposable income, of the people employed in private sector).

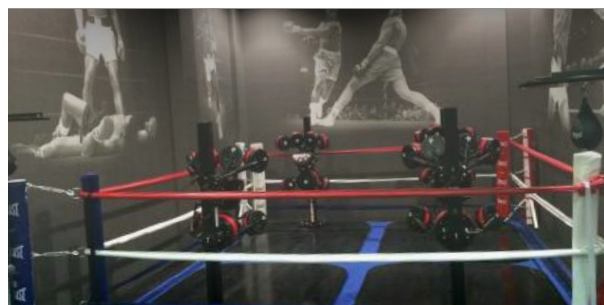


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60%

OF CUSTOMERS USE
DIETARY SUPPLEMENTS

The Main Players



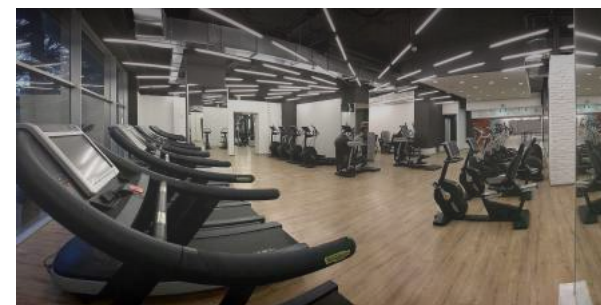
Aspria – midscale

Aspria is the largest fitness center in Georgia. It operates four branches in Tbilisi and one in Batumi. Aspria is a mid-scale gym that offers customers 24/7 access, group activities (Boxing, Aerobics, TRX) and the guidance of highly-skilled professionals for a fair price (99 GEL/month). Aspria is a great place for newcomers and for those who want to give different activities a try. The majority of customers belong to the 21-30 age group. The gym also has a health-bar where you can enjoy healthy drinks, snacks and buy dietary supplements. Aspria's floorspace in Tbilisi amounts to 4,123 sq m.



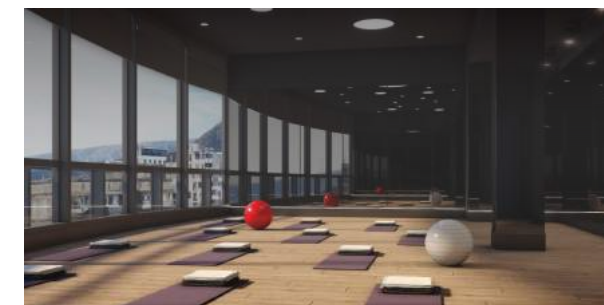
Champion's Academy - premium

Champion's Academy is a high-technology sports facility that is focused on martial arts. They offer professional training in MMA, Karate, Muay Thai and Judo, but you can also just hit the gym if you choose. They go out of their way to create a healthy, athletic environment and have a special ventilation system that circulates pure, mountain oxygen throughout building. The facility is distributed over four floors and amounts to 1,682 sq m.



Snap

Snap is an international operator that entered the Tbilisi gym market in 2013. By managing to offering a high quality service at a reasonable price, Snap positions itself somewhere between midscale and premium segment. Currently the company operates two branches, that are located on Chavchavadze avenue and Kazbegi avenue. A monthly membership at Snap costs 119 Gel and grants a 24/7 access to gym, including all types of different activities, such as Yoga, Pilates, Spinning, Boxing and many more. Snap also offers an exclusive types of muscle-relaxing massages, that are especially beneficial post-workout. Snap's floorspace in Tbilisi amounts to 1,871 sq m.



World Class - premium

World Class is a premium chain club that was established in Scandinavia in 1983. It opened in Tbilisi in 2017 on Melikishvili Avenue, and offers a view of the whole city from its place in the building of Tbilisi Concert Hall. Although the World Class monthly fee is 250 GEL, it includes numerous group activities, ranging from Pilates to Yoga, and sauna access too. It takes up an area of under 1000 square meters.

GYMS BY LOCATION

HIGH STREET	MIDTOWN	SUBURBS	SHOPPING CENTRE
21%	33%	38%	7%

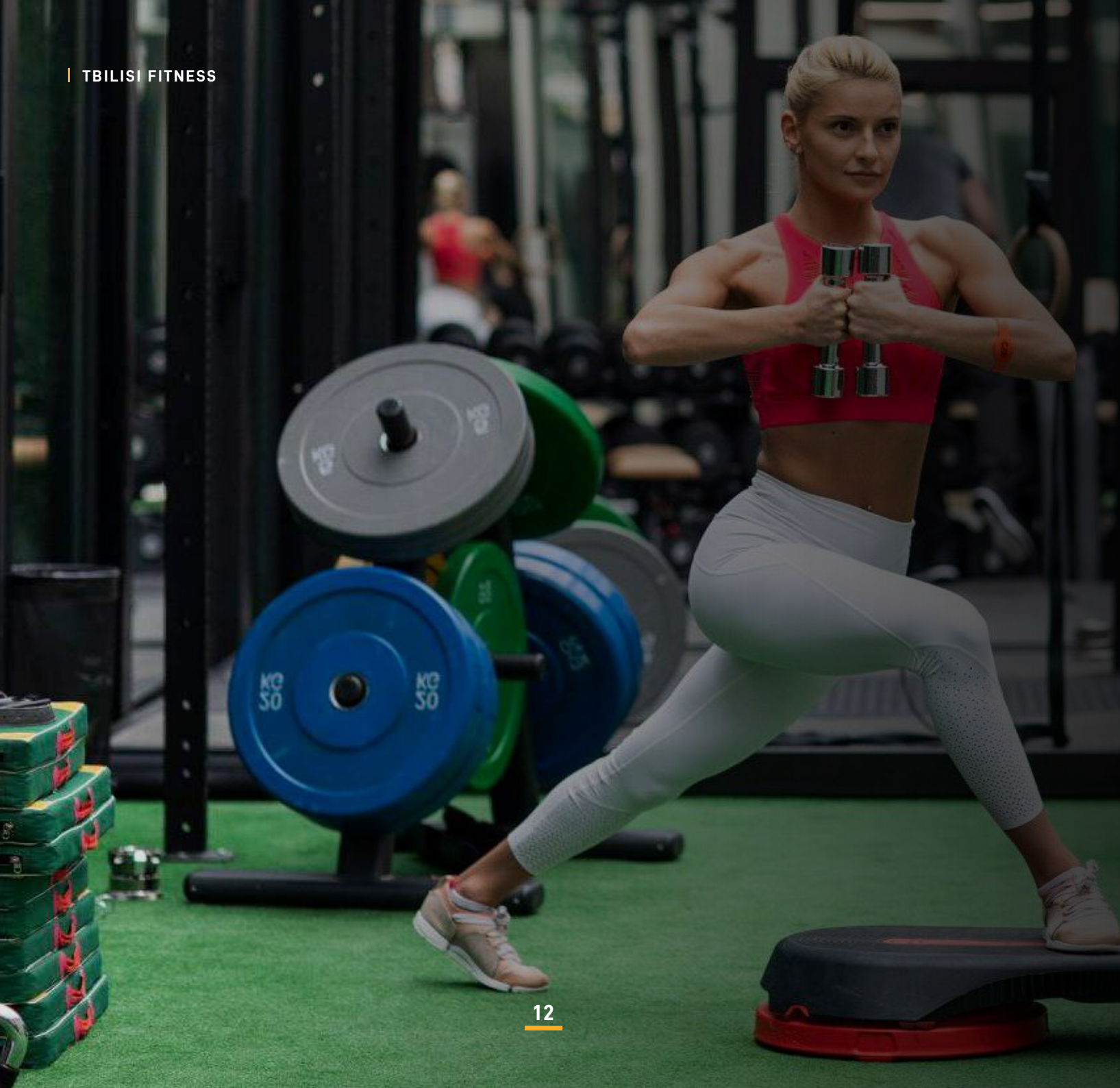
There are **13 gyms** per 100k households in Tbilisi

Weighted Average Rent = **USD 8.4**




Number of parks in Tbilisi equipped with exercise machinery: **214**

Overall, the Tbilisi gym market has been on the rise. The number of gyms increased by 20% in 2019, year-on-year. Gyms are becoming more service-oriented and a growing number of gyms are offering additional activities such as Pilates, Yoga and Boxing. The importance of gyms as social gathering places is growing.





BREAKDOWN BY CATEGORY:

	Average Monthly Membership	Gym Facilities	Example Operators
Low-budget 🔥	 65 🔥	Gym	Sakemata, Powerlifting Fitness
Midscale 🔥🔥	 105 🔥	Gym & Studio (Yoga,Pilates)	Snap, Prolife
Premium 🔥🔥🔥	 237 🔥	Gym, Studio, Possibly Pool	Fit Club, Champion's Academy

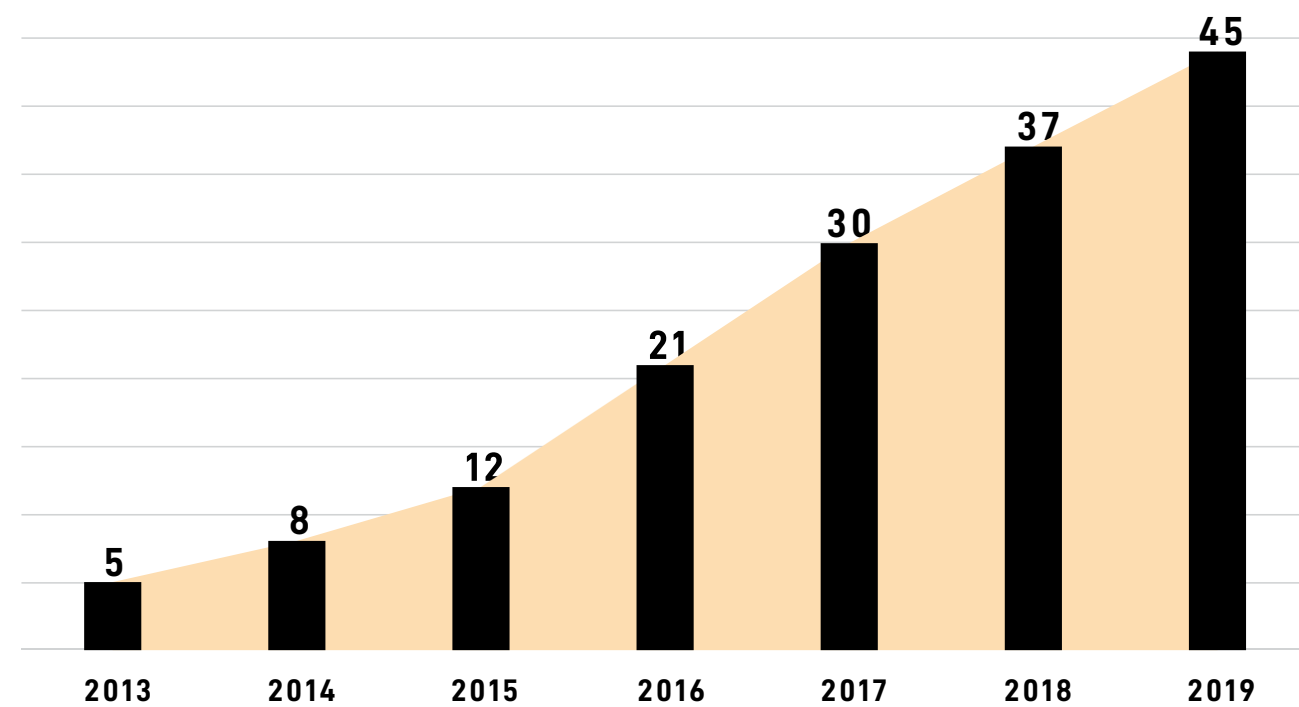
60%
of customers use dietary supplements

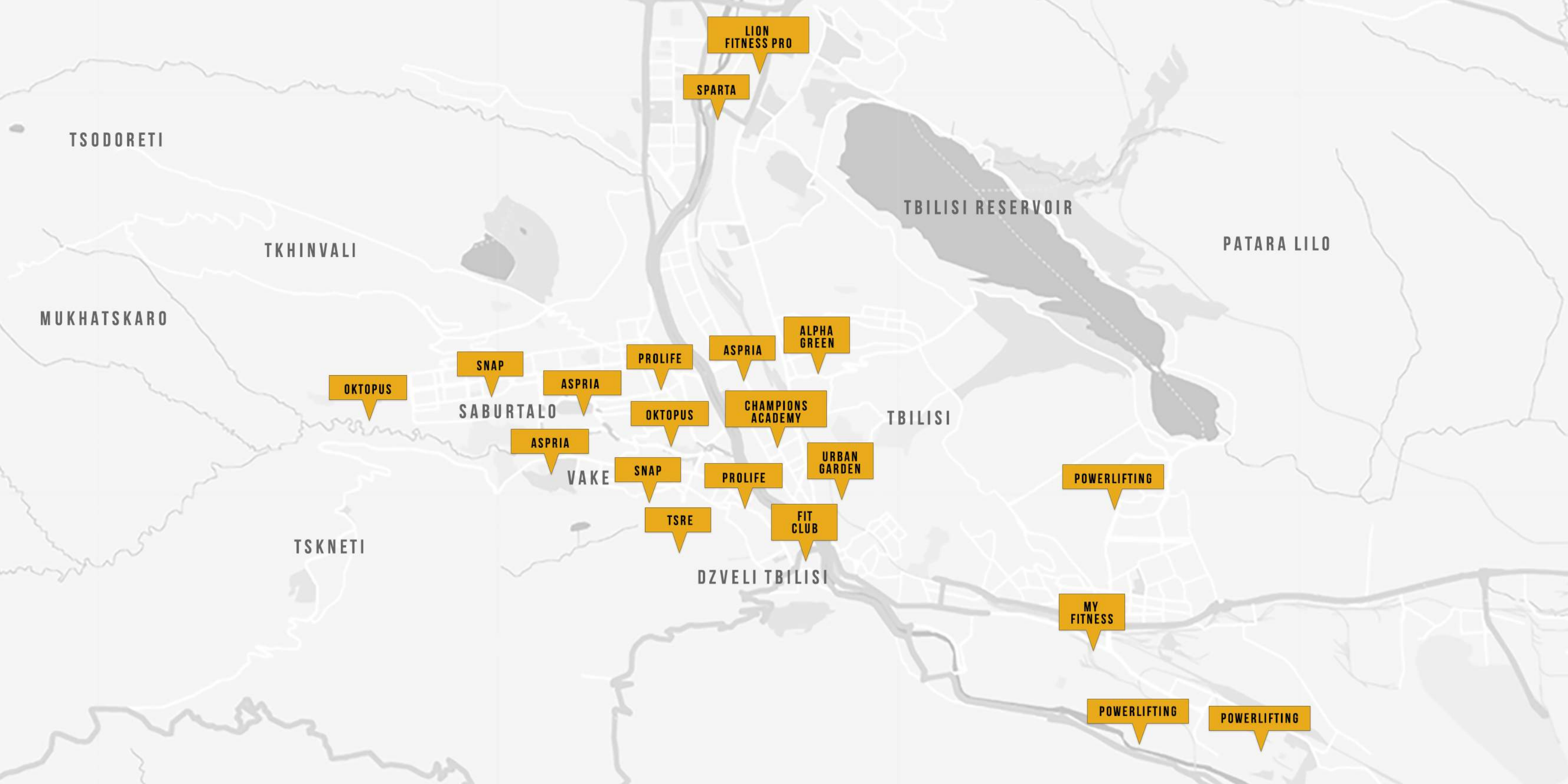
200 - 300 🔥
Personal Trainer per month

3 - 5 🔥
Protein shake per visit

What to expect

Currently, there are only two Gyms – Aspria in Homemart and Reforma in Gldani Plaza - that are located in shopping centers. King David Business Center is also planning to provide a gym. The Gym market in Tbilisi has yet to reach its full potential. Looking forward, we expect an increasing number of gyms in shopping malls and business centers.





TSODORETI

TKHINVALI

MUKHATSKARO

OKTOPUS

SNAP

ASPRIA

SABURTALO

ASPRIA

VAKE

TSKNETI

PROLIFE

OKTOPUS

SNAP

TSRE

ASPRIA

CHAMPIONS
ACADEMY

PROLIFE

DZVELI TBILISI

ALPHA
GREEN

TBILISI

URBAN
GARDEN

FIT
CLUB

TBILISI RESERVOIR

PATARA LILO

POWERLIFTING

MY
FITNESS

POWERLIFTING

POWERLIFTING

LION
FITNESS PRO

SPARTA

CONTACT US

Colliers International's specialist Leisure Agency and Leisure Lease Advisory teams provide market leading services across the diverse Tbilisi Health & Fitness sector.

For more details on our services, please contact us below:

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