

THE **HEALTHIER** & **HAPPIER** *REPORT 2025*

*NORDIC TRAINING S***T***ATS*

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WE ARE HAPPY TO PRESENT THE HEALTHIER & HAPPIER REPORT 2025

Welcome to The Healthier & Happier Report 2025 by SATS. This report provides an in-depth analysis of training habits, motivations, and the current state of physical activity across the Nordic countries.

Through the report we hope to spark conversations and highlight gyms crucial role in improving public health, emphasizing their accessibility, inclusivity, and importance in fostering healthier, more active communities.



METHODOLOGY

The study was conducted via Norstat's web panel across the Nordic countries from October 28th to November 6th, 2024, targeting respondents aged 15–85.

Total respondents: 4,193

Norway: 1,069

Sweden: 1,045

Denmark: 1,046

Finland: 1,033

Respondents answered in their local language about their training and activity habits*. The report highlights significant differences, meaning differences that are statistically significant at the 5% level. Non-significant (Ns) differences indicate observable trends without statistical significance.





A WORD FROM THE CEO

For the past 30 years, SATS has been dedicated to improving public health and making people healthier and happier.

Yet, physical inactivity is still evident as a global challenge, with profound implications for individual health and society as a whole. An inactive society is not only unhealthy but also costly; the World Health Organization (WHO) estimates that inactivity costs the public health system USD 27 billion annually and contributes to up to five million unnecessary deaths each year.* To address these issues, we must understand the barriers that prevent more people from becoming active.

Our findings show that gyms are fundamental to fostering healthier lifestyles. Across the Nordics, 30% of the respondents prefer working out at gyms. With its accessibility, strong community and expertise, we are part of the solution and play a key role as a public health player.

Moreover, mental health has emerged as a growing priority, with 44% citing it as one of their primary reasons for working out. These insights reinforce the role of gyms not only as locations for working out, but as central hubs for well-being.

By using the insights of this report, we can better understand the current trends and challenges that are shaping our public health. In 2025, SATS will continue to elevate the fitness experience with expanded services tailored to the needs of our members. Together with our 10,000 SATS employees, we are dedicated to helping our members improve their physical health, mental well-being, and overall quality of life.

Sondre Gravir
Sondre Gravir

*Treatment costs of around US\$ 27 billion annually if there is no change in the current prevalence of physical inactivity (see p3):
<https://www.who.int/publications/i/item/9789240060449>

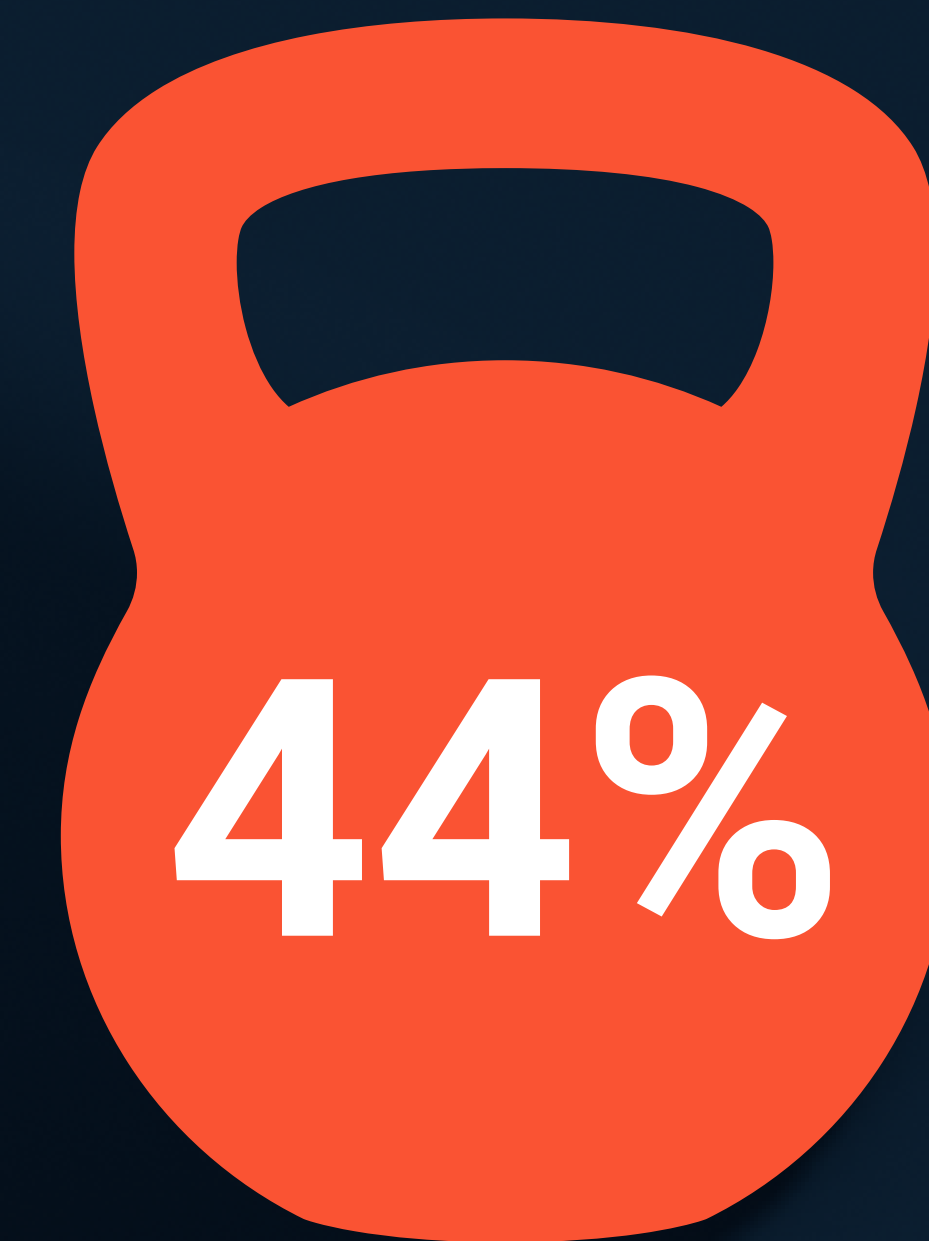
KEY FINDINGS



In the Nordic countries, 30% of people most often choose gyms as their primary exercise option.



20% of people report exercising more now than they did a year ago.



44% of people say improved mental health is an important reason for working out.



35% of Norwegians highlight the sense of community with other members as a key reason for using a gym.



Strength training is the top choice in Norway, with 36% of Norwegians prioritizing weight training compared to 29% across the Nordic countries.



Finns stand out when it comes to sleep benefits, with 54% linking exercise to better sleep. This compares to 38% in Norway and 33% in Denmark.



23% are completing 3–4 exercise sessions a week.



Women report experiencing more positive effects from exercise compared to men.



73 % ARE EXERCISING MORE OR AS MUCH AS THEY WERE A YEAR AGO

You need look no further than the Summer and Winter Olympics to understand that staying in shape is something that the Nordic countries have in common.

And when one in five people state that they now work out and exercise more than they did the previous year, this demonstrates that the Nordics have now upped the pace even more. Whether this is at a local gym or on a forest trail, it is clearly apparent that looking after our health has become a major priority for Nordic citizens.

Be it a short hike, a yoga session, or lifting weights, the Nordic countries are demonstrating that every step, bend, and lift counts in our effort to create a healthier region.

For increasingly more people, exercise regimes are becoming important. Over half the population states that they stick to a fixed regime and maintain it over an extended period.

Nevertheless, the figures in this survey show that there are interesting differences and some reassuring similarities in the exercise habits of the four countries: Norway, Sweden, Denmark, and Finland.

20%

Around 20% of the population in the Nordic region report exercising more than they did a year ago, highlighting a positive trend across all countries.

17%

Finland leads in daily activity, with 17% of Finns exercising every day, compared to 10% of Norwegians, 9% of Danes, and 15% of Swedes.

25%

Despite the overall positive trends, 25% report exercising less, reflecting time constraints, health challenges, or lifestyle changes.

53%

A consistent 53% of the Nordic population maintain their previous activity levels, emphasizing a fundamental commitment to regular exercise.

IN THE NORDIC COUNTRIES, 30% OF PEOPLE MOST OFTEN PREFER GYMS

This is where we are at our most active. As a case in point, one-third of the population reports that gyms are their favourite place to exercise/work out.

What is it that distinguishes gym members from people who are physically active in other arenas? They exercise more, and they exercise more routinely: Across the Nordics, people who use gyms are more likely to work out three to four times per week than those who don't use gyms.

The Swedes are the keenest of all: Well over 50% who use gyms visit them three times per week or more.

Fixed routines, a variety of activities, and a sense of community mean that gyms offer more than a lifestyle that merely builds muscles: good health that lasts and a social environment.

30%

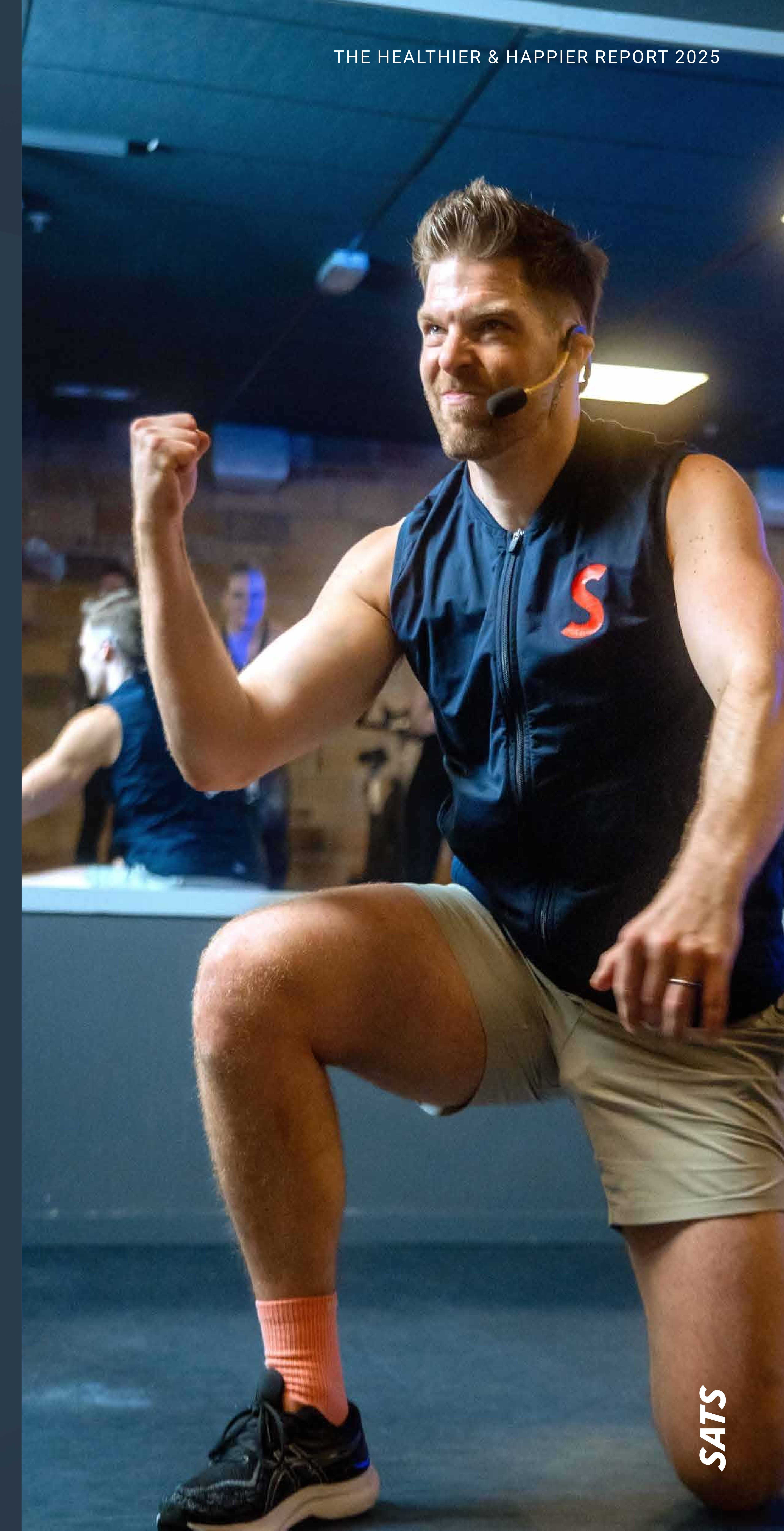
30% of the Nordic exercise population most often choose gyms, with Swedes leading at 34%, followed by Danes at 33%, Norwegians at 30%, and Finns at 22%.

57%

Swedes are also the most consistent gym-goers, with 57% of Swedish gym members training three times a week or more.

71%

Finnish gym participation is lower but is compensated by a higher preference for outdoor training, with 71% mostly exercising outdoors.



WHY PEOPLE CHOOSE GYMS: COMMUNITY, CONVENIENCE, AND FLEXIBILITY

In the Nordics, gyms have become an integrated lifestyle choice for many people.

Accessibility and proximity are critical factors for ensuring that exercising and working out become a habit – the easier it is to exercise close to work, school or home, the easier it is to prioritize physical activity.

Efficiency is the key for Swedes and Danes. For them, it's important that their exercise experience is seamless and practical. Clean premises, state-of-the-art equipment, and trouble-free access are some of the key factors that ensure they return again and again.

Norwegians have turned gyms into social arenas. For many, spending time with friends, family, or colleagues is just as important as completing their daily workout. A sense of community and working out together mean that a gym is more than just somewhere to engage in physical activity – it is also an important social arena.

In Finland, flexibility is key. Extended opening hours and a wide range of activities contribute to Finns enjoying their workouts. For them it is important that their exercise regime can form part of a busy and varied day.

35%

of Norwegians highlight
community with other members
as a reason for using a gym.

**THREE TO FOUR VISITS
PER WEEK IS NORMAL,
AND SOME FINNS
TAKE IT EVEN FURTHER**

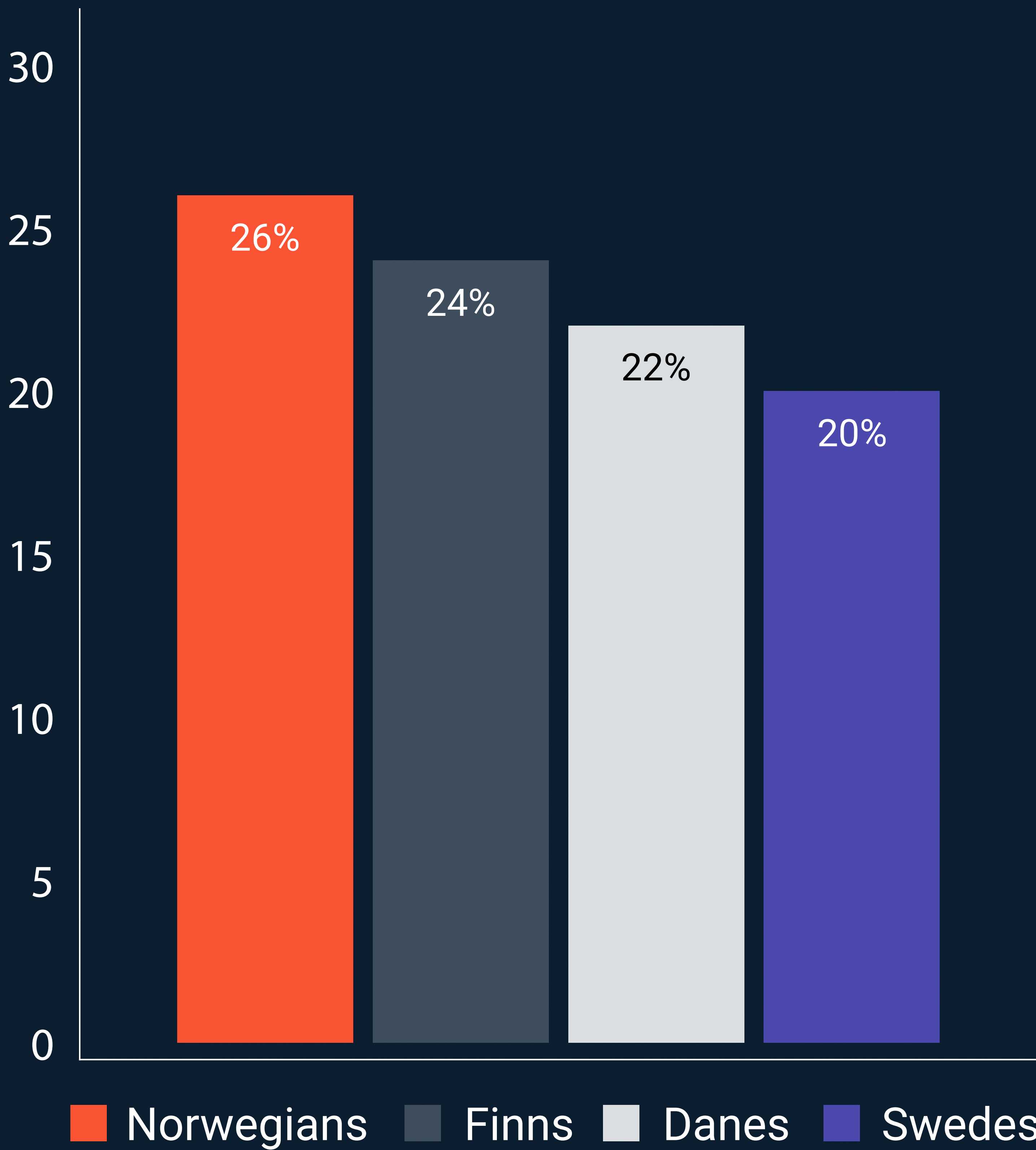
For many people living in Nordic countries, their optimal exercise frequency is three to four times per week, just enough to keep you strong and motivated, without overdoing it.

In many cases, people between 60 and 84 years of age also exercise at this level, so it is clear that this balanced approach has become a lifestyle choice, especially in Norway and Finland, where the figures are quite stable.

Finns also go the extra mile: One-third of Finns exercise more than four times per week, and 17% are active every single day.

And what about those who choose gyms?

It is much more likely that they will exercise three to four times per week, compared to those who exercise at home, outdoors or in other locations.



The most common workout frequency is 3–4 times a week, with 26% of Norwegians and 24% of Finns leading this habit.

Finns stand out as the most active overall, with 30% exercising more than four times a week and 17% training daily.

Gym-goers in the Nordic region are significantly more likely to achieve this frequency compared to those training at home or outdoors.

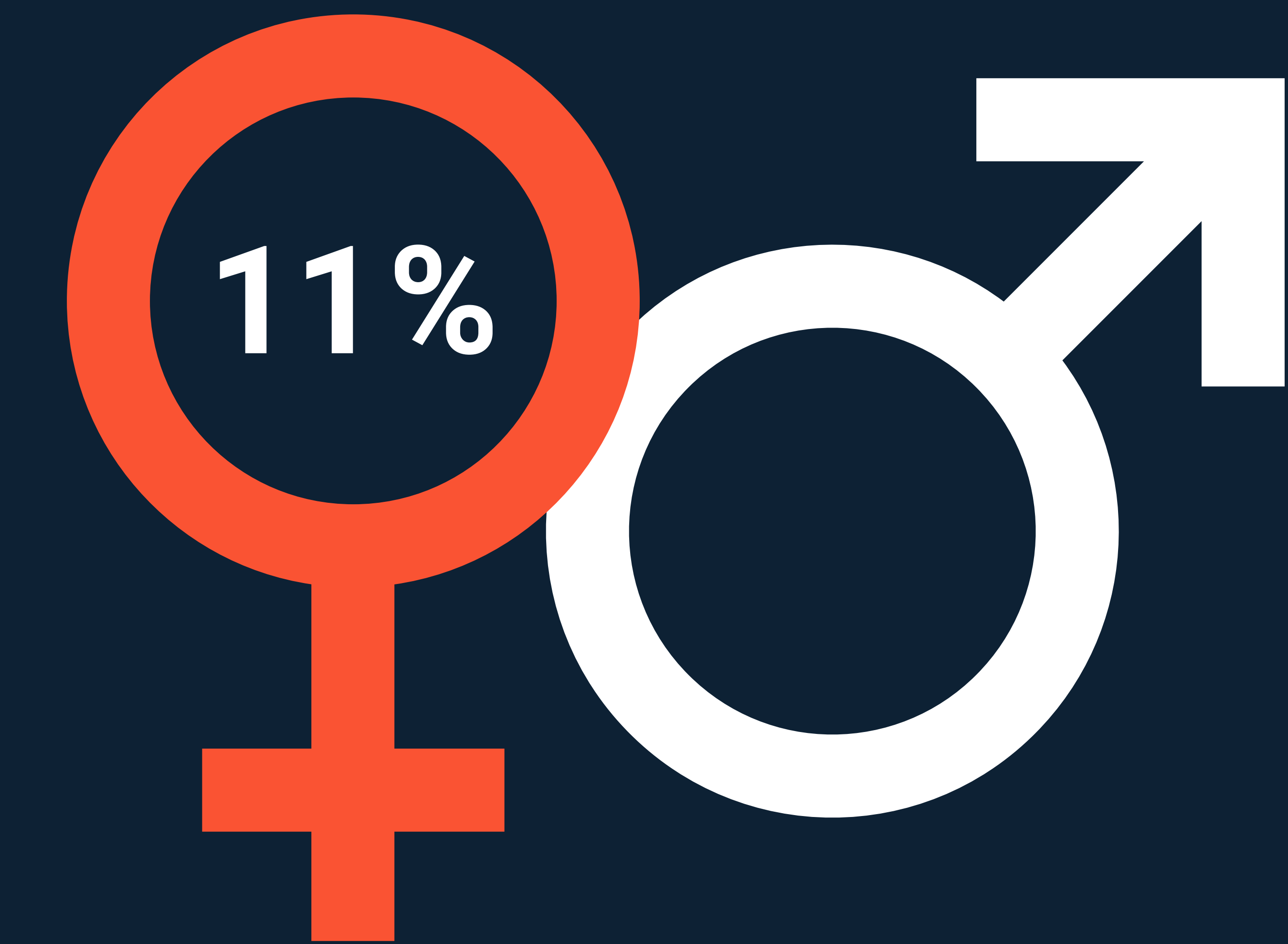
WOMEN EXPERIENCE MORE BENEFITS: INCREASED ENERGY, WELL-BEING AND SOCIAL CONNECTION

Women experience more positive effects from exercise compared to men. Group exercise plays a vital role in women's physical activity.

In Norway, 66% of women say they gain more energy from working out, compared to 53% of men. In Sweden, 65% of women report an overall sense of well-being (compared to 55% of men), and in Denmark, the pattern is similar: (61% of women vs. 45% of men).

In Finland, 61% of women say they feel increased joy from exercise, compared to 49% of men.

Group classes seem to play a vital role in women's physical activity. Women excel at taking advantage of the varied social offerings, whether it's pilates, dance, or anything that combines sweating with socializing.



Women in Denmark report a greater increase in activity levels compared to men.

Women dominate participation in group training, especially in Sweden and Denmark, where 11% regularly attend classes.

Across the Nordics, women are more likely than men to prioritize exercise for mental health benefits and social connection.

Norwegian women lead the way in combining gym workouts with outdoor activities, showcasing a versatile approach to fitness.

STRENGTH TRAINING MOST POPULAR IN NORWAY

Norwegians top the list when it comes to prioritizing strength training in the Nordics.

36% of Norwegians who actively use gyms state that this form of exercising and working out is high on their list.

In Sweden and Denmark, exercise habits are more balanced – in which a combination of group sessions, conditioning and strength are key. In Finland we see a clear predilection for outdoor activities such as running and cycling.



36%

Norwegians prioritize weight training.

Weight training is most popular in Norway, where 36% of Norwegians prioritize it, compared to 29% across the Nordic countries.

25%

of Finns prioritize weight training.

They emphasize outdoor activities such as cycling and running, while less focus is placed on weight training at 25%.



REASONS TO HIT THE GYM: MENTAL HEALTH, HAPPINESS, AND A SENSE OF COMMUNITY

Many people highlight mental health as a very important aspect of their motivation to exercise. 44% of Norwegians, Swedes, and Finns closely associate their workouts with the positive effects they experience on their mind and mental well-being afterward.

In Norway, the social aspect is also highlighted as a key source of motivation. Whether group sessions, outdoor exercise, or exercising at a gym, many Norwegians use physical activity as an arena for meeting other people.

In Denmark, one specific aspect emerges more than in the other Nordic countries: Image. 20% of people in Denmark state that image is part of their motivation – which is considerably higher than in the neighbouring countries. The extent to which their exercise habits match their self-image and how they are perceived by others is important.

The primary motivations across the Nordic countries seem to be better physical health and maintaining a healthy lifestyle, cited by the majority of respondents.



The mental health benefits of exercise are a significant motivator for 44% of Norwegians, Swedes, and Finns, while Danes rank this slightly lower at 42%.



Norwegians are more likely to exercise for a sense of community, with 14% citing this as a motivation compared to the Nordic average of 9%.



Danes are the most appearance-driven, with 20% prioritizing image as a key motivator, compared to 6% in Norway and Finland.

EXERCISE AS THERAPY: GYM GOERS BOOST MENTAL HEALTH AND BETTER SLEEP

In the Nordic countries, physical activity is more than just about the physical aspect. It is a tool for achieving a better version of yourself, and movement turns out to be a form of therapy.

44% of the people we surveyed directly connected exercising with improved mental health.

Finns highlight better sleep as a significant benefit of exercising, more so than the neighbouring countries.

These benefits are experienced significantly more by people who use gyms. The established routines and social interaction contribute to a better mood and reduced stress.

Outdoor activity also has the same effect. Stress reduction and an increased sense of well-being is also highlighted by people who use nature to engage in physical activity.



Across the Nordics, 44% of respondents say that exercise improves their mental health, with consistent responses across all countries.



Improved sleep quality is a unique benefit for Finns, with 54% linking exercise to better sleep, compared to 38% in Norway and 33% in Denmark.

MIXING IT UP: BLENDING OUTDOOR ADVENTURES WITH INDOOR WORKOUTS

Nature's role as a training arena in the Nordic countries remains strong, and the many beautiful surroundings are an important part of people's exercise regimes.

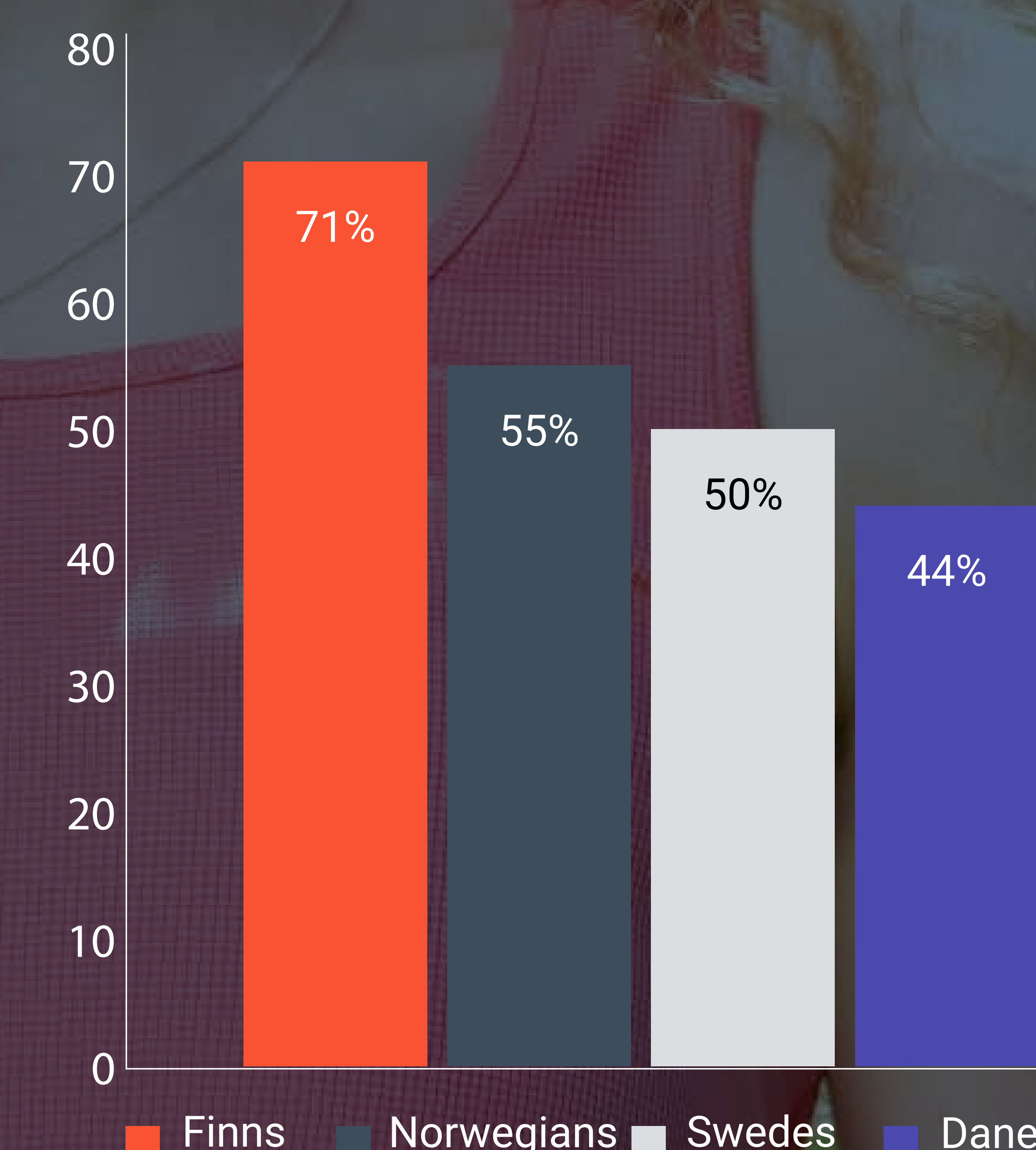
57% of the Nordic population choose hiking along paths and roads as their primary activity.

In Finland, exercising outdoors is particularly popular: 71% of Finns primarily train outdoors, turning every forest, plain, and hilltop into workout equipment. Finns also rank highest in cycling and running.

Norwegians are good at combining outdoor and indoor exercise, and one in ten choose a varied exercise regime that includes exercising outdoors, working out at a gym, as well as exercising at home. Young adults in particular combine multiple activities to achieve a varied training programme.

Finns lead in outdoor training

– with 71% training outdoors, compared to 55% of Norwegians, 50% of Swedes, and 44% of Danes.



SATS MEMBERS* WANT TO GET STRONGER

Becoming stronger is the main reason members join SATS in Denmark, at 28%, followed closely by Norway at 26% and Sweden at 27%. In Finland, the primary motivation is improving physical health, at 27%, though strength remains important for 21%. Better mental health is another key reason, cited by 19% of members in Finland, 16% in Norway and Sweden, and 13% in Denmark.

The number of SATS members who train individually at the gym has increased since 2019, and more and more choose group classes as part of their membership. A combination of individual training and group classes is common.

SATS members train the most at the beginning of the week, with Monday being the most popular day, followed by Tuesday. Monday between 4 PM and 6 PM is the most popular training time across the Nordics, a trend that has remained relatively stable. On weekends, early morning between 9 AM and 12 PM

is preferred, although Danish and Swedish members often start slightly earlier than Norwegians and Finns.

Despite activity decreasing somewhat as the week progresses, SATS members keep training going through the weekend. Friday training accounts for 12–13% of the week's visits, while Saturday and Sunday ensure additional activity with 10–12% of the visits. This shows that many Nordic members still prioritize exercise as the week winds down, with weekend mornings being a favorite for most.



Strength: 28% of Danes, 27% of Swedes, and 26% of Norwegians join SATS to get stronger.



Peak: Monday 4–6 PM is the most popular workout time across the Nordics.



Weekend: 10–12% of weekly workouts happen on Saturdays and Sundays.

*Survey among SATS members only

***SATS LOOKING AHEAD:
THE MAIN TRENDS FOR 2025***

“We expect to see a holistic approach to training in the years to come. People are visiting SATS both for tough hi-intensity or strength workouts but also for relaxing and taking care of body and mind. People expect more than just a workout; community, atmosphere and entertainment are important keys to success.”

Ellen Marie Vanberg,
Nordic Chief Product Officer



A HOLISTIC APPROACH TO OWN HEALTH

Looking into 2025, we expect to see a holistic approach to training also in the year to come. People visit the gym both for tough high-intensity or strength workouts but also to learn techniques to stress down, relax, and take care of their body and mind.

Calm and gentle classes are growing in popularity, and in 2024 we introduced the wellness bundle: a bundle of four calm classes to meet the need for relaxation in a hectic everyday life. The biggest hit so far is the class Aroma Relax, which is a calm yoga class with a focus on soft movements, stretches, and deep relaxation, supported by essential oils from diffusers. In 2025 we are expanding it further with a Breathing for Stress Relief class which focuses on breathing techniques to calm the nervous system and reduce stress.





PILATES ***STILL TRENDING***

We expect to see a continued demand for pilates in all forms and shapes. Everything from classic pilates classes to HIIT and Power Pilates and also lifting it to the next level with reformer pilates. Q1 2025 we are launching our Reformer concept studio with a variety of classes in a modern, flexible, and inspiring space in Norway and in Sweden.

In Denmark we already have a reformer concept called Gravity which has been one of our most popular classes for some years and that we will further develop in the coming year. We have seen this trend for some years in boutique gyms, and we are so happy to finally launch our own version also in Norway and Sweden.

RUNNING AND STRENGTH TRAINING

Running and strength training are workouts that we expect will continue to be popular also in 2025. Our indoor running classes are by far the most popular group exercise classes, and we expect this popularity to continue. High Intensity Interval training, either in a strength HIIT room, on a bike or on a treadmill, is more popular than ever, and we will continue to expand our HIIT concept with even more classes within this segment.

The focus on experience-driven fitness is more important than ever and people expect more than just a workout – where community, atmosphere, and entertainment are important keys to success.

We look forward to continuously expanding our product offer, building a strong and supportive community, and creating an inspiring atmosphere at our clubs, in order to make people healthier and happier.



THE HEALTHIER & HAPPIER REPORT 2025

NORDIC TRAINING STATS – DANMARK

DANMARK

INTRODUKTION:

Danskerne viser et stærkt engagement i træning, og mange prioriterer sundhed og velvære. Samtidig er der barrierer, der skal overvindes for at engagere endnu flere i fysisk aktivitet. Denne rapport belyser, hvordan træning styrker både fysisk og mental sundhed i Danmark, og hvordan fitnesscentre spiller en nøglerolle i at fremme en sund livsstil.



Nøglefund:



Regelmæssig aktivitet: 42 % af de adspurgte danskere træner mindst 3-4 gange om ugen, og fitnesscentermedlemmer viser endnu højere frekvens, hvor 58 % træner tre gange om ugen eller mere.



Fitnesscentrets rolle: 33 % af danskerne foretrækker fitnesscentre som deres primære træningssted. Brugere af fitnesscentre er mere konsekvente og oplever ifølge dem selv større fordele, såsom bedre mental sundhed og socialt fællesskab.



Stigning i aktivitetsniveau: 21 % af danskerne træner mere end for et år siden, hvor yngre aldersgrupper er de førende drivkræfter. Kvinder viser en lidt større stigning end mænd, idet 23 % af kvinderne træner mere end før.



Motivation: Bedre fysisk sundhed er den største drivkraft, hvor 58 % angiver dette som deres hovedmotivation. Mental sundhed er også vigtig, med 42 %, der nævner dette som en nøgleårsag.

44 %

Naturen som træningsarena: 44 % af danskerne foretrækker at træne udendørs, hvilket viser en stærk tilknytning til naturen. Gåture er blandt de mest populære aktiviteter.

19 %

Teknologisk inspiration: Sociale medier og træningsapps spiller en stigende rolle, især blandt yngre. 19 % finder inspiration fra familie og venner, mens yngre danskere søger inspiration på Instagram, TikTok og YouTube.

35 %

Barrierer for træning: 35 % af danskerne angiver manglende motivation som den største hindring for at træne. Andre barrierer inkluderer sygdom, skader og tidsmangel.



DANSKE TRÆNINGSVANER

De nordiske lande har alle en høj levestandard og et veludviklet sundhedsvæsen. Ikke desto mindre udgør stillesiddende livsstil og inaktivitet også i Danmark en stor sundhedsudfordring med markante konsekvenser for folkesundheden på individ- og samfunds niveau.

De samlede omkostninger ved inaktivitet i Danmark er betydelige. Regelmæssig fysisk aktivitet er en anerkendt faktor til modvirkning af ikke-smitsomme sygdomme som hjerte-kar-sygdomme, type 2-diabetes samt visse former for kræft. Fysisk aktivitet kan også forbedre de kognitive evner og kan bruges som en del af forebyggelse og behandling af depression og angst.

Derfor er det positivt, at fysisk aktivitet ikke kun er en midlertidig trend, men en stadig vigtigere del af hverdagen for den danske befolkning. Når 42 % af danskerne træner mindst 3-4 gange om ugen, viser det en evne og vilje til at prioritere egen sundhed. Danskerne er blevet bedre til – på tværs af generationer – at etablere gode motionsvaner og holde dem ved lige.

Et godt alment helbred er stadig den vigtigste

motivation for danskerne, men det mentale aspekt og det sociale fællesskab spiller også en væsentlig rolle.

Tallene understreger den vigtige rolle, aktører som SATS spiller for at fremme regelmæssig træning.

Medlemmer af træningscentre er markant mere aktive end dem, der ikke bruger et træningscenter, og mange peger på socialt samvær og forbedret mental sundhed som bonuseffekter af medlemskab.

Rapportens resultater understøtter målet om at forbedre folkesundheden og reducere de socioøkonomiske omkostninger forbundet med inaktivitet. Fremme af regelmæssig motion og inkluderende, tilgængelige træningsmiljøer for alle er afgørende for at løse disse udfordringer.



42 % af danskerne træner 3-4 gange om ugen eller oftere.*



Bedre fysisk sundhed er fortsat den vigtigste motivation for danskere til at deltage i regelmæssig træning.



Andelen, der træner hver dag og mindst 3-4 gange ugentligt, er højere blandt de 60-85-årige end blandt de 15-59-årige.

*Gælder kun for dem, der har svaret på rapporten.

ÆLDRE DANSKERE ER MERE TILFREDSE MED LIVET

52 % af danskerne angiver, at de generelt er tilfredse med deres liv.

Tilfredsheden stiger jævnt med alderen fra 30-44 år og ældre, og blandt dem over 60 år angiver 66 % en høj grad af tilfredshed med, hvordan livet går. Det tyder på, at livskvaliteten – også med alderen – kan forblive høj.

Motionsglæde i sig selv er også tydelig i Danmark, og 46 % angiver øget glæde som en top 3 oplevet effekt af fysisk aktivitet. For både kvinder og mænd består top 3 af mere energi, bedre generel velvære og øget glæde.

For dem over 60 år står øget generel velvære samt bedre mobilitet klart øverst på listen.



66 % af danskerne over 60 år beretter om høj tilfredshed, hvilket gør denne gruppe til den mest tilfredse.

21 % AF DANSKERNE TRÆNER MERE END FOR ET ÅR SIDEN

Tiden er kostbar for danskerne, og hvordan vi vælger at bruge den afspejler, hvad vi prioriterer i livet. Bare det at afsætte et par timer om ugen til træning har en stor effekt, både for den enkelte og for samfundet, især når man kombinerer intensitet med et klart defineret formål.

21 % af danskerne angiver, at de motionerer mere nu, end de gjorde for et år siden.

Blandt de yngre i aldersgruppen 15-44 år har 32 % øget mængden af træning, hvilket også lover godt for fremtiden.

Kvinderne ligger lidt foran: 23 % af danske kvinder angiver, at de motionerer mere end sidste år, sammenlignet med 19 % af de danske mænd.

Samlet set træner omkring halvdelen lige så meget som for et år siden, mens 24 % træner mindre.

21%

af danskerne
træner mere end
for et år siden.

44%

træner oftest
udendørs.

33%

træner oftest i
træningscenter.

Yngre aldersgrupper fører an:
1 ud af 3 personer i alderen 15-29
år angiver, at de motionerer mere
sammenlignet med sidste år.

TRÆNINGSCENTRE FØRER TIL MERE TRÆNING

Brugerne af træningscentre er bedre til at holde fast i træningen end dem, der ikke gør brug af centrene. Mens 21 % af danskerne i alt angiver, at de træner mere end for et år siden, træner 28 % af træningscentrenes brugere mere end for et år siden. Andelen, der træner mindst 3-4 gange om ugen, er også højere blandt brugere af træningscentre.

Kvinder, med 35 %, er noget mere flittige end mænd, hvor 30 % bruger træningscentret. Samtidig dominerer den yngre målgruppe aldersmæssigt, da 43 % oftest bruger træningscentret.

Når 58 % træner mindst tre gange om ugen, viser det tydeligt, hvordan forpligtelsen i at være medlem samt tilgængeligheden af et træningscenter hjælper med at opretholde de gode træningsvaner.



58 % af brugerne af træningscentre træner tre gange om ugen eller mere, sammenlignet med 43 % af dem, der ikke bruger et træningscenter.



31 % er enige i, at man træner i et center for at være en del af fællesskabet med andre medlemmer, 27 % for at socialisere med familie og bekendte.



72 % træner i træningscentret, fordi det er en vigtig del af hverdagen.

DANSKERNE FOKUSERER PÅ ALSIDIGHED

Styrketræning dominerer i flere af de andre nordiske lande, men i Danmark er der samlet set 29 %, der har fokus på at opbygge kernemuskulatur og styrke. Blandt dem, der bruger træningscentret, fokuserer derimod hele 47 % på styrketræning.

Kvinder foretrækker til en vis grad det sociale aspekt gennem holdtimer som for eksempel yoga og pilates. Samtidig udnytter danskerne fortsat naturen og det omkringliggende landskab til at holde sig i form. Mange vælger at træne udenfor, hvor gåture på veje og skovstier er en populær aktivitet.

Markant flere af dem, der træner i et træningscenter, 18 %, end dem, der ikke gør det, 9 %, deltager i en eller anden form for holdtræning.

47 % af brugerne af træningscentre prioriterer styrketræning, hvilket er betydeligt højere end de 23 % blandt dem, der ikke bruger et træningscenter.

DANSKERNE PRIORITERER TILGÆNGELIGHED OG RENLIGHED

Tilgængelighed, renlighed og alsidigt træningsudstyr er de vigtigste faktorer for danskerne, når de skal vælge træningscenter.

87 % fremhæver, hvor vigtigt det er, at træningscentret ligger tæt på hjemmet, arbejdet eller skolen, så det bliver nemmere at prioritere fysisk aktivitet som en del af hverdagen.

For kvinder er alsidigheden af holdtilbud og tidspunktet for holdtræning noget vigtigere end for mænd. Tilbud om en personlig træner er vigtigere for mænd end for kvinder, når der skal vælges træningscenter.

31 % af danskerne angiver, at centerpersonalet er vigtigt for deres valg, og 25 % lytter til anbefalinger fra venner, inden de bliver medlemmer.



87 %

af danskerne prioriterer nærhed til hjem eller arbejde, når de vælger træningscenter.

39 %

af de kvindelige respondenter lægger vægt på tidspunktet for holdtimer sammenlignet med 12 % af mændene.



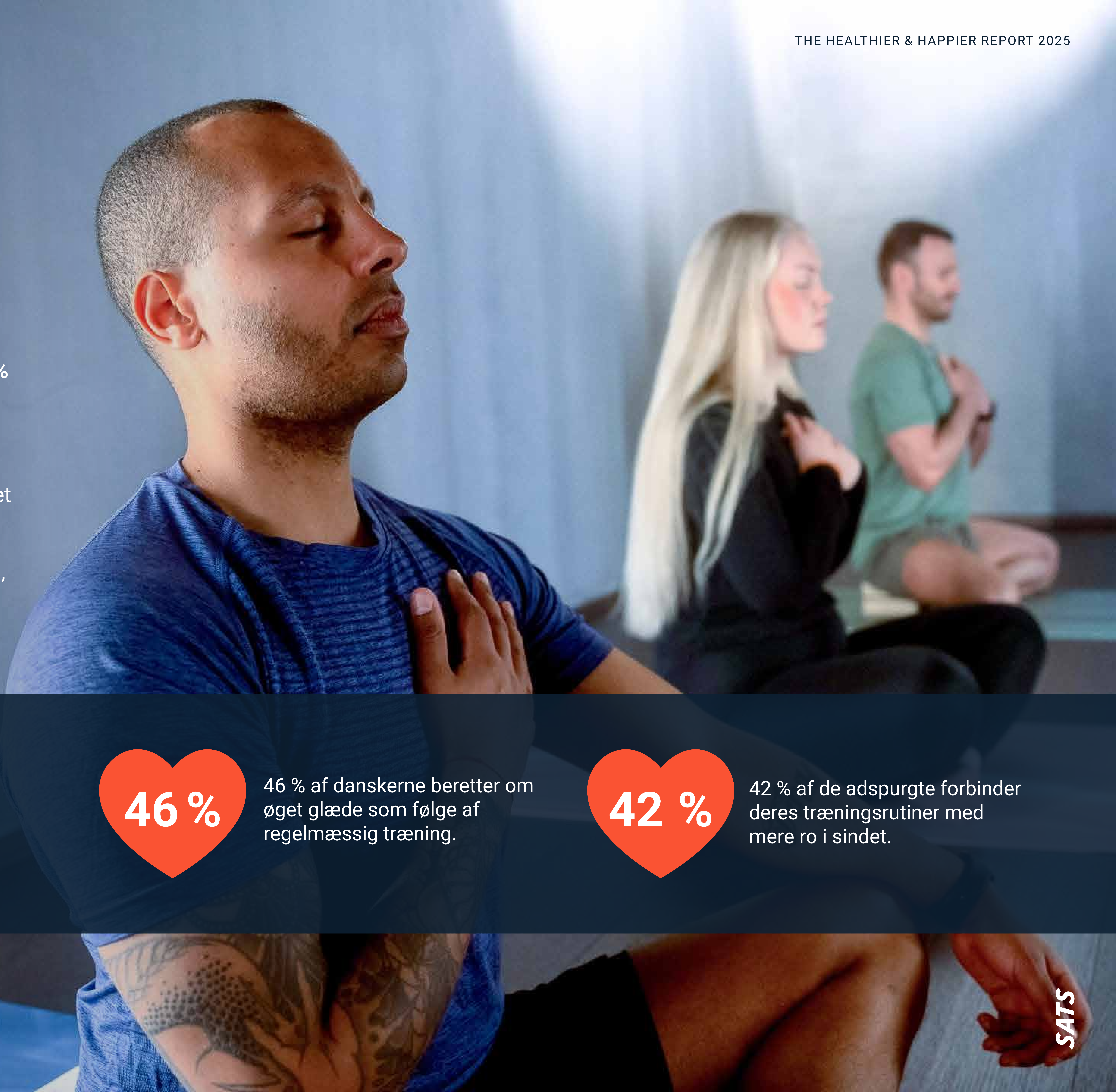
OPLEVET EFFEKT AF TRÆNINGEN

De fysiske effekter af træning står klart for danskerne: Bedre generel velvære, mere energi og øget glæde er vigtig. 53 % angiver, at øget generel velvære er den mest mærkbare effekt af træningen, mens 52 % siger mere energi.

Samtidig er den oplevede værdi større, end man ville forvente. Bedre søvn og mindre stress er blandt de seks mest almindelige effekter, danskerne angiver, og det afspejler, hvordan regelmæssig fysisk aktivitet kan forbedre flere aspekter af danskernes liv.

Dem, der træner i et center, oplever i højere grad disse effekter end dem, der ikke bruger et center – bl.a. angiver 57 % af brugerne, at de oplever øget glæde, sammenlignet med 43 % af dem, der ikke er medlemmer.

Både centerbrugere og udendørsentusiaster fremhæver lavere stressniveauer. Bedre generel velvære, mere energi og større bevægelighed er vigtig.



46 %

46 % af danskerne beretter om øget glæde som følge af regelmæssig træning.

42 %

42 % af de adspurgte forbinder deres træningsrutiner med mere ro i sindet.

BEDRE MENTAL SUNDHED ER EN STOR MOTIVATION FOR DANSKERNE

Tid og helbredsproblemer er almindelige forhindringer for dem, der ikke er fysisk aktive. Motivation er også en stor udfordring. Motivationen til at være aktiv varierer og er ofte knyttet til personlige mål som at styrke fysisk og mental sundhed eller være en del af et socialt fællesskab.

Glæden ved at holde sig i form er den mest udbredte motivation for at være fysisk aktiv i Danmark, og 58 % angiver bedre fysisk sundhed som årsag.

På tværs af alle aldersgrupper er mental trivsel vigtig, og 42 % angiver, at bedre mental sundhed er en afgørende motivation for fysisk aktivitet. De mest almindelige årsager til at træne er ofte de samme, uanset om du træner i et træningscenter eller ej, med nogle variationer på listen over de hyppigst nævnte årsager.

51 % af dem, der træner i et træningscenter, angiver opbygning af muskler som grund til at træne, mens det gælder 29 % af dem, der ikke træner i et træningscenter. Brugere af træningscentre afkrydser generelt flere grunde end dem, der ikke er brugere.

58 %

58 % træner for at forbedre deres fysiske helbred, det er den hyppigst nævnte motivation.

42 %

Bedre mental sundhed er en stærk motivation for 42 % af respondenterne.

**At føle
sig gladere
er en vigtig
drivkraft.**

SOCIALE MEDIER PÅVIRKER VORES TRÆNINGSVANER

I hverdagen spiller teknologi en stadig mere integreret rolle, og det påvirker også danskernes træningsvaner. Der kommer løbende nye værktøjer og muligheder for at måle fremskridt, hente inspiration og opdage nye trends.

Danskerne er dog blandt de mere analoge sammenlignet med andre lande i Norden. For eksempel siger 14 % af danskerne, at de søger inspiration fra Instagram, mens det tilsvarende tal i Sverige er 22 %. I Danmark henter mange, nemlig 19 %, inspiration fra venner, familie og bekendte.

Derudover er YouTube, træningsapps som Strava, TikTok samt instruktørerne i centrene med i top 6 over inspirationskilder.

19 % af kvinderne finder inspiration på Instagram, hvilket er en markant højere andel end hos mænd, hvor 8 procent gør det, mens 17 % af mændene foretrækker YouTube. De yngste er langt mere digitale og inspirerede af influencere end de tre ældste aldersgrupper. Blandt de 15-29-årige finder 29 % inspiration på Instagram og TikTok, mens hele 39 % henter inspiration på YouTube.

De mest teknologikyndige udforsker konstant nye værktøjer som apps og AI for at finde de nyeste inspirationskilder, men indtil videre har kun 7 % brugt AI til at planlægge smartere eller mere effektive træningspas.



Sociale medier: YouTube, Instagram og TikTok inspirerer i højere grad brugere i alderen 15-44 år end de ældre.

15 %

af dem, der træner i træningscentret, finder inspiration på træningsapps.



De 60-85-årige er mere analoge i deres søgen efter inspiration sammenlignet med de yngre segmenter, så her spiller den menneskelige relation en stærkere rolle.

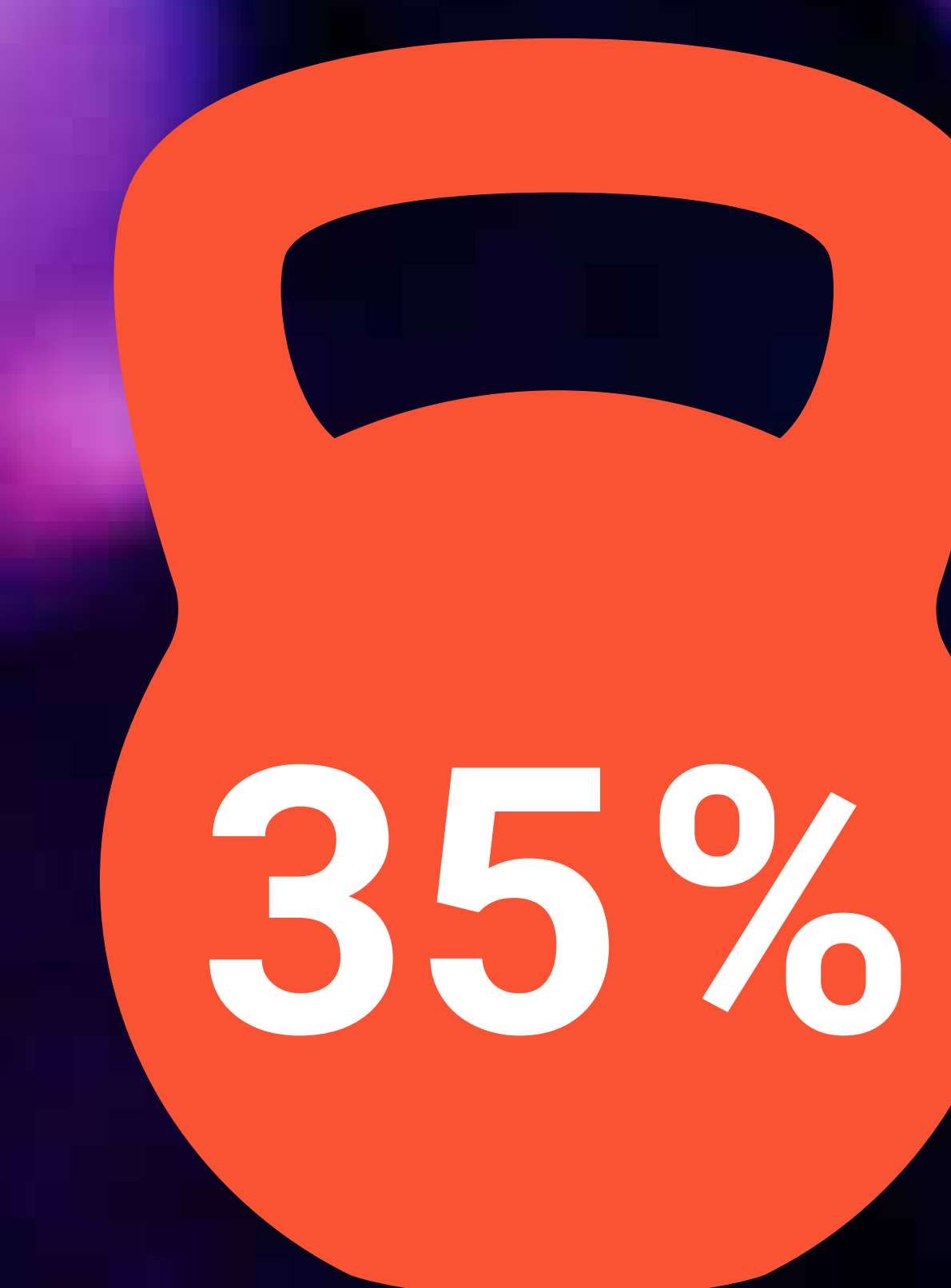


SKRÆDDERSYEDE LØSNINGER KAN FÅ FLERE TIL AT MOTIONERE

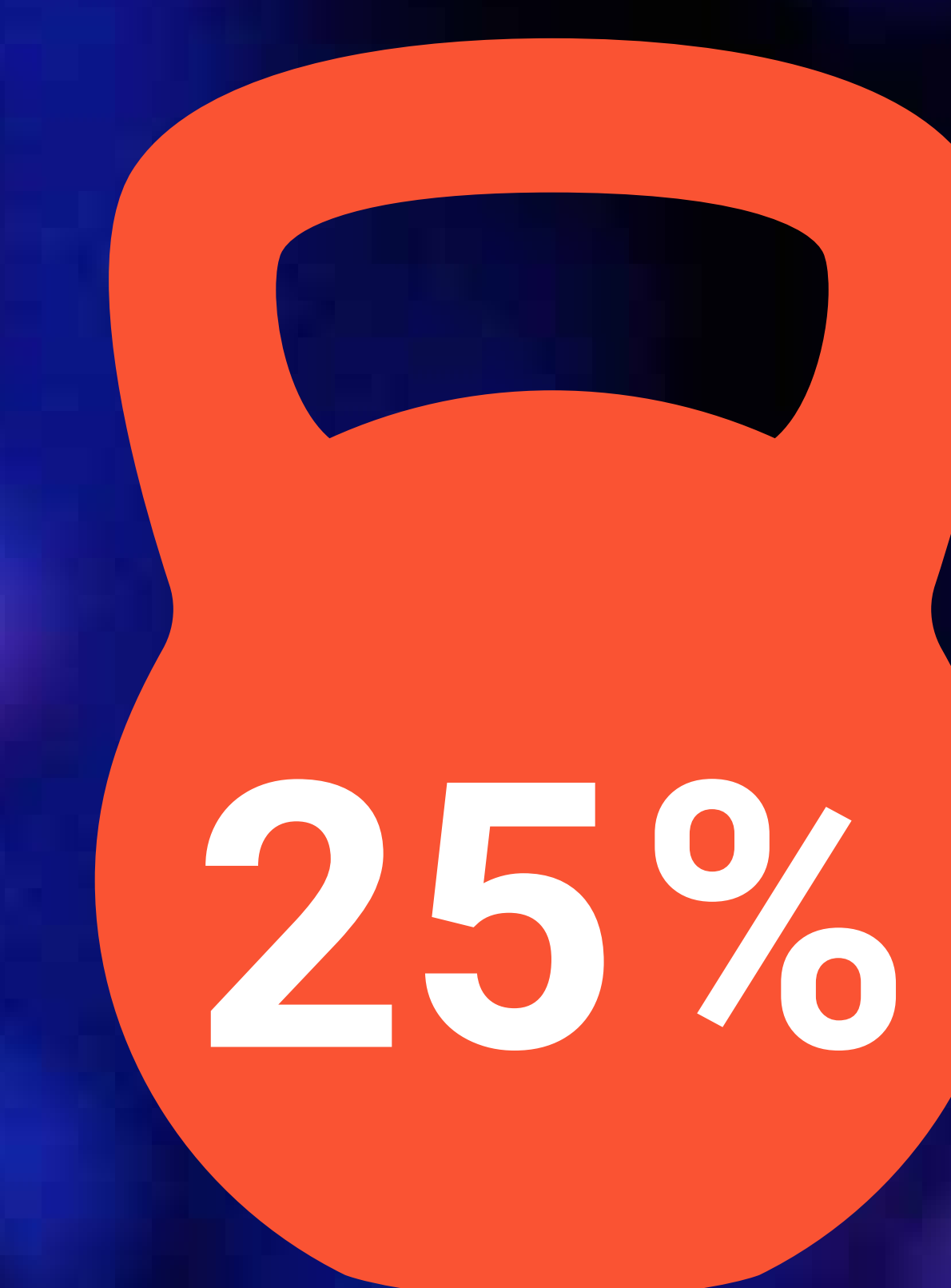
På trods af mange positive trends er det stadig faktorer som manglende motivation, tidsbegrænsninger og udgifter, der ser ud til at være de største barrierer, når målet er at øge fysisk aktivitet på tværs af demografi.

35 % af danskere, der ikke træner, siger, at de ikke er motiverede. 9 % påpeger, at jobbet tager for meget tid og er for stressende, mens 20 % angiver, at de ikke kan træne på grund af sygdom eller skader. 11 % angiver også, at de ikke træner, fordi de ikke har nogen at træne med, og 17 % siger, at de ikke ved, hvor de skal begynde.

Skræddersyede løsninger, der tager højde for disse barrierer – såsom øget tilgængelighed, fleksible tilbud, holdtimer og mere udstrakt brug af digitale værktøjer – ser ud til at være centrale for at øge deltagelsen i fysisk aktivitet.



35 % angiver manglende motivation som den største hindring.



25 % angiver, at de ikke ønsker at træne/motionere.

“Danskerne er dybt engagerede i træning, og rapporten viser en klar stigning i aktivitetsniveauet, især blandt yngre grupper. Fitnesscentre spiller en central rolle i at fremme regelmæssig aktivitet, hvor trygge og inkluderende træningsmiljøer er afgørende for at understøtte de unges trivsel og trænings vaner.

Den voksende interesse for træning blandt unge er også drevet af et øget fokus på mentalt velvære, og rapporten viser, at 46 % af danskerne beretter om øget glæde som følge af regelmæssig træning – en klar positiv påvirkning på det mentale helbred. Selvom mange kæmper med motivation og tidsmangel, er det tydeligt, at vores faciliteter hjælper med at overvinde disse barrierer, og vi er stolte af at være en drivkraft for danskernes aktive livsstil og velvære.”

Thorbjørn Milling,
Country manager, SATS Danmark



ABOUT ***SATS***

The Group, through our brands and concepts SATS, ELIXIA, Fresh Fitness, SATS Yoga, and SATS Online, is the leading provider of fitness and training services in the Nordics with 273 clubs, 10 000 employees, and 728 000 members.

Everyone is welcome at SATS, and our members have full flexibility to tailor packages that address their individual needs. We offer cutting-edge studio facilities for individual training, the broadest offering of group training with superior programming, and highly qualified personal trainers for specialized training and individual coaching. We also have a strong focus on supporting our members through the use of online training and digital tools for when they are not able to physically visit our club facilities. We are constantly working with trend research and innovation to be the industry's best and most forwardlooking fitness chain.



CONTACT INFORMATION

If you're interested in covering a stat in the report, or wanted to know more about other data we may have, please contact press@sats.no and a member of the team will get back in touch soon.

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