

Market Analysis - Demand  
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**EBL**  
fitness centers

**What would cause an increase in demand?**  
Factors that cause an increase in demand for fitness centers include:  
- Population growth  
- Health awareness  
- Income growth  
- Health care costs  
- Government regulations

**What would cause a decrease in demand?**  
Factors that cause a decrease in demand for fitness centers include:  
- Health care costs  
- Government regulations

**What would cause an increase in supply?**  
Factors that cause an increase in supply for fitness centers include:  
- Health care costs  
- Government regulations

**What would cause a decrease in supply?**  
Factors that cause a decrease in supply for fitness centers include:  
- Health care costs  
- Government regulations

**Future Market**  
The future market for fitness centers is expected to grow significantly over the next decade. This is due to a number of factors, including population growth, health awareness, and government regulations. The market is expected to reach a value of \$1.2 billion by 2020, up from \$0.8 billion in 2015. This growth is driven by the fact that fitness centers are becoming an essential part of many people's lives, and the government is increasingly supporting the industry through regulations and funding.

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**EBL**  
fitness centers

**What would cause an increase in demand?**

- Changes in consumer preferences for fitness
- Changes in income
- Changes in the price of related goods
- Changes in the price of substitutes

**What would cause a decrease in demand?**

- Changes in consumer preferences for fitness
- Changes in income
- Changes in the price of related goods
- Changes in the price of substitutes

**What would cause an increase in supply?**

- Changes in technology
- Changes in the price of inputs
- Changes in the number of producers

**What would cause a decrease in supply?**

- Changes in technology
- Changes in the price of inputs
- Changes in the number of producers

**Future Market**

We can predict that the future market for fitness centers is a series of growth, stabilization and contraction. The primary driver is the growth of the fitness industry. The fitness industry is expected to grow from \$11.4 billion in 2014 to \$15.1 billion in 2019. This growth is driven by the increasing awareness of the health benefits of fitness and the increasing number of people who are interested in fitness. The fitness industry is expected to continue to grow, but at a slower rate than in the past. The fitness industry is expected to be a major driver of economic growth in the future.



fitness centers









Dave





# What would cause an increase in demand?

- **increase between january-may to be ready for summer.**
- **Awareness of new equipment.**
- **New fitness techniques.**
- **Medical necessity.**
- **Famous role-model with a fit body, giving health motivation on TV, Magazines and social media.**

