

HEALTH & FITNESS INDUSTRY GUIDE

Updated January 2019



This is a guide to some of the resources available within the British Library Business & IP Centre relevant to the Health & Fitness industry.

Inside you will find sources of information such as market research (statistics, trends, developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the health and fitness industries and also for those wanting to further their knowledge within this area.

Start-Up Information



The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

accessible via
electronic
databases

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences and legislation etc. and highlights other sources of information and advice available.

Business Opportunity Profiles (BOP)

Acupuncturist	BOP244
Chiropractor	BOP216
Dance Teacher	BOP072
Dietitian	BOP555
Foot Health Practitioner	BOP568
Gym	BOP004
Health Food and Supplements Retailer	BOP011
Herbalist	BOP335
Homeopath	BOP150
Massage Therapist	BOP443
Nutritional Therapist	BOP395
Occupational Therapist	BOP549
Osteopath	BOP546
Personal Fitness Trainer	BOP379
Physiotherapist	BOP161
Reflexologist	BOP349
Reiki Practitioner	BOP045
Sports Shop	BOP317
Yoga and Pilates Instructor	BOP356

UK Market Synopsis

Complementary Therapy	SYN044
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Sector Update

Complementary and Alternative Medicine – Sector Update	SEC016
Fitness and Physical Activity	SEC027

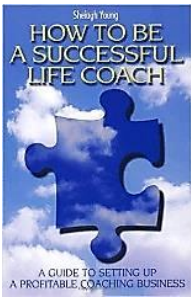
Business Information Fact Sheets

Complementary & Alternative Therapy Sector - A Compliance Guide	BIF444
An Introduction to Community Amateur Sports Clubs (CASCs)	BIF501

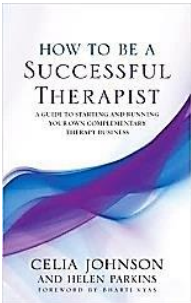
Small Business Help Books

This is a collection of books with practical information aimed at those starting and running a business. Located within the Centre.

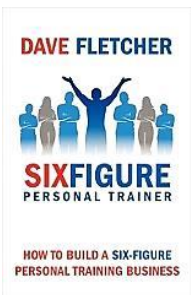
[NB There are a few books on open access in Science Level 2 in the subject area of Complementary and Alternative Medicine, plus many more within the catalogue under the shelf mark (B) 615.5].



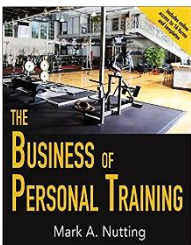
How To Be A Successful Life Coach by Shelagh Young (How To Books, 2009) [SBH BT.40]
A guide to setting up a profitable coaching business.



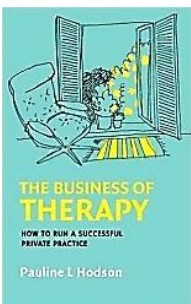
How To Be A Successful Therapist by Celia Johnson (Gold Bridge Publications, 2009) [SBH BT.41]
A guide to starting and running your own complementary therapy business.



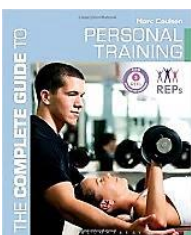
How To Build A Six-Figure Personal Training Business by Dave Fletcher (Odyssey Fitness Ltd, 2012) [SBH BT.46]
Covers the six essential stages in creating a successful personal training business: turning self-employed, defining your brand, designing your product, dominating Google, building a public profile and expanding the business. Useful advice for starting any kind of business.



The Business Of Personal Training by Mark Nutting (Human Kinetics) [SBH BT BT.174]
Covers the roles and responsibilities of personal trainers plus many important business skills including; business plan, structure, staff, insurance, forms, contracts, marketing, services offered and pricings etc.



The Business of therapy: How to Succeed in Private Practice by Pauline L. Hodson (Open University Press, 2012) [SBH BT.133]
Although addressed primarily to psychotherapists and counsellors, most of the information applies equally to the practice of complementary medicine. Analyses the psychological and practical issues which need to be addressed when setting up a practice.



The Complete Guide to Personal Training by Marc Coulson (Bloomsbury Sport, 2013) [SBH BT.135]
How to set up, market and grow a successful business including training methods, training routines and schedules, health and safety, sales, marketing, financial management etc.

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



- Dietary Supplements in an Age of Personalized Nutrition
- Emerging Trends in Natural and Organic Foods and Drinks
- Functional Mushrooms: ForeSights
- Guided Health - TrendSights Analysis
- Health & Wellness - TrendSights Overview
- Moderation & Avoidance - TrendSights Analysis
- Personalized Health – TrendSights Analysis
- Premiumization Opportunities in Healthy Soft Drinks
- Superfoods in FMCG
- Success/Failure Case Studies - many examples available
- Top Trends in Healthcare and OTC Products 2018
- Top Trends in Soft Drinks 2018 – Category Insights
- Wellbeing – TrendSights Analysis
- Weight Management – TrendSights Analysis



- Corporate Wellness Services
- Fruit Drink & Functional Beverage Production
- Fruit & Vegetable Retailers
- Gyms & Fitness Centres
- Juice, Mineral Water & Soft Drink Wholesale
- Juice Production
- Juice & Smoothie Bars
- Occupational Health
- Organic Food Retailing
- Personal Trainers
- Pilates & Yoga Studios
- Sports Clubs
- Sports Facilities
- Sporting Goods Manufacturing
- Sporting and Outdoor Equipment Retailers



- Attitudes towards Healthy Eating
- Attitudes to Low/No/Reduced Sugar Soft Drinks
- Attitudes towards Sports Nutrition
- Bottled Water
- Children's Healthcare
- Fruit Juice, Juice Drinks & Smoothies
- Health and Fitness Clubs
- Health Food Retailing
- Healthy Lifestyles
- Leisure Centres and Swimming Pools
- Managing A Healthy Lifestyle



- Occupational Health
- Private Healthcare
- Sexual Health
- Sports and Energy Drinks
- Sports Participation
- Suncare
- Vitamins and Supplements

- Better For You Packaged Food in the United Kingdom
- Consumer Health in The United Kingdom
- Fortified/Functional Packaged Food in the United Kingdom
- Fresh Food in the United Kingdom
- Health and Beauty Specialist Retailers in the United Kingdom
- Health and Wellness in the United Kingdom
- Healthy Living
- Healthy Living: Home As Health Hub
- Healthy Living: The New Face of Healthy Ageing
- Herbal/Traditional Products in the United Kingdom
- Juice in the United Kingdom
- Naturally Healthy Beverages in the United Kingdom
- Naturally Healthy Packaged Food in the United Kingdom
- Organic Packaged Food in the United Kingdom
- Paediatric Consumer Health in the United Kingdom
- Sports Nutrition in the United Kingdom
- Vitamins and Dietary Supplements (VDS) in Western Europe
- Weight Management and Wellbeing in The United Kingdom

- Everyday Health Tracker 2018
- Mental Health Online 2017
- Portion Sizes and Health 2017



Please Note that **YouGov** reports are now only available via the British Library electronic catalogue

Business News & Journals



In order to find the latest news on your topic it is always worth searching Factiva, Business Source Complete and EMIS.

You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.

You will also find articles covering recent developments, and predicting future trends in your industry.

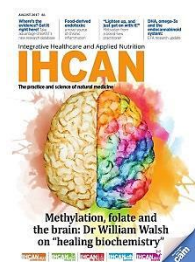
Trade Magazines and Newsletters

Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists. Ordered via Explore the British Library (please ask for help).



FoodBev (previously known as Beverage innovation) (Zenith International Ltd) [(P) 338.47664005 -E(2) BUS]

Company and product news: regional news and profiles, new products and brands. Includes: fruit juices, organics, energy and sports drinks, ice tea, packaging, bottling, ingredients, sweeteners, machinery and equipment.



IHCAN : The Practice and Science of Natural Medicine (formerly CAM: the magazine for practitioners of complementary medicine) (Target Publishing Ltd) [(P) 615.505 -E(1) Science 2]

Covers: news of the alternative health and medicines business, herbal remedies, natural and holistic therapies, detox, nutrition, functional foods, naturopathy, exercise, psychotherapy, vitamins, clinics. Includes product and service directory.



Club Mirror (St Martins Press) [P.805/501 Humanities – Catalogue Request]

For owners and managers of social clubs, nightclubs, sports, snooker, health and fitness clubs, comedy and entertainment venues. Includes news and features, new products, the law, gaming machines, furniture and design, large screen television, product and service directory.



Guild news (Guild Press Ltd) [(P) 646.72068 -E(1) BUS]

Monthly journal aimed at the beauty, nail and spa markets with news, latest developments and case studies. Reviews and comparisons of latest products plus salon management techniques etc.

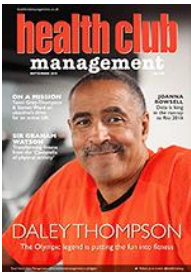


Gym Owner Monthly (PW Media) [Digital Publication - Online only]

Monthly digital magazine aimed at gym owners and fitness professionals. Delivers news, articles, expert comment, case studies, new product and technology content to help gym owners and fitness business owners enhance their service offering. All back issues are freely available online.

<https://www.gymownermonthly.co.uk/>

<https://www.gymownermonthly.co.uk/issue-category/back-issues/>



Health Club Management (Leisure Media Company Ltd, monthly) [ZK.9.b.8887 Humanities – Catalogue Request. Recent issues ELD Digital Store]
News, features, analysis and new products. Includes: health clubs, gyms, fitness equipment, spas, health farms, company and club chain profiles, beauty salons and treatments, property, management, marketing, training.
All previous issues can be read for free online:
<http://www.healthclubmanagement.co.uk/health-club-management-magazine>



Health & Fitness (Dennis Publishing Ltd) [ZK.9.b.7309 Humanities – Catalogue Request]
Covers the women's health and fitness industry with the latest nutritional and exercise developments. Includes workout routines for weight loss and toning and spotlights different specialist areas each month. Also reviews recent health and fitness (and some beauty) products.



Leisure Management (Leisure Media Company Ltd.) [P.525/452 Humanities – Catalogue Request. Recent issues ELD Digital Store]
News for managers of visitor attractions, theme parks, sports & leisure centres, nightclubs, hotels, stadia, venues etc. Includes: property, interior design, new developments, fitness and play equipment, travel etc.
www.leisuremanagement.co.uk



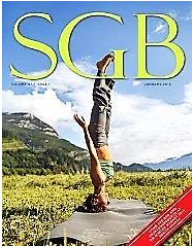
Men's Fitness (Dennis Publishing Ltd) [ZK.9.b.15757 Humanities – Catalogue Request]
Latest developments in exercise, nutrition and products to help build muscle, lose fat and improve performance. Includes many articles concentrating on specific muscle groups and exercises and covers nutrition for growth, recuperation and repair. Workout routines are included.



Men's Health (NatMag-Rodale Ltd) [ZK.9.b.18555 Humanities – Catalogue Request]
Latest scientific, nutritional and exercise developments to build muscle and increase health. Includes workout routines for specific muscle groups plus articles on recuperative factors. Includes some 'men's lifestyle' articles covering style, fashion, technology etc.
www.menshealth.co.uk/



S&PA Professional (Previously Sport & Physical Activity, Previously Recreation) (Redactive Pub) [(P) 790.069 – E (1) Science] [ZK.9.b.30821 – Catalogue Request]
News publication of the Chartered Institute For The Management Of Sport And Physical Activity. Covers latest development and trends with articles and opinion on current topics and news.
www.cimspa.co.uk



SGB Sports & Outdoor (Datateam Publishing Ltd) [(P) 338.47796094105 -E(2) BUS]

Sporting Goods Business – Covers sports equipment & clothing, fitness equipment, sponsorship, sports footwear etc.
(Ends 2016)



True Health (Target Publishing Ltd) [ZK.9.b.32880 Humanities - Catalogue Request]

Sources information from pharmacists and registered nutritional therapists to promote the benefits of natural health products.

All previous issues can be read for free online:

<http://www.truehealthmagazine.co.uk/previous-issues/>



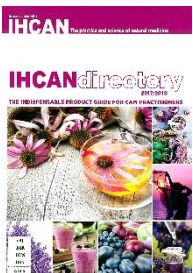
Women's fitness (Vitality Publishing Ltd) [ZK.9.b.19918 Humanities - Catalogue Request]

Covers general health with specific exercises and routines to improve health, burn fat and improve performance with case studies. Includes articles on nutrition and beauty. Soon to merge with Health & Fitness magazine. (Last issue Feb 2018)

<http://www.coachmag.co.uk/womens-fitness>

Directories

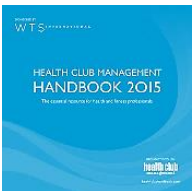
Contain lists of companies and industry contacts. Some have annual industry reviews, and specialist articles.



The IHCAN Directory 2017/2018 (Target Publishing Ltd) [(B) DIR 615.5 BUS]

A guide to complementary health in the UK with listings of manufacturers, suppliers, courses, products and services etc. **2018/2019 Directory freely available.**

<https://www.ihcan-mag.com/imag/ihcandirectory2018/>



Health Club Management Handbook 2015 (The Leisure Media Company Limited) [(B) DIR 796.069 BUS]

Guide to the health and fitness industry with a who's who in the sector and an A – Z listing of companies and suppliers in the sector. **2018 Edition freely available.**

http://www.healthclubhandbook.com/pdf/HCH_2018.pdf

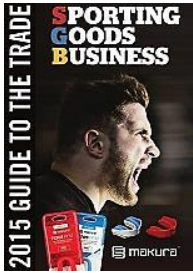


The Natural Trade Directory 2018 (Target Publishing Limited) [(B) DIR 641.30202541 BUS]

Buyer's guide for the natural and organic trade industry with listings of companies, products and services, trade names and other useful addresses.

2018 Directory freely available online.

<http://www.healthfoodbusiness.co.uk/natural-trade-directory/>



SGB: Guide To The Trade 2015 (Datateam Publishing Ltd)

[(B) DIR 338.476887 BUS]

Sports industry directory of sport and outdoor retailers. Information on agents, trade associations, trade show dates, and a company index is included.

2016 Edition freely available online.

<http://content.yudu.com/web/69r/0A1oeba/SGBSportsHB2016/flash/resources/index.htm?refUrl=http%253A%252F%252Fwww.sgb-sports.com%252F>

<http://content.yudu.com/web/69r/0A1o5g5/SGBOutdoorHB2016/index.html>

Internet Sources

Websites containing free sources of industry statistics, information and contacts.

The Association of Physical and Natural Therapists

Represents trained, professional therapists in disciplines including massage, reflexology and acupuncture. <https://apnt.org/>

The British Association of Sport and Exercise Sciences

Professional association for people interested in exercise and sports science, such as biomechanics, physiology and psychology. www.bases.org.uk/

The British Complementary Medicine Association

Founded to support and protect both therapists and clients. Includes a directory of practitioners. www.bcma.co.uk

The British Dietetic Association (BDA)

Professional association for dietitians. It provides training and a range of publications. www.bda.uk.com

The British Nutrition Foundation (BNF)

Provides information on healthy eating for schools and the general public. www.nutrition.org.uk

The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)

The professional body for sport, physical activity and recreation management. www.cimspa.co.uk/

The Complementary & Natural Healthcare Council (CNHC)

UK regulatory body for complementary healthcare practitioners. With an online registry of complementary therapists. www.cnhc.org.uk

The Department of Health & Social Care (DHSC)

Provides the latest Government information on health and fitness, and aims to improve the overall wellbeing of the British public.

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

The Federation of Holistic Therapists

A guide to available treatments, links to reputable practitioners and a number of articles on complementary therapy and its benefits. www.fht.org.uk

The Federation of Sports and Play Associations

The national trade body representing the UK's sporting goods and play industries.

<https://sportsandplay.com/>

The Food Standards Agency (FSA)

An independent food safety watchdog set up to protect the public's health and consumer interests in relation to food. www.food.gov.uk
www.foodstandards.gov.scot/

The General Council for Massage Therapy

Aims to regulate standards of training and professional practice for massage therapists.
www.gcmt.org.uk/

The Homeopathic Medical Association

Represents qualified professional homeopaths and promotes homeopathy and homeopathic education. www.the-hma.org

The Institute of Complementary and Natural Medicine (ICNM)

Administers the British Register of Complementary Practitioners. Provides information on complementary medicine. [As of July 2017 website being updated] <http://icnm.org.uk/>

The International Register of Consultant Herbalists and Homoeopaths

Exists to promote skilled, ethical and professional care among herbal practitioners. www.irch.org

International Therapy Examination Council

The International Therapy Examination Council (ITEC) is an awarding body offering vocational related qualifications in beauty, complementary and sports therapies. www.itecworld.co.uk

The National Register of Personal Trainers

An online directory of qualified personal trainers. <https://nrpt.co.uk/>

Nutritional Therapy Education Commission (NTEC)

Self-regulatory body and publishes a national register of nutritional therapists. It aims to promote and raise professional standards in nutritional therapy. www.nteducationcommission.org.uk/

The Register of Chinese Herbal Medicine

A directory of registered Chinese Medicine practitioners. <http://rchm.co.uk/>

The Register of Exercise Professionals

A professional register of exercise and fitness trainers, coaches and instructors.
www.exerciseregister.org

The UK's various sports development agencies promote the benefits of sport and deliver the Government's sporting objectives, as well as providing links to the National Governing Body (NGB) of each sport.

Sport England www.sportengland.org

Sport Scotland <https://sportscotland.org.uk/>

The Sports Council for Wales <http://sport.wales/>

The Sports Council for Northern Ireland www.sportni.net/

UKActive (Formerly the Fitness Industry Association)

Provides services and facilities partnerships for a broad range of organisations to improve the health of the nation via more active lifestyles. www.ukactive.com

UK Coaching (formerly **Sports Coach UK**)

Guides and implements a coaching strategy for the UK, and offers information about National Governing Bodies and the National Coaching Certificate. www.ukcoaching.org/

The Business & IP Centre supports entrepreneurs and innovators from that first spark of inspiration to successfully launching and growing a business. With Centres in London as well as in [13 local libraries around the country](#), help and guidance is easy to access. The Business & IP Centre has a team on hand to help guide you through intellectual property through workshops, one-to-one sessions and webinars, as well as being on hand in the Centre itself. [Visit the website](#) to see how we can help you take the right steps to start up, protect and grow your business.

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue "Explore the British Library" (<http://explore.bl.uk>) for more details.



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