

Business &
IP Centre
Network

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INDUSTRY GUIDE
**HEALTH &
FITNESS**

Health & Fitness Industry Guide

This guide is designed for anyone starting or running a business related to the Health and Fitness Industry.

We have highlighted some of the key resources about the Health and Fitness Industry that you can find at the Business & IP Centre such as general research (statistics, trends and developments), key companies, trade magazines and newsletters.

All you need is a free Reader Pass.

About the Business & IP Centre (BIPC)

The Business & IP Centre is here to help you start and grow your business. We offer one to ones, specialist workshops, inspiring events and access to premium market data and intelligence – all for free. We are home to the UK's largest collection of business and intellectual property (IP) information, as well as a thriving community of entrepreneurs. Based in the British Library and over 70 libraries across the UK.

Here to help

If you have any questions, our information specialists at the Business & IP Centre will be happy to help. You can pop into the BIPC reading room on the first floor in the British Library, or email one of the team at bipc@bl.uk

Updated January 2025
Ziaad Khan

bl.uk/bipc



linkedin



Instagram

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.

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.

Accessible via electronic resources.

Business Opportunity Profiles (BOP)

Acupuncturist	BOP244
Aromatherapist	BOP100
Chiropractor	BOP216
Country Sports Retailer	BOP569
Dance Teacher	BOP072
Dietitian	BOP555
Foot Health Practitioner	BOP568
Gym	BOP004
Health Food Shop	BOP011
Herbalist	BOP335
Homeopath	BOP150
Hypnotherapist	BOP321
Massage Therapist	BOP443
Nutrition and Wellness Coach	BOP395
Occupational Therapist	BOP549
Osteopath	BOP546
Personal Fitness Trainer	BOP379
Physiotherapist	BOP161
Podiatrist/Chiropodist	BOP162
Reflexologist	BOP349
Reiki Practitioner	BOP045
Sports Shop	BOP317
Yoga Teacher	BOP356

UK Market Synopsis

Fitness	SYN006
Wellness	SYN037

Sector Updates (SEC)

Complementary and Alternative Medicine	SEC016
Sport and Physical Activity	SEC122

Sector Research Guide

Complementary Therapy	SRG005
Sport and Fitness	SRG010

Business Information Fact Sheets

Legal Compliance in the Complementary Therapy Sector	BIF444
Community Amateur Sports Clubs (CASCs)	BIF501

Market Research and 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.



EMIS

EMIS is a research database covering markets research, data and news for international markets, companies, and industries.

- B2B Sports Nutrition Market - Global Outlook (2021-2026)
 - Fitness Equipment Home & Gym Training Market Forecast Till 2030
 - Functional Foods Market Analysis and Segment Forecast to 2025
 - Global Dietary Supplements Market 2023-2027
 - Global Gyms, Health & Fitness Clubs, May 2024
 - Global Fitness Equipment Market 2024-2028
 - Global Functional Drinks Market 2024-2028
 - Global Functional Food Market 2024-2028
 - Global Functional Foods and Beverages 2024-2028
 - Global Functional Tea Market 2023-2027
 - Global Protein Supplement Market 2023-2027
 - Global Smart Sports Equipment Market 2023-2027
 - Global Sports Drink Market 2023-2027
 - Global Sports Nutrition Market 2024-2028
 - Global Sports Supplement Market 2023-2027
 - Global Vitamins Market 2023-2027
 - Nutrition Supplements Market in Europe 2023-2027
 - Protein Supplements Market Analysis And Segment Forecasts To 2030
 - United Kingdom - Gyms, Health & Fitness Clubs, May 2024
 - Vitamins & Minerals Supplements Market Research Report Forecast to 2030
-



GlobalData

GlobalData is a market research platform that offers consumer and retail information and trends, and actual and forecast sales data for Fast Moving Consumer Goods businesses.

- Added Functionality: TrendSights Analysis 2024
- Ageing Populations: TrendSights Analysis 2024
- Aging Well: Navigating the Evolving Landscape of Anti-Aging Products and Trends: Industry Insights
- Allulose: Ingredients Insights
- Beetroot: Ingredients Insights
- Fitness: TrendSights Analysis 2023
- Functional/Medicinal Mushrooms: Ingredient Insights
- Guided Health: TrendSights Analysis 2023
- Health & Wellness: TrendSights Analysis 2023: Mega-Trend Overview
- Honey: Ingredient Insights
- Ingredient Insights - many examples available
- Kombucha: Ingredient Insights
- Melatonin: Ingredients Insights
- Sea Moss: Ingredients Insights
- Seaweed: Ingredient Case Study
- Success/Failure Case Studies - many examples available
- Wellbeing: TrendSights Analysis 2023



IBISWorld

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. IBIS World provides trusted industry research on thousands of industries worldwide. Their analysts leverage economic, demographic and market data, then add

analytical and forward-looking insight, to help organizations of all types make better decisions.

- Allied Health-Care Services
- Corporate Wellness Services
- Dental Practices
- Fruit Drink & Functional Beverage Production
- Fruit & Vegetable Retailers
- General Medical Practices
- Gyms & Fitness Centres
- Health and Wellness Spas
- Juice, Mineral Water & Soft Drink Wholesale
- Juice Production
- Juice & Smoothie Bars
- Occupational Health & Safety Services
- Online Vitamin & Supplement Retailing
- Personal Trainers
- Pilates & Yoga Studios
- Sports Clubs
- Sports Facilities
- Sporting Goods Manufacturing
- Sporting and Outdoor Equipment Retailers
- Vitamin & Supplement Manufacturing

(Some of the UK reports above will also have equivalents for the US, Canada, Ireland & some other countries)



Mintel

Mintel provides market research and consumer intelligence solutions to consumer-focused businesses with a combination of syndicated tools and custom insight solutions.

- Attitudes towards Healthy Eating
- Attitudes towards Health Management
- Attitudes towards Sports Nutrition
- Bottled Water
- Children's Healthcare
- Dentistry
- Fruit Juice, Juice Drinks & Smoothies
- Health and Fitness Clubs
- Health and Wellness in the Home
- Healthy Lifestyles
- Leisure Centres and Swimming Pools
- Leisure Outlook
- Leisure Time
- Leisure Trends
- Managing Stress and Wellbeing
- Managing Skin Conditions and Allergies
- Meat Substitutes
- Men's Health
- Occupational Health
- Oral Care
- Private Healthcare
- Sexual Health
- Sports and Energy Drinks
- Sports Participation
- Suncare
- Technology and Sport
- Technology and Wellness
- The Wellness Traveller
- Vitamins and Supplements
- Women's Health
- Women's Sport

Passport Euromonitor International

Passport Euromonitor International is a market research platform offering industry data, consumer insights and macroeconomic trends from over 200 countries around the world.

- Consumer Health in the United Kingdom
 - Digestive Remedies in the United Kingdom
 - Eye Care in the United Kingdom
 - Fresh Food in the United Kingdom
 - Fruits in the United Kingdom
 - Health and Beauty Specialist Retailers in the United Kingdom
 - Health and Wellness in the United Kingdom
 - Herbal/Traditional Products in the United Kingdom
 - Juice in the United Kingdom
 - Outdoor and Sports in the United Kingdom
 - Paediatric Consumer Health in the United Kingdom
 - Processed Fruit and Vegetables in the United Kingdom
 - Sleep Aids in the United Kingdom
 - Sports Drinks in the United Kingdom
 - Sports Nutrition in the United Kingdom
 - Weight Management and Wellbeing in the United Kingdom
 - World Market for Health and Wellness
 - Wound Care in the United Kingdom
-

Statista

Statista is a global data and business intelligence platform with an extensive collection of statistics, reports, and insights on over 80,000 topics from 22,500 sources in 170 industries.

- Diet and Body Mass Index in the UK
- Digital Fitness & Well-Being Report
- Energy drink consumers in the UK
- Fitness Industry in the UK
- Food supplement users in the UK
- Global Dietary Supplements and Functional Foods Market - Statistics & Facts
- Gym & fitness club members in the UK
- Global Health - Statistics & Facts
- Health and Fitness Clubs - Statistics & Facts
- Health and Wellness Food Trends in the UK
- Mental Health in the UK
- Smoking in the UK
- Sporting goods in the UK
- Sports fans in the UK
- State of Health in the UK
- Stress and Well-Being in the UK
- Vitamins & Minerals: Market Data & Analysis
- Vitamin supplement users in the UK
- Wellness Industry in the UK

There are usually similar titles for other countries on Statista along with stand-alone statistics and surveys

Trade Magazines and Journals

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. Mostly available on open shelves in the Business & IP Centre reading room; older issues may be ordered via Explore the British Library (please ask for help).

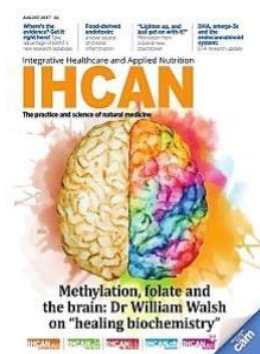
Refer to our Energy Industry Guide for a full list of energy sector trade magazines, most of which will include sustainable information. Most Energy magazines are held in Science 2 and Science 3 Reading Rooms. Only included here are publications for which the latest edition held is dated July 2019 or later.



FoodBev (previously known as Beverage innovation) (Zenith International Ltd)

[(P) 338.47664005 -E(2) BUS]

Company & product news: regional news & profiles, new products & brands. Includes: fruit juices, organics, energy & sports drinks, ice tea, packaging, bottling, ingredients, sweeteners, machinery & 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 & medicines business, herbal remedies, natural & holistic therapies, detox, nutrition, functional foods, naturopathy, exercise, psychotherapy, vitamins, clinics. Includes product & service directory.



Club Mirror (St Martins Press)

[P.805/501 Humanities – Catalogue Request]

For owners & managers of social clubs, nightclubs, sports, snooker, health & fitness clubs, comedy & entertainment venues. Includes news & features, new products, the law, gaming machines, furniture & design, large screen television, product & 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. Some back issues are freely available online.

gymownermonthly.co.uk



**Health Club Management
(Leisure Media Company Ltd, monthly)**

[ZK.9.b.8887 Humanities – Catalogue Request.
Recent issues ELD Digital Store]

News, features, analysis & new products. Includes: health clubs, gyms, fitness equipment, spas, property, management, marketing, training.

All previous issues can be read for free online:

healthclubmanagement.co.uk/health-club-management-magazine



**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.

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 workout routines concentrating on specific muscle groups and covers nutrition for growth, recuperation and repair.

mensfitness.co.uk



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.

menshealth.com/uk



S&PA Professional (Previously Sport & Physical Activity)
(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.

cimspa.co.uk



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:

truehealthmagazine.co.uk/previous-issues



Women's Fitness
(formerly known as Health & Fitness)
(Dennis Publishing Ltd)

[ZK.9.b.19918 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.

womensfitness.co.uk

Business News and Journals



Factiva

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

Business Source Complete

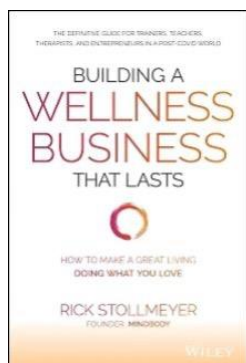
You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.

EMIS

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

Small Business Help Books

This is a collection of books with practical information aimed at those starting and running a business. Located in the Centre, unless otherwise stated.

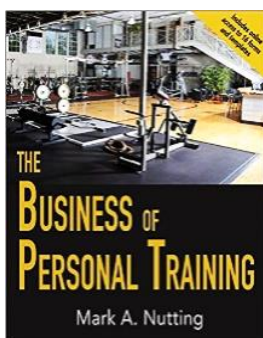


Building A Wellness Business That Lasts: How to make a great living doing what you love by Rick Stollmeyer

(Wiley, 2020)

[SBH BT.219]

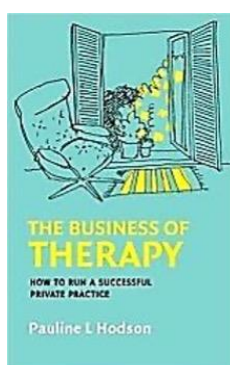
Advice on starting and growing a wellness business from a successful experienced business owner. Covers understanding the wellness industry, qualifications, partners, target market, competitors, business plans, website, finances etc.



The Business Of Personal Training by Mark Nutting

(Human Kinetics, 2019)

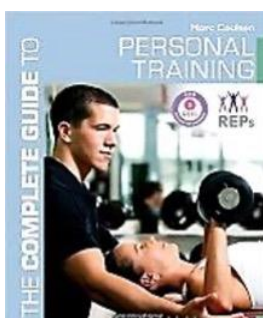
[SBH BT BT.174] Covers the roles and responsibilities of personal trainers plus many important business skills including; business plan, structure, staff, insurance, forms, contracts, marketing, services offered and pricings etc.



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 Morc Coulson

(Bloomsbury Sport, 2013)

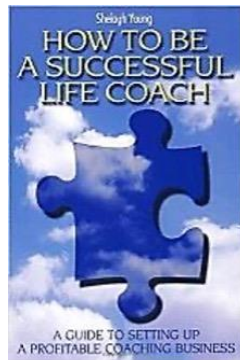
[SBH BT.135] How to set up, market and grow a successful business including training methods, training routines and schedules, health and safety, sales, marketing, financial management etc.



The Healthy Workforce: Enhancing Wellbeing and Productivity in the Workers of the Future by Stephen Bevan

(Emerald Publishing, 2022)

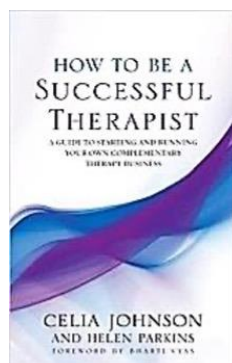
[SBH ODHR.190] Examines current challenges and future solutions to mental health issues, stress, chronic illness etc. in the workforce.



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.

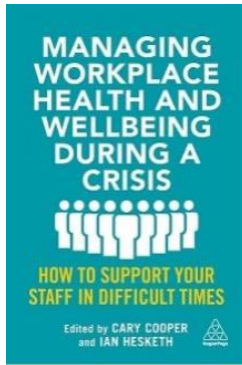


How To Build A Six-Figure Personal Training Business by Dave Fletcher

(Odyssey Fitness Ltd, 2012)

[SBH BT.46]

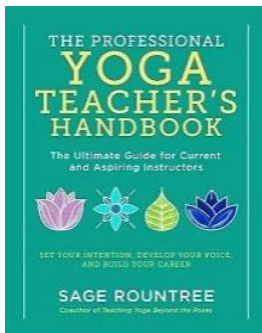
Covers the six essential stages in creating a successful personal training business: turning self-employed, defining your brand, designing your product, dominating Google, building a public profile and expanding the business. Useful advice for starting any kind of business.



Managing Workplace Health and Wellbeing During a Crisis: How to Support Your Staff in Difficult Times by Cooper & Hersketh

(Kogan Page, 2021)

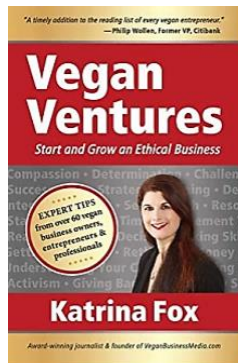
[SBH ODHR.211] Covers how to improve morale, motivation and productivity during unsettling times. Also gives practical examples on how to deal with employee stress and burnout.



The Professional Yoga Teacher's Handbook: the Ultimate Guide for Current and Aspiring Instructors by Sage Rountree

Bloomsbury Sport, 2020)

[SBH BT.215] For yoga teachers at every stage of their careers. A how-to-teach guide includes guidance on adapting your teaching to online platforms.



Vegan Ventures by Katrina Fox

(Vegan Business Media, 2015)

[SBH BT.199] How to set up, market and grow a successful business run on vegan principles. Features insights and advice from over 60 vegan business owners, entrepreneurs, marketing, PR and business growth professionals. Includes common branding mistakes, best social media practices, positive media coverage etc.

[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].

Directories

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



The IHCAN Directory 2022/2023 (Target Publishing Ltd)

[(B) DIR 615.5 BUS]

A guide to complementary health in the UK with listings of manufacturers, suppliers, courses, products & services etc.



Health Club Management Handbook 2024/2025 (The Leisure Media Company Limited)

[ELD Digital Store] Guide to the health & fitness industry with a Who's Who in the sector and an A-Z listing of companies & suppliers in the sector. 2024/2025 Edition freely available

issuu.com/leisuremedia/docs/hcm_handbook_2024-2025



The Natural Trade Directory 2023 (Target Publishing Limited)

[(B) DIR 641.30202541 BUS]

Buyer's guide for the natural & organic trade industry with listings of companies, products & services, trade names and other useful addresses. 2024 Edition freely available

healthfoodbusiness.co.uk/flipbook/natural-trade-directory-2024/



Sports, Outdoor, Cycling & Running Handbook (2019) (Maze Media Ltd)

[(B) DIR 381.456887602541 BUS]

Sports industry directory giving suppliers (alphabetically and by category), independent retailers, and names and contact details of governing bodies.

2019 edition freely available online:

sports-insight.co.uk/images/uploads/download/SOCR-Handbook-2018-19.pdf

Internet Sources

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

Startups.co.uk

A website giving many articles and fact-sheets on all aspects of starting a business from writing a business plan to funding etc. Many practical guides are available:

startups.co.uk

How to start a personal trainer business

startups.co.uk/guides/how-to-start-a-personal-trainer-business/

How to become a yoga instructor

startups.co.uk/guides/how-to-become-a-yoga-instructor/

How to start a gym business

startups.co.uk/guides/how-to-start-a-gym-business/

How to start a juice bar business

startups.co.uk/guides/how-to-start-a-juice-bar-business/

How to start a health food store

startups.co.uk/guides/how-to-start-a-health-food-store/

How to start a sports shop

startups.co.uk/guides/how-to-start-a-sports-shop/

How to start a nutritionist business

startups.co.uk/guides/how-to-start-a-nutritionist-business/

Startupdonut.co.uk

A website providing news, articles, funding information and startup guides for those starting and growing a business:

startupdonut.co.uk

How to start up a fitness centre

startupdonut.co.uk/start-up-business-ideas/types-of-business/how-to-start-up-a-fitness-centre

How to start up a personal training business

startupdonut.co.uk/start-up-business-ideas/types-of-business/how-to-start-up-a-personal-training-business

How to start up a sports shop

startupdonut.co.uk/start-up-business-ideas/types-of-business/how-to-start-up-a-sports-shop

How to start up a nutritional therapy business

startupdonut.co.uk/start-up-business-ideas/types-of-business/how-to-start-up-a-nutritional-therapy-business

How to start up a life coaching business

startupdonut.co.uk/start-up-business-ideas/types-of-business/how-to-start-up-a-life-coaching-business

How to start up a physiotherapy practice

startupdonut.co.uk/start-up-business-ideas/types-of-business/how-to-start-up-a-physiotherapy-practice

How to start up an osteopaths

startupdonut.co.uk/start-up-business-ideas/types-of-business/how-to-start-up-an-osteopaths

How to start up a reflexology practice

startupdonut.co.uk/start-up-business-ideas/types-of-business/how-to-start-up-a-reflexology-practice

How to start up a chiropractic clinic

startupdonut.co.uk/start-up-business-ideas/types-of-business/how-to-start-up-a-chiropractic-clinic

The British Association of Sport and Exercise Sciences

Professional association for people interested in exercise and sports science, such as biomechanics, physiology and psychology.

bases.org.uk

The British Complementary Medicine Association

Founded to support and protect both therapists and clients. Includes a directory of practitioners.

bcma.co.uk

The British Dietetic Association (BDA)

Professional association for dietitians. It provides training and a range of publications.

bda.uk.com

The British Nutrition Foundation (BNF)

Provides information on healthy eating for schools and the general public.

nutrition.org.uk

British Register of Complementary Practitioners (BRCP)

Provides support and services for complementary therapy practitioners and provides information on Complementary Medicine to the public. Includes a directory of practitioners.

brcp.uk

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

The professional body for sport, physical activity and recreation management. Includes directories of members, partners, training/educational providers and suppliers.

cimspa.co.uk

The Complementary & Natural Healthcare Council (CNHC)

UK regulatory body for complementary healthcare practitioners. With an on-line registry of complementary therapists.

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.

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.

fht.org.uk

The Federation of Sports and Play Associations

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

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.

food.gov.uk

foodstandards.gov.scot

The General Council for Massage Therapy

Aims to regulate standards of training and professional practice for massage therapists.

gcmt.org.uk

The International Register of Consultant Herbalists and Homoeopaths

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

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.

itecworld.co.uk

The National Register of Personal Trainers

An online directory of qualified personal trainers.

nrpt.co.uk

Nutritional Therapy Education Commission (NTEC)

Aims to promote and raise professional standards in nutritional therapy.

nteducationcommission.org.uk

The Register of Chinese Herbal Medicine

A directory of registered Chinese Medicine practitioners.

rchm.co.uk

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 sportengland.org

Sport Scotland sportscotland.org.uk

Sport Wales sport.wales

Sport Northern Ireland 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.

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.

ukcoaching.org

Disclaimer

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” explore.bl.uk for more details.

The Business & IP Centre is here to help you start and grow your business. We offer one-to-ones, specialist workshops, inspiring events and access to premium market data and intelligence - all for free. We are home to the UK's largest collection of business and intellectual property (IP) information, as well as a thriving community of entrepreneurs. Based in the British Library and over 70 libraries across the UK. Visit the Business & IP Centre or bl.uk/bipc to find out more.