

RIU Releases its Report on Sri Lankan Gym and Fitness Market

Colombo, Sri Lanka

Real-estate Intelligence Unit, or more commonly known as RIU among the real-estate community in Sri Lanka, has been in the business for a considerable amount of time. During this time, RIU has taken over the task of analyzing the real estate market of the country, which no other organization is doing currently. Being the first of its kind in the country, RIU is the go-to place for anyone who wants to know a little more about the real-estate sector of Sri Lanka. Many trust RIU when it comes to data and information of the real-estate market of the country and based on the information and data obtained from RIU, make many crucial business decisions.

Sri Lanka Gym and Fitness Market Report 2015 is a project commissioned to RIU by a giant in the fitness industry of Sri Lanka, Quantum Fitness. Taking this task to hand RIU has conducted the research thoroughly using methods such as desk research, site visit checklists, one-on-one interviews with gym operators, owners and members, focus group discussions with industry players and meetings with prospective investors in the gym and fitness industry. This wide angled approach makes Sri Lanka Gym and Fitness Market Report 2015 a multi-faceted and informative one. The information contained in this report is highly useful to anyone who has an interest in investing in the gym and fitness sector in Sri Lanka.

Sri Lanka Gym and Fitness Market Report 2015 begins at the basics, by firstly giving the background of the country. For someone who is looking to invest in Sri Lanka, the statics mentioned in this section of the report will be of great use in inclining their decision towards the affirmative. The section discusses about the country's GDP and its continuous rise towards a high-middle-income-country, similar to Thailand or Malaysia. The report also identifies Sri Lanka as a country where there is an increasing awareness about fitness, which is a sign of a nation growing in prosperity.

The report then goes on to explore the current trends in gyms in Sri Lanka. Sri Lanka Gym and Fitness Market Report 2015 explores the perception of gyms in the country. Even though fitness played a large part of the Sri Lankan Culture, the concept of gyms and fitness centers were relatively a new one in to the country. The report captures how gyms and fitness centers were considered relatively male dominant in the 1970s and how this has gradually changed into places visited by both, men and women alike today.

The remainder of the report goes into detail about the types and sizes of gyms all over the country. The types of gyms, the location, the area, the facilities available, equipment and the types of membership have been explored thoroughly in the greater section of Sri Lanka Gym and Fitness Market Report 2015. Only a glance at this report gives a clear cut picture of the fitness and gym industry in Sri Lanka. For those who are interested in investing in the market, the full report is definitely a must read. The quality of data and its clear depiction will ensure you a strong base from which to make your decision in this segment of the market.

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