

HEALTH & FITNESS INDUSTRY GUIDE

Updated June 2020



This is a guide to some of the resources available within the 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 & Fitness industries and also for those wanting to further their knowledge within this area.

Start-Up Information



accessible via
electronic
databases

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.

Available online at www.askaboutbusiness.org with a Manchester library card (also available to library card holders from Blackpool, Bolton, Lancashire, Oldham, Salford, Stockport, Tameside, & Trafford libraries)

Business Opportunity Profiles (BOP)

Acupuncturist	BOP244
Aromatherapist	BOP100
Chiropractor	BOP216
Dance Teacher	BOP072
Dietitian	BOP555
Foot Health Practitioner	BOP568
Gym	BOP004
Health Food Shop	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 and Dietary Supplements Retailer	BOP580
Sports Shop	BOP317
Yoga and Pilates Instructor	BOP356

UK Market Synopsis

Complementary Therapy	SYNo44
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Sector Update

Complementary and Alternative Medicine	SEC016
Fitness and Physical Activity	SEC027

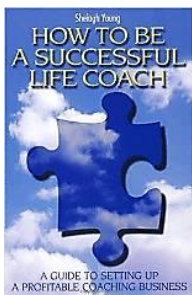
Sector Research Guide

Complementary Therapy	SRG005
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Business Information Fact Sheets

Compliance Guide for the Complementary and Alternative Therapy Sector	BIF444
Community Amateur Sports Clubs (CASCs)	BIF501

Small Business Help Books



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

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.

IBISWorld

- Allied Health-Care Services
- 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
- Organic Food Retailing
- Personal Trainers
- Pilates & Yoga Studios
- Sports Clubs
- Sports Facilities
- Sporting Goods Manufacturing
- Sporting and Outdoor Equipment Retailers
- Vitamin & Supplement Manufacturing

MINTEL

- Attitudes towards Healthy Eating
- Attitudes to Low/No/Reduced Sugar Soft Drinks
- Attitudes towards Sports Nutrition
- Attitudes towards Sugar and Sweeteners
- Bottled Water
- Children's Healthcare
- Fruit Juice, Juice Drinks & Smoothies
- Health and Fitness Clubs
- Health Food Retailing

- Leisure Centres and Swimming Pools
- Leisure Review
- Managing A Healthy Lifestyle
- Managing Skin Conditions and Allergies
- Meat-Free Foods
- Menu Trends
- Occupational Health
- Private Healthcare
- Sexual Health
- Spectator Sports
- Sports and Energy Drinks
- Sports Participation
- Suncare
- The Leisure Outlook
- Vitamins and Supplements



- Better For You Beverages in the United Kingdom
- Better For You Packaged Food in the United Kingdom
- Consumer Health in the United Kingdom
- Digestive Remedies in the United Kingdom
- Eye Care in the United Kingdom
- Fortified Functional Beverages in the United Kingdom
- Fortified/Functional Packaged Food in the United Kingdom
- Free From 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
- Healthy Living
- Healthy Living: Home As Health Hub
- Healthy Living: The New Face of Healthy Ageing
- Healthy Living: State of Play 2019
- 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 Beverages in the United Kingdom
- Organic Packaged Food 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 Nutrition in the United Kingdom
- Vegetables In the United Kingdom
- Weight Management and Wellbeing in the United Kingdom
- Wound Care in the United Kingdom

Other electronic resources:

Many articles about this industry (from business journals and newspapers) are available from our electronic source **Newsbank**. Contact details and individual reports of companies in this industry are available from: **Creditsafe; Experian; D & B Hoovers**.

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.



Men's Fitness (Dennis Publishing Ltd) (e-magazine)

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) (e-magazine)

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/



Women's Health (e-magazine)

Lifestyle title including health, beauty, fitness, fashion, weight loss, & food.

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

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. <http://brcp.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.
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 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/

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.



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