

Statistical Bulletin

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Fitness grows in popularity; number of fitness centers and their sales reach record highs in 2025.

1. Rising health awareness and the growing popularity of exercise have spurred the development of various sports venues. According to statistics on business units and sales in Taiwan, over the past five years, the number of operation of sports facilities increased from 2,106 to 3,069, while sales rose from NT\$29.89 billion to NT\$42.60 billion, up 45.7% and 42.5%, respectively. Fitness centers were the major contributor to this growth. In 2025, there were 1,127 fitness centers, a record high and 54.8% more than in 2020. By the end of July 2026, the number had risen further to 1,166, accounting for nearly 40% of all sports venues—the largest share among venue types. This growth may be attributed to the focus on general fitness training and indoor facilities that are less affected by weather, making them suitable for the general public's fitness needs. In addition, services offered by the fitness industry have become increasingly diverse, extending beyond conventional exercise equipment to include group classes and personal training, while operators have also sought to broaden their customer base. In terms of sales, the sector generally grew year by year, apart from a pandemic-related decline to a low in 2021. Sales reached NT\$21.25 billion in 2025, exceeding NT\$20 billion for the first time and increasing 39.7% from 2020. Sales rose a further 12.6% in January–July 2026 year over year.

Overview of Operation of Sports Facilities

Unit: Unit; NT\$ Billion; %

Item \ Year		2020	2021	2022	2023	2024	2025	5-Year Growth	Jan.–Jul. 2026	Annual Growth Rate
Units	Operation of Sports Facilities	2,106	2,264	2,434	2,608	2,826	3,069	45.7	3,271	10.0
	Fitness Centers	728	817	894	985	1,062	1,127	54.8	1,166	6.1
	Golf Courses and Golf Driving Ranges	169	168	164	161	170	181	7.1	187	5.1
	Swimming Pools	213	202	193	198	193	196	-8.0	205	1.5
Sales	Operation of Sports Facilities	29.89	24.38	30.66	35.41	37.88	42.60	42.5	22.82	11.8
	Fitness Centers	15.21	12.36	15.34	17.09	18.66	21.25	39.7	11.36	12.6
	Golf Courses and Golf Driving Ranges	6.95	5.93	7.21	7.40	7.91	8.02	15.4	3.97	-2.8
	Swimming Pools	2.44	1.46	2.42	3.11	3.49	3.75	53.9	2.08	19.2

Note: The 2026 unit count is as of the end of July.

2. Fitness centers are concentrated mainly in the six special municipalities, where population and commercial activity are relatively dense. In 2025, these municipalities had 840 fitness centers, accounting for 74.5% of the national total. Taipei City had the most, with 181 (16.1% of the national total), followed by Taichung City with 173 (15.4%). Sales were even more concentrated. The six municipalities accounted for 81.6% of nationwide sales. Taipei City ranked first at NT\$4.03 billion, followed by New Taipei City and Taichung City. Compared with 2020, Taoyuan City recorded the fastest growth in the number of fitness centers, increasing by more than 1.6 times; Taichung City also grew by 71.3%. Sales growth across the six municipalities ranged from 25% to 53%. On an average annual sales-per-center basis, New Taipei City ranked highest in 2025 at NT\$25.01 million, while Taoyuan City was lowest at NT\$14.38 million—more than 40% below its 2020 level. This may be related to the entry of more new operators in recent years and intensifying market competition.

Number of Fitness Centers and Sales in the Six Special Municipalities

Area	Units in 2025 (Units)		Sales in 2025 (NT\$ Billion)		Average annual sales per center (NT\$ Million)					
		5-Year Growth (%)		5-Year Growth (%)	2020	2021	2022	2023	2024	2025
Taipei	181	47.2	4.03	38.1	23.71	16.45	18.81	20.20	21.11	22.25
Taichung	173	71.3	3.56	41.0	24.97	20.18	22.26	21.90	21.33	20.55
New Taipei	143	64.4	3.58	31.0	31.38	20.42	23.66	24.17	24.92	25.01
Kaohsiung	140	35.9	2.63	25.2	20.40	14.03	16.50	16.11	16.53	18.80
Taoyuan	120	160.9	1.73	53.3	24.47	15.30	15.89	16.32	15.30	14.38
Tainan	83	38.3	1.83	51.6	20.12	14.15	15.74	16.13	16.01	22.05
Total, 6 municipalities	840	61.5	17.35	37.6	24.24	16.98	19.13	19.52	19.65	20.65

Data Source: Ministry of Finance, Statistics Dept. "Business Units and Sales".

Note: This article covers Subclass 9312, "Operation of Sports Facilities," under the Standard Industrial Classification of Taxation (9th revision). It includes Billiard Rooms; Baseball (Softball) Fields; Tennis Courts; Badminton (Courts) Halls; Golf Courses and Golf Driving Ranges (9312-15); Bowling Alleys; Martial Arts Halls; Swimming Pools (9312-18); Fitness Centers (9312-19); Equestrian Fields; Automobile Racetracks; and Operation of Other Sports Facilities.