

bsport Data Reveals What Drives Member Retention in Boutique Fitness

BARCELONA, April, 2026 – bsport has released its Fitness Studio Playbook, a new report analyzing consumer behavior across the boutique fitness sector, based on a survey of 550 active members across Europe and the US.

The findings highlight what drives member retention, and where studios are gaining or losing customers in the first stages of the journey.

The report shows that 90% of members decide whether to return within their first three sessions, highlighting the importance of early experience and operational execution.

Retention is driven primarily by human factors. Instructor quality is the main reason members return, cited by 46% of respondents, while community and social connection play a central role in long-term engagement.

Members are also willing to pay more when the experience goes beyond the class, with 33% saying they would accept higher prices when additional services are included and 78% said they were interested in wellness offerings like recovery and lifestyle services.

These shifts are creating new opportunities for studios, but they're also raising the bar for the experience members expect.

bsport helps studios keep up with rising member expectations by simplifying behind-the-scenes operations, so teams can focus on delivering a consistent, distinctive experience.

“Studios are no longer competing on classes alone,” said Zakaria Mansour, CEO of bsport. “They are competing on experience, consistency and community. That changes how you grow a business in this category.”

The Fitness Studio Playbook provides actionable insights for studio owners, covering acquisition channels, retention drivers and revenue opportunities in a rapidly evolving market.

The report is available now by scanning the QR code below:

**About bsport**

bsport (www.bsport.io) is the world's leading boutique fitness management platform.

Trusted by thousands, from independents to growing franchise networks, it powers the core of fitness studio operations: booking, scheduling, memberships, payments, marketing, staff management, and reporting.

With focused AI that adds real value, bsport shares the load with studio owners. Backed by local, multi-language support, it gives them the support, confidence and freedom to deliver their vision and grow sustainably, without losing what makes them special.

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