



CHATMETER

Customers' Favorite Gyms Heading Into 2025

THE 2025 GYM REPUTATION RANKING REPORT



New year, new vibes? As gyms face inflation-weary consumers and new regulations that make it easier to cancel memberships, customer favorites are looking to pass the vibe check to keep members coming back for more.

According to Chatmeter’s AI-powered analysis of customer feedback, the percentage of reviews discussing a gym’s vibe (which included service, crowd levels, cleanliness and atmosphere) were up 35.6% in 2024 compared to 2023 and increasingly positive.

Gyms typically see a big jump in traffic around the new year, with some reporting as much as a quarter of their projected annual sign ups during January. According to one report, visits to gyms increased 22% in January 2024 compared to December 2023.

Chatmeter surveyed consumers and found that 51% made resolutions related to health, exercise or diet for 2025.

However, gyms faced a challenging environment in 2024. Foot traffic to major gyms was roughly flat year-over-year (YoY) in January, with analysts blaming a mix of harsh winter weather, lingering effects of the pandemic, and inflation. Even some value-focused chains struggled to make a profit, with Equinox’s low-price chain, Blink Fitness, filing for bankruptcy in September.

Chatmeter’s AI found that the percentage of reviews mentioning a gym’s value increased 34.3% YoY. And 62% of surveyed consumers agreed that most gyms are overpriced—with 54% not willing to pay more than \$19.99 for a monthly membership. Only 5% of consumers said they would pay more than \$50 per month for a membership.

The percentage of reviews mentioning attempts to cancel were up 4.9% and increasingly negative—likely contributing to new federal and state regulations that make it easier for consumers to cancel memberships. Consumers surveyed ranked a price increase as the top reason for why they would cancel a gym membership, with 30% saying this would be most likely to inspire them to cancel.

It’s unlikely gyms will be able to prevent consumers from cancelling their memberships with complex processes in 2025—but that could be good news. Most (58%) consumers surveyed said they would be more likely to sign up for a new fitness membership in 2025 in light of the new rule, including nearly three quarters (73%) of Gen Z

So, as consumers prepare to dust off their sneakers to achieve new health and fitness resolutions in 2025, how can gyms keep them engaged and coming back for more?

In a survey, Chatmeter asked consumers what factors are most important when selecting a gym, and they ranked the below as their top priorities:

39% Price	9% Modern equipment & machines	8% Welcoming, supportive vibe
18% Convenience	7% Spaciousness	4% Variety of fitness classes
15% Cleanliness		

Additionally, consumers shared the amenities that would make them more likely to join a gym, or remain a member of their current gym:

1. 24/7 access (57%)
2. Entertainment to keep engaged during a workout (39%)
3. Pool (35%)
4. Open space to create own workouts (33%)
5. Personal training (32%)
6. Fitness classes (30%)
7. Complimentary towels (30%)
8. Sauna (28%)
9. Hot tub (27%)
10. Steam room (25%)

In a survey, Chatmeter asked consumers what factors are most important when selecting a gym, and they ranked the below as their top priorities:

64% want a free trial or day pass	44% go on a tour	28% consult social media (and a whopping 55% of Gen Z do this)
47% read online reviews from customers	38% read the fine print of the membership	24% check the schedule for classes and amenities
45% ask friends	35% read online reviews in the media	



Chatmeter also used its generative AI-powered tool, Pulse Ai: Signals, to analyze more than 80,000 reviews of the top ten major gym chains across the country to understand what consumers love about their favorite gyms—and where there might be areas to improve.

The top three gyms, it turns out, were all about the vibes. According to Chatmeter’s AI-powered analysis of customer feedback, all three passed the test with flying colors when it came to:

1 Friendly and helpful staff

13.8% of reviews in 2024 mentioned that staff were friendly, while 10.6% mentioned they were helpful.

2 Positive atmosphere and welcoming, supportive environment

Overall mentions of gyms’ atmosphere being “welcoming” were up 24.7% YoY, while mentions that gyms were “busy” and “crowded” decreased 22.1% and 30.6%, respectively.

3 Cleanliness and well-maintained facilities

Overall, gym reviews mentioning the word “dirty” decreased by 13.3%, indicating that gyms are dedicating resources to sparkling clean facilities post-pandemic. This is good, since 29% of surveyed consumers ranked dirty facilities as the #1 reason they would cancel their membership. Gyms must put in extra effort here since more than two in five consumers (41%) say they don’t always wipe down equipment after they use it at the gym (and 8% say they do so rarely, or never!). Only 8% of consumers believe other people “always” wipe down their equipment.

Additionally, the top three gyms launched new offerings, initiatives and programs specifically designed to improve the in-gym vibe—from entertainment during workouts to mood lighting optimal for filming TikTok videos and atmospheres designed to welcome people of all fitness levels. The amenity needs varied greatly across generations, with only 4% of Baby Boomers surveyed saying they have ever taken a photo or video of themselves at the gym, compared to 56% of Gen Z and 40% of Millennials.

With nearly half (47%) of surveyed consumers saying they would consult online reviews and 55% of Gen Z saying they would consult social media before signing up for a gym, listening to customer feedback is more important than ever for fitness businesses. Let’s dig into the list to learn more about what the top-ranked gyms are doing right.

METHODOLOGY

Chatmeter used its Pulse Ai: Signals platform to analyze customer feedback (via Google Reviews) of 1,000 randomly-selected gym locations across the 10 largest gym chains in the US. Gyms analyzed for this report included 24 Hour Fitness, Anytime Fitness, Crunch Fitness, EōS Fitness, Equinox, Gold’s Gym, LA Fitness, Life Time Fitness, Planet Fitness and Snap Fitness. Categories analyzed included Vibe, Amenities, Experience, Property and Value.

Additionally, Chatmeter surveyed 1,059 adults in the US from January 3 to January 5, 2025.

OVERALL RANKING

1. EOS Fitness
2. Snap Fitness
3. Crunch Fitness
4. Anytime Fitness
5. Planet Fitness
6. Golds Gym
7. Life Time Fitness
8. LA Fitness
9. Equinox
10. 24 Hour Fitness

1 EōS FITNESS

EōS Fitness, which bills itself as “High Value” and “Low Price,” grew rapidly in 2024 and plans to open 250 gyms by 2030. The chain’s commitment to delivering a premium fitness experience at an affordable price (memberships at most locations [start](#) at \$9.99/month) seems to be resonating with consumers. Traffic to EōS Fitness [increased](#) 23.4% year-over-year in the second quarter of 2024.

So what keeps consumers coming back to the #1 favorite gym?

Chatmeter’s Pulse Ai found that customers praised EōS’ clean facilities, maintenance practices, new equipment and notably helpful and friendly staff members. Customers mentioned specific employees going above and beyond to provide exceptional service, and praised the gym’s positive atmosphere and welcoming environment.

Additionally, customers loved unique offerings like EōS’ [cardio theater](#), which offers cardio equipment like treadmills, stationary bikes and elliptical machines in a movie theater. The gym even offers options for customers to synchronize their workouts to the movie’s pace, increasing incline and pace as the plot thickens and cooling down as the story comes to a conclusion. With nearly two in five (39%) of consumers surveyed sharing that entertainment to keep them engaged during a workout would inspire them to join or stay a member of a gym, it makes sense that this is a popular amenity.

2 snap fitness ^{24/7}

Snap Fitness offers 24-hour access to its cardio and strength training equipment, as well as personal training and group fitness classes. The Minnesota-based franchise [opened](#) 20 new locations in 2024 and aims to continue growing, with a focus on global expansion.

After rebranding in 2021 to position itself as more inclusive and embrace the wellness trend, the chain saw memberships grow more than 18% on pre-pandemic averages. Snap Fitness advertises its locations as affordable and convenient, while focusing on the effects of exercise on overall quality of life—welcoming members who might not have otherwise chosen to go to the gym.

Snap Fitness prices [range](#) from \$34.95 to \$59.95/month for individual memberships to \$54.95 to \$84.95/month for family memberships. Snap Fitness also charges an initiation fee at the discretion of each location, varying from around \$0 to \$80.

It’s a message that seems to be paying off, as customer reviews praised staff at the gyms, including personal trainers, for being very friendly and supportive, creating a welcoming environment. Many reviews note positive interactions with management—and managers are known for making personal connections with members. Overall, members felt the atmosphere was positive and motivational.

Members also appreciated the gyms’ 24/7 access and affordability compared to competitors, and frequently highlighted the cleanliness and upkeep of facilities in reviews. With nearly one in five surveyed consumers (18%) reporting convenience as their #1 priority, it’s no wonder that Snap Fitness is one of the top gyms in the US.

3 CRUNCH

Rounding out the top three gyms according to customer feedback is Crunch Fitness, which also positions itself as a fitness community for “all kinds of people.” The gym focuses on making exercise “fun” with group fitness classes and unique programming across its 460 gyms located in 41 states and across the globe. Memberships at Crunch Fitness [start](#) at \$9.99 per month, with three tier options and annual fees varying based on location.

Crunch Fitness [saw](#) sales grow 23.3% year-over-year in 2023 while locations grew 16.8% – and the company [predicted](#) it would reach 3 million total members in 2024. The gym has captured consumers by investing in more open space for members to follow workouts on their mobile devices and even lighting that’s optimal for filming videos for social media and taking selfies—a smart move since more than a quarter (26%) of consumers surveyed said they had taken a photo or video of themselves at the gym—including 56% of Gen Z and 40% of Millennials. The gym also offers group fitness classes.

According to Chatmeter’s AI-powered analysis of customer reviews, Crunch Fitness gyms have nice, clean facilities and equipment. Consumers also love the overall atmosphere, community feel and positive, uplifting vibes. Like the other two top gyms, Crunch Fitness has friendly, helpful employees who consumers regularly praise in reviews.



What's behind this analysis?

AI. Chatmeter is a customer intelligence platform with the most advanced AI built specifically for multi-location businesses. In order to complete this analysis, our AI:

Ingested 85,000 reviews from 2023 and 2024

Performed Deep AI Extraction, with three layers of analysis to identify themes, potential risks and sentiment of each review

Synthesized customer feedback data across various AI models to teach and continuously improve the models

While many tech solutions offer AI, there are no AI solutions that are able to provide real insights to multi-location businesses like Pulse Ai can. What makes Pulse Ai different?

SCALABLE.

Pulse Ai is enterprise-grade, designed to handle everything from a handful of locations with 100 reviews per month to business with thousands of locations and millions of reviews per month.

PERSONALIZED.

It's easy to just use ChatGPT – but that's not tailored to the needs of multi-location businesses. Pulse Ai is designed to learn and prioritize the needs of multi-location businesses.

SELF-LEARNING.

Pulse Ai is made up of various models that are continuously learning specific to your data, ensuring the most relevant insights tailored to customer feedback.

For more on what Signals can do

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