



CORPORATE WELLNESS

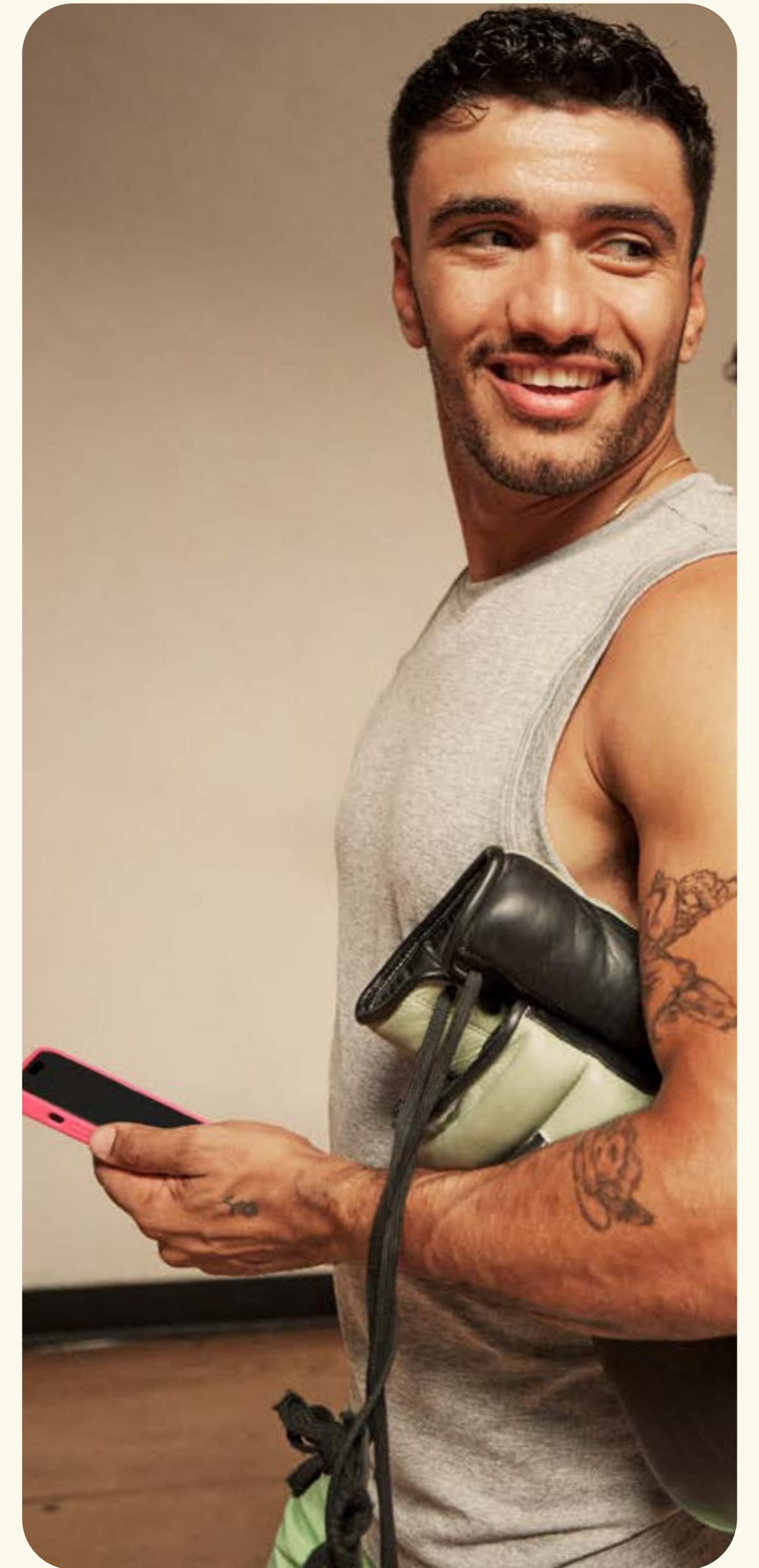
REPORT '25

Executive Summary

Corporate wellness partnerships are no longer just marketing tools or nice-to-have perks in the quest for new members. They're evolving into a strategic growth engine for gyms, studios, and wellness apps around the world. As competition grows fiercer and consumer behaviours continue to change, these partnerships are emerging as a critical driver of sustainable success.

To understand this shift, Wellhub surveyed over 600 leaders from gyms, studios, and wellness apps across 10 countries, exploring how corporate wellness partnerships are influencing their growth, profitability, and future plans.

The results are clear: providers are seeing tangible benefits. Corporate partnerships are fuelling new member acquisition, improving retention, and delivering greater financial stability.



Key Stats

89%

of owners of gyms, studios and wellness apps report that member retention rates are higher for members acquired through corporate wellness partnerships.

73%

report increased or significantly increased profitability thanks to these partnerships.

83%

say corporate wellness is critical or very important to their business growth.

92%

are aware of at least a few other businesses in their industry successfully partnering with corporate wellness platforms.

84%

believe corporate wellness partnerships are effective for acquiring new members.

58%

identify high-quality support from corporate wellness partnerships as the #1 driver of retention.

Setting the Stage: The Corporate Wellness Opportunity

The global wellness economy has grown to \$6.3 trillion, driven by digital convenience, a stronger focus on preventive health, and the rise of gyms and studios as important community “third places”. Within this expanding landscape, the corporate wellness market is set to grow from \$70.4 billion in 2024 to over \$106 billion by 2029, as companies increasingly invest in employee wellbeing to enhance productivity, reduce absenteeism, and improve retention.

As part of this shift, businesses are moving away from fragmented, standalone wellness programmes toward integrated platforms that deliver a more holistic and seamless experience for employees. This evolution is creating significant opportunities for wellness providers to connect with larger employer networks through unified, streamlined partnerships.

For gyms, studios, and wellness apps, these partnerships deliver clear business benefits.

Wellhub data shows that 90% of members sourced from these corporate wellness platforms are entirely new customers, with a 75% repeat-visit rate upon first sign-up. Providers report increased profitability, more stable revenue, and higher member lifetime value, alongside improved retention rates for corporate members compared to standard ones. Ultimately, corporate wellness partnerships are becoming indispensable for providers seeking predictable growth, operational resilience, and a strong competitive edge in an increasingly dynamic industry.

Navigating the New Era of Corporate Wellness Partnerships

Many wellness providers are embracing corporate wellness partnerships but differ in how they structure these relationships. Some choose to focus on a single platform to maximise integration

and simplicity, while others spread their efforts across multiple platforms to expand their reach and audience diversity. Key insights from our survey show:

32% partner with a single platform for deeper integrations and streamlined operations.

59% work with two to three platforms to reach varied corporate audiences.

39% have maintained partnerships for more than three years, reflecting growing trust and long-term value.

When it comes to why providers pursue these partnerships, the focus is firmly on measurable business benefits. The following highlights the top motivators indicated by gym, studio and wellness app owners.

52% cite improved member retention, as corporate partnerships help keep members engaged longer than traditional channels.

49% value access to new customer segments they might otherwise never reach.

46% seek enhanced brand visibility through inclusion in corporate wellness communications and platforms.

However, providers also navigate real concerns before joining corporate wellness platforms. The following highlights the top challenges indicated by gym, studio and wellness app owners.

46% worry about competing with similar providers on crowded platforms.

44% are concerned that platforms might prioritise their own in-house offerings, creating competitive disadvantages.

36% feel limited by a lack of control over how their services are presented or customised within the platform.



Despite these concerns, many providers succeed by building strong collaboration with corporate wellness platforms, engaging in co-marketing initiatives, embracing tailored onboarding and training, leveraging data insights, and maintaining regular feedback loops to ensure mutual success.

Overcoming Barriers: From Pitch to Partnership

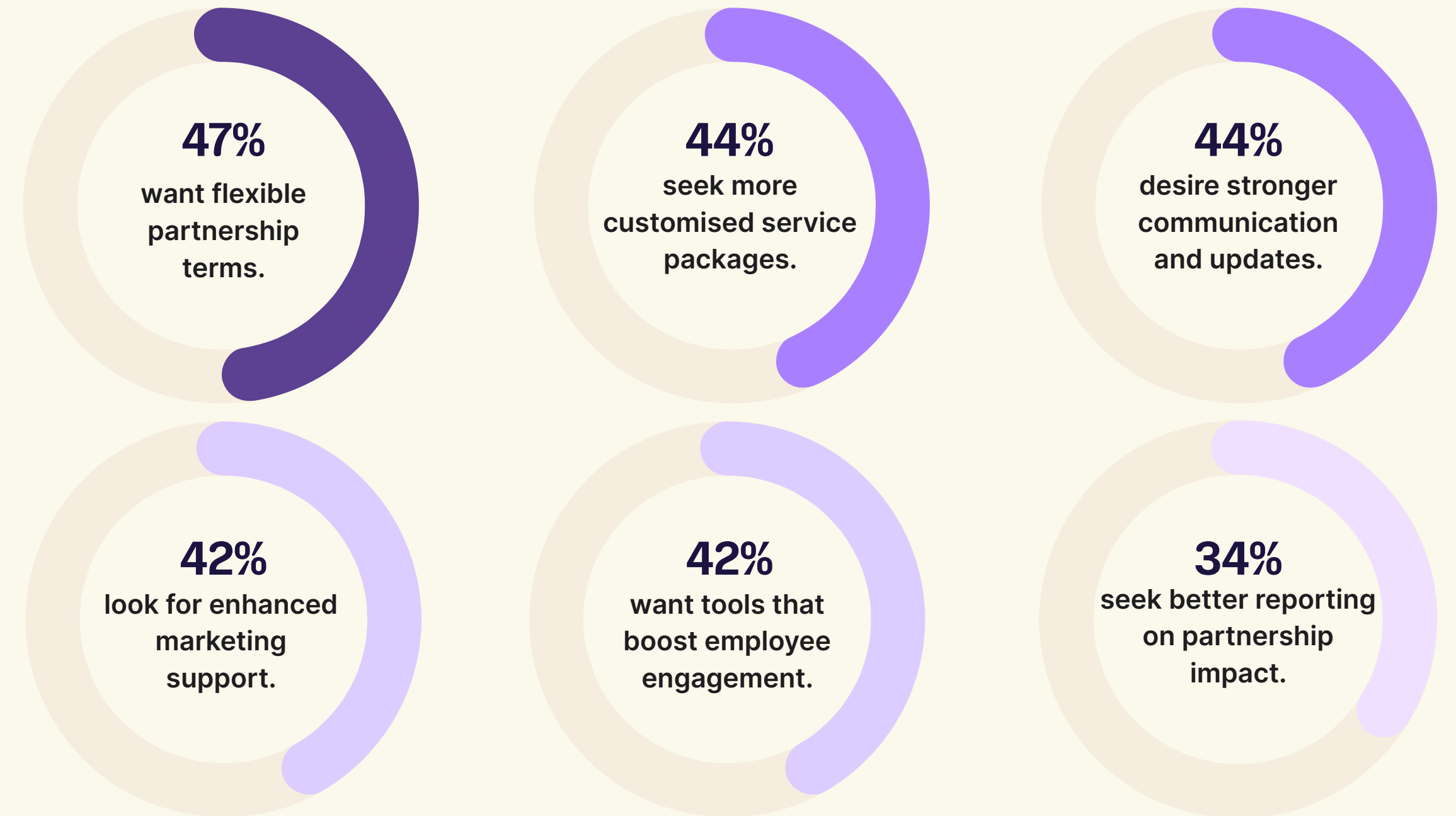
While many wellness providers see the benefits of corporate partnerships, they also face challenges moving from interest to execution. Some worry that joining a corporate wellness platform will be complex or resource-heavy, but our survey shows many barriers are easier to overcome than expected. The following highlights the top barriers indicated by gym, studio and wellness app owners.

- 56%** are concerned about needing to customise services for corporate members, though most platforms allow them to keep existing offerings unchanged.
- 56%** worry about proving value and standing out, emphasising the need for strong marketing profiles.
- 50%** feel short on internal resources, even though platforms aim to minimise operational demands.
- 41%** face challenges negotiating terms, though flexible contracts are increasingly common.
- 34%** struggle to identify corporate decision-makers, a gap platforms often fill by managing employer relationships.

Despite initial concerns, most providers find integration easier than anticipated:

-  **70%** say onboarding is easy or extremely easy, supported by clear guides and responsive teams.
-  Only **6%** encounter significant challenges, mainly due to older systems or unique business models.

Providers also see areas where platforms could add more value:



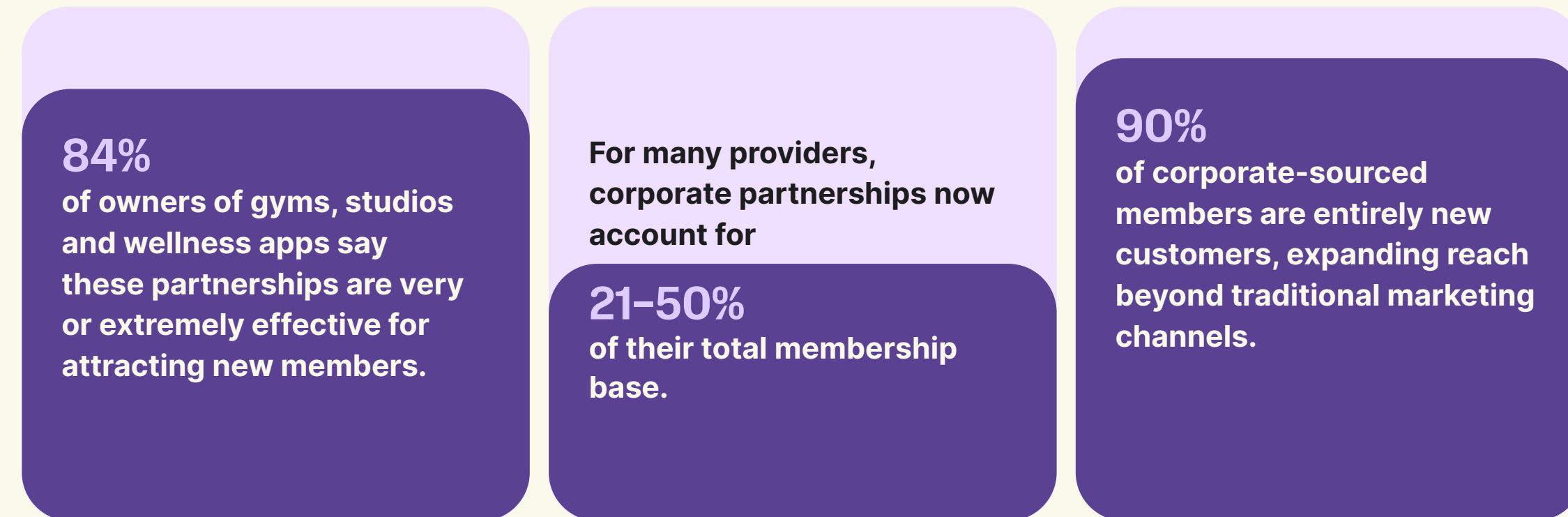
Overall, while some hurdles remain, most providers find corporate wellness partnerships manageable and worthwhile when platforms offer tailored support and collaboration.



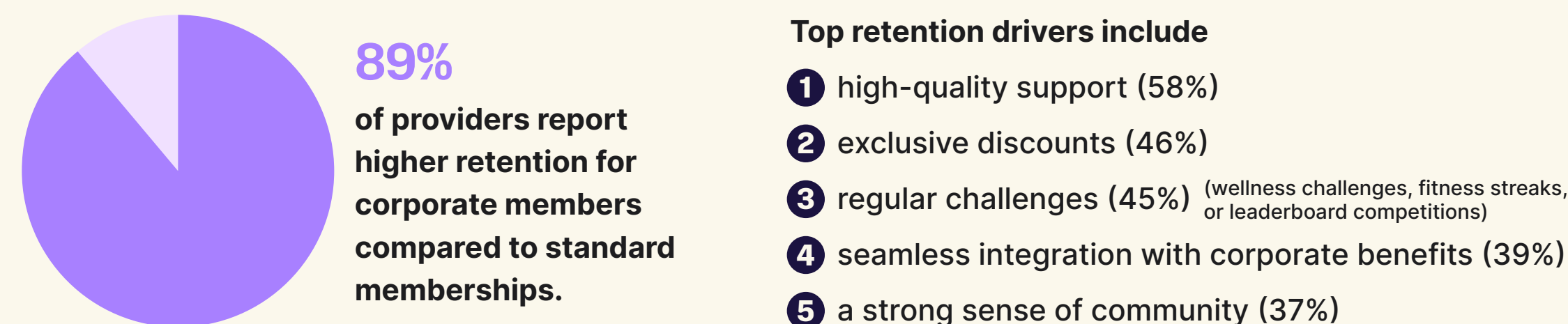
Delivering Impact: Acquisition, Retention & Revenue

After overcoming initial barriers, many wellness providers are achieving strong results through corporate partnerships, with clear gains in member growth, retention, and revenue.

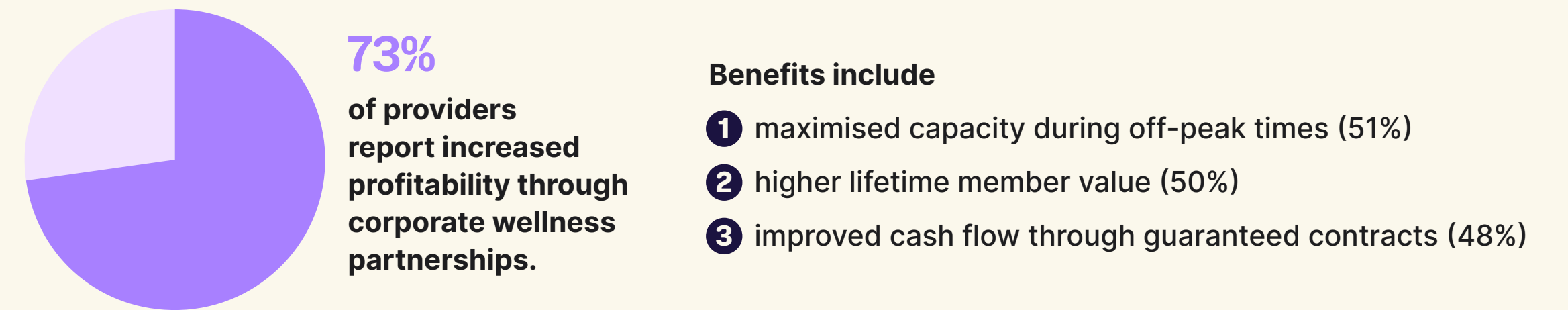
Corporate wellness partnerships are driving significant new-member acquisition, helping providers tap into previously unreachable audiences and add a reliable stream of high-intent members:



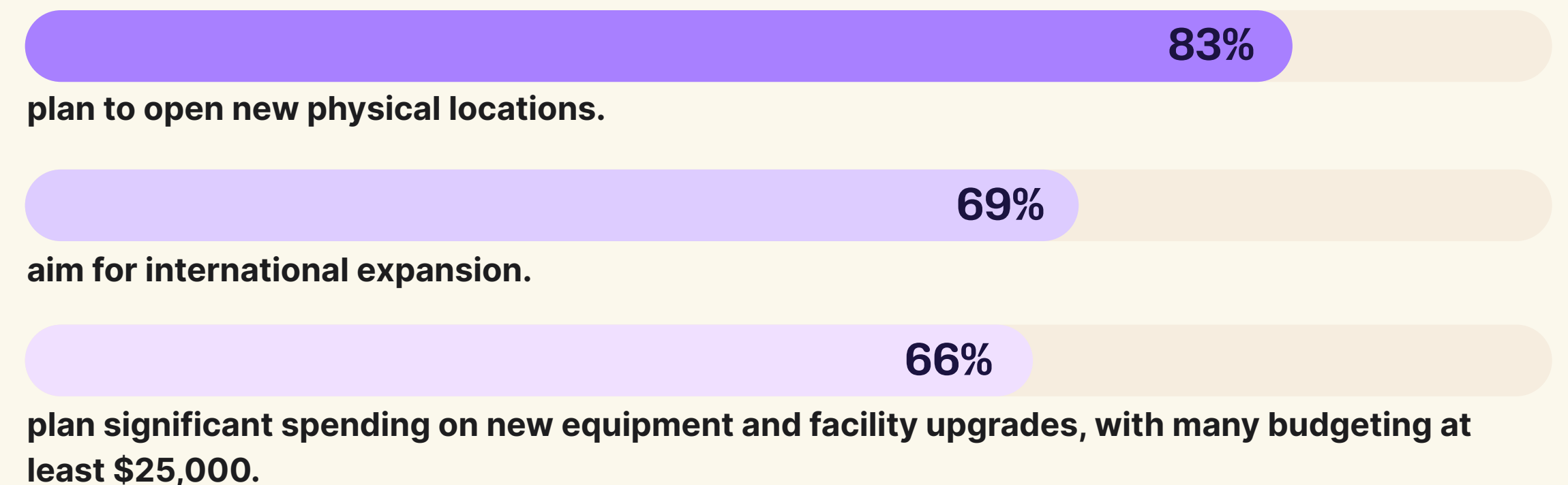
Beyond acquisition, corporate-sourced members are proving more loyal and engaged than traditional members, creating sustainable revenue streams:



Financially, corporate partnerships are helping providers strengthen their business models and navigate economic volatility with greater stability and confidence:



Looking ahead, providers are reinvesting this momentum into ambitious growth plans:



Corporate wellness partnerships are quickly becoming a cornerstone of sustainable growth, enabling wellness providers to scale with more confidence and financial resilience.

Making the Most of Your Corporate Wellness Partnership

Joining a corporate wellness platform like Wellhub is only the first step; success depends on how providers engage within the ecosystem. Gyms, studios, and wellness apps can maximise their partnerships by focusing on three pillars:



1. Establishing a strong presence



2. Delivering exceptional member experiences



3. Maintaining seamless operations

To set up for success, providers should build a polished, complete business profile with high-quality visuals, clear service descriptions, and accurate schedules. Staff training is critical to ensure smooth check-ins and welcoming first experiences for corporate members. Wellness apps should optimise their listings with compelling descriptions, screenshots, and seamless integrations for effortless user access.

Delivering exceptional member experiences drives engagement and retention. For gyms and studios, this includes maintaining clean, welcoming facilities, offering knowledgeable instruction, and encouraging feedback through reviews and in-person prompts. High-engagement tactics like themed classes, corporate-exclusive challenges, and small branded perks build loyalty and social proof. For apps, seamless onboarding flows, targeted in-app messaging, and corporate-exclusive digital challenges help drive daily usage and deeper connection.

Finally, smooth operations ensure partnerships remain sustainable and impactful. Providers should assign internal champions to oversee platform communication, monitor performance



data to identify optimisation opportunities, and leverage platform marketing resources to drive visibility. For wellness apps, cross-functional coordination and proactive analytics tracking enable continuous improvement and alignment with corporate user needs.

Ultimately, success with corporate wellness partnerships does not require overhauling a business model. It hinges on showcasing strengths through professional presentation, delivering meaningful, reliable experiences that keep members engaged, and leveraging platform data and resources to drive ongoing optimisation. By following this playbook, providers can transform corporate-sourced members into loyal advocates, fuelling sustainable growth, stronger communities, and long-term business resilience.

Regional Key Findings



United Kingdom

94%

report that member retention is higher for members acquired through corporate wellness partnerships.

100%

say corporate wellness is critical or very important to their business growth.

94%

of respondents say corporate wellness partnerships are effective for acquiring new members.

89%

say their profitability has increased or significantly increased thanks to corporate wellness partnerships.

97%

of respondents are aware of at least a few other businesses in their industry successfully partnering with corporate wellness platforms.

56%

say high-quality support from corporate wellness partnerships is the #2 driver of retention, behind exclusive member discounts (58%).

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