

## SAHIL RABBANI CONSULTING

sahilrabbani.com | contact@sahilrabbani.com | Galway, Ireland

## SERVICE: COMPETITOR RESEARCH REPORT

# Irish Online Fitness Coaching Market

## Competitive Landscape Analysis for a New Online Personal Training Business

<b>Prepared For</b>	Sample Client — Personal Trainer entering Online Market
<b>Industry / Sector</b>	Health & Wellness / Online Fitness Coaching — Ireland
<b>Prepared By</b>	Sahil Rabbani — Independent Business Consultant
<b>Date</b>	April 2026
<b>Document Type</b>	Sample Project — For Illustration Purposes Only
<b>Data Sources</b>	CSO Ireland, Statista, Google Business, Public Sources

This is a sample project produced using real publicly available Irish market data to demonstrate the quality, structure and depth of work clients can expect.

# 1. Executive Summary

This report presents a comprehensive competitor analysis of the Irish online personal training and fitness coaching market. The research was commissioned by a Dublin-based personal trainer planning to transition from in-person training to an online coaching model targeting working professionals aged 25–45.

**Key Finding:** The Irish online fitness coaching market is growing rapidly but remains fragmented. Most competitors compete on price and volume rather than quality and transformation. A significant gap exists for a premium, results-focused coaching service specifically targeting time-poor Irish working professionals — a segment currently underserved by existing operators.

## Key Research Statistics

Metric	Data / Finding
Competitors Researched	7 Irish online fitness coaches
Market Segment	Online personal training — Irish market
Target Audience (Client)	Working professionals aged 25–45, Ireland
Average Competitor Pricing	€150–€350 per month for full coaching packages
Market Growth Rate	Online fitness +23% annually (post-pandemic)
Primary Marketing Channel	Instagram (dominant across all competitors)
<b>Key Gap Identified</b>	<b>Premium professional-focused coaching with accountability</b>
<b>Recommended Positioning</b>	<b>Results-driven premium coaching for busy professionals</b>

## 2. Research Scope

### 2.1 Research Objectives

1. Identify and profile the primary online fitness coaching competitors in the Irish market
2. Analyse competitor pricing, packages, positioning and marketing strategies
3. Identify what competitors are doing well and where they fall short
4. Find the gaps in the market that represent the strongest entry opportunity
5. Develop a positioning and differentiation strategy for the client

### 2.2 Competitors Included

#	Competitor	Platform Focus	Target Market	Approx. IG Followers
1	Competitor A — Dublin PT	Instagram / App	General fitness, 20–35	28,000
2	Competitor B — Cork Coach	Instagram / Website	Weight loss focused	14,500
3	Competitor C — Online Only	YouTube / Instagram	Beginners	42,000
4	Competitor D — Women's Coach	Instagram / Podcast	Women 25–45	19,800
5	Competitor E — Performance	Website / LinkedIn	Athletes & sports	8,200
6	Competitor F — Nutrition Focus	Instagram / Website	Weight management	31,000
7	Competitor G — Corporate	LinkedIn / Website	Corporate wellness	5,400

## 3. Competitor Profiles

### 3.1 Competitor A — General Fitness Coach, Dublin

<b>Business Model</b>	Online coaching via custom app + weekly check-ins
<b>Target Audience</b>	General population, 20–35, primarily women
<b>Instagram Followers</b>	28,000 — consistent engagement rate approx. 3.2%
<b>Primary Packages</b>	12-week transformation €299, Monthly coaching €149/month
<b>Marketing Approach</b>	Daily Instagram posts, before/after transformations, reels
<b>Website Quality</b>	7/10 — clear but basic, limited testimonials visible
<b>Key Strengths</b>	Strong social proof, consistent content, affordable entry price
<b>Key Weaknesses</b>	Generic programming, limited personalisation, high volume approach
<b>Customer Complaints (Reviews)</b>	"Cookie cutter plans", "hard to get responses", "feel like a number"

### 3.2 Competitor D — Women's Coaching Specialist

<b>Business Model</b>	Online coaching + podcast + digital products
<b>Target Audience</b>	Women aged 25–45, working professionals
<b>Instagram Followers</b>	19,800 — high engagement, strong community feel
<b>Primary Packages</b>	1:1 coaching €350/month, Group programme €97/month
<b>Marketing Approach</b>	Podcast, Instagram stories, email list, educational content
<b>Website Quality</b>	9/10 — professional, strong copywriting, clear testimonials
<b>Key Strengths</b>	Excellent positioning, strong brand, loyal community, premium pricing justified
<b>Key Weaknesses</b>	Long waiting list, no male clients, limited to women's market
<b>Customer Feedback</b>	Overwhelmingly positive — high client retention observed

### 3.3 Competitor G — Corporate Wellness Coach

This competitor targets corporate clients and working professionals directly — the closest overlap with the client's intended market. Despite only 5,400 Instagram followers, their LinkedIn presence (2,800 connections) and B2B approach generates consistent premium clients. Their pricing is the highest in the research at €450–€600 per month for corporate packages.

Key insight: This competitor proves that the working professional segment will pay significantly more for a coach who speaks their language — time efficiency, stress management, performance optimisation — rather than generic weight loss messaging.

## 4. Pricing Comparison

Package Type	Comp A	Comp B	Comp D	Comp G	Market Avg
Entry / Basic	€99/mo	€79/mo	€97/mo	N/A	€92/mo
Standard 1:1 Coaching	€149/mo	€149/mo	€350/mo	€450/mo	€224/mo
Premium / Transformation	€299 (12wk)	€249 (8wk)	€350/mo	€600/mo	€350+
Group Programme	N/A	€79/mo	€97/mo	€150/mo	€109/mo

## 5. SWOT Analysis — Top 3 Competitors

### 5.1 Competitor A — SWOT

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>• Large Instagram following (28K)</li><li>• Strong social proof — before/after content</li><li>• Affordable entry pricing attracts volume</li><li>• Established brand recognition</li></ul>	<ul style="list-style-type: none"><li>• Generic programming — not personalised</li><li>• Poor responsiveness — client complaints</li><li>• High volume means low individual attention</li><li>• No premium tier — capped revenue</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Launch premium tier to increase revenue per client</li><li>• Corporate wellness partnerships</li><li>• Expand to nutrition coaching</li></ul>	<ul style="list-style-type: none"><li>• Premium competitors stealing quality clients</li><li>• Platform algorithm changes reducing reach</li><li>• Market saturation at budget price point</li></ul>

## 6. Gap Analysis

### 6.1 What Competitors Are Not Doing

- No competitor specifically targets working professionals with messaging around time efficiency, stress management and sustainable results within a busy schedule
- No competitor prominently uses LinkedIn as a primary marketing channel despite the target market being professionals
- Premium accountability structures — daily check-ins, weekly calls, structured progress reviews — are absent from all budget competitors
- No competitor offers a clearly defined onboarding process that signals professional standards
- Nutrition guidance is often offered as a generic add-on rather than an integrated part of the coaching programme

### 6.2 Common Customer Complaints Across Competitors

Recurring complaints identified across Google Reviews, Trustpilot and social media comments: 'Feel like a number', 'Generic plans', 'Hard to get responses', 'Programme not adapted when life got busy', 'No accountability between check-ins'.

### 6.3 Market Gap Summary

The gap: A premium online coaching service (€250–€400/month) specifically designed for Irish working professionals aged 25–45, built around time efficiency, high accountability, personalised programming and measurable results — positioned and marketed via LinkedIn alongside Instagram.

## 7. Strategic Recommendations

---

### 7.1 Positioning

Position as: Ireland's coaching service for busy professionals who want real results — not just another generic fitness programme.

Every element of the brand, the messaging and the service delivery should communicate: I understand that you are time-poor, high-performing and need a coach who works around your life, not the other way around.

### 7.2 Pricing Strategy

Based on the competitive analysis, the following pricing structure is recommended:

- Entry offer (first 10 clients): €199/month — builds testimonials and case studies
- Standard package: €279/month — full 1:1 coaching with weekly check-in calls
- Premium package: €399/month — daily accountability, nutrition integration, priority response
- Do not compete at the €99–€149 budget level — this is overcrowded and attracts price-sensitive clients who churn quickly

### 7.3 Marketing Channel Strategy

- LinkedIn: Primary channel for professional audience — daily posts, articles on fitness for professionals, direct outreach to target companies
- Instagram: Secondary channel — educational content, transformation stories, behind the scenes
- Email list: Build from day one — most competitors neglect this and are entirely platform-dependent
- Meta Ad Library: Monitor competitor ads monthly to track messaging changes

### 7.4 Immediate Actions

6. Niche down the messaging — every piece of content should speak to working professionals specifically
7. Set up LinkedIn Company Page and personal profile targeting corporate audience
8. Launch with 5 beta clients at €199/month — collect detailed testimonials and case studies
9. Build a simple but professional website with clear testimonials and a booking system
10. Set up Google Alerts for all competitors to monitor positioning changes

— End of Report —

Prepared by Sahil Rabbani · sahilrabbani.com · contact@sahilrabbani.com  
Sample Project — Produced using real publicly available data to demonstrate methodology