



ELKAY®

Study about **water consumption** inside
gyms and sports clubs



75%

of our planet
is covered **by water**;
that's why they call us

**The Blue
Planet.**

However, 97% of that water
is salt water.

WATER IS A GIFT OF NATURE, A RESOURCE THAT USED TO BE WITHIN EVERYONE'S REACH.



Now, **water is sold in plastic bottles at stores and restaurants, reaching very high costs and causing a huge waste of polyethylene terephthalate (PET)** - a chemical material used for producing plastic bottles that can cause health problems.

Additionally, reusing plastic bottles for refilling or using them with other liquids, without the necessary sanitation, may cause a potential health risks.

In the United States alone, 50 billion plastic bottles are produced annually, and 100 million bottles are used daily worldwide.

Approximately 8.3 billion tons of plastic have been produced in only six decades. Plastic takes more than 400 years to degrade naturally, which means **6.5 billion tons of all plastic created still exists.**

The global sports & health clubs market is worth approximately US\$94 billion, with 210,000 clubs and more than 183 million members worldwide. According to a study published by Deloitte and the International Health, Racquet & Sports Club Association in 2018, 14 markets in the Asia-Pacific sports & health clubs industry attract a combined 22 million members at more than 25,000 sports & health clubs. In total, **this market generates annual revenues of US\$16.8 billion.**

Of the 100% of water in the world, we only have 2.5% of drinking water, and yet, 10 billion tons of pure water are consumed worldwide every day.

1. TheWorldCounts.com

SPORTS & HEALTH CLUBS AND THEIR ATTENDANCE.

In 2001, workout enthusiasts in China had just 500 sports and health club options to choose from. Today that number has grown massively, to more than 37,000 gyms.

**The U.S. is the world's largest health and wellness market¹
with 38,477 sports & health clubs and an annual growth rate of 4.5%.**

Industry revenue is growing at a slightly higher rate of 6.7% and is currently estimated at US\$32 billion.

THE SPORTS & HEALTH CLUBS INDUSTRY IN LATIN AMERICA IS GROWING.

International Health, Racquet & Sportsclub Association report analyzed **18 Latin American markets that generate US\$6 billion in revenue from more than 65,000 sports & health clubs**. Nearly 20 million Latin Americans are members of a health club, according to the report, which was sponsored by Hoist Fitness and produced in collaboration with Mercado Fitness (Argentina) and supported by Fitness Brazil.³



How much water on average should people attending sports & health clubs drink while exercising?

General guidelines are to drink 1 liter for every hour of exercise. That is a lot of water.

How can sports and health clubs and their members help to create a cleaner, safer and more responsible environment?

Motivate your members to bring their own reusable water bottles, which can be filled at bottle filling stations and water coolers, and do not sell plastic bottled water.

1. Fitness Industry Marketing Report 2020 | 2. Statista 2020 | 3. IHRSA Latin American Report (second edition)

SAY NO TO SINGLE-USE PLASTIC CUPS AND PLASTIC WATER BOTTLES!

According to an article in the newspaper The Guardian, **1 million plastic water bottles are bought around the world every minute, and this number is projected to jump another 20% by 2021.** The annual global consumption of plastic water bottles is set to top half a trillion by 2021, and Forbes magazine published that China, Indonesia, Philippines, Thailand and Vietnam are dumping more plastic into oceans than the rest of the world combined.

Americans throw away approximately 35 billion plastic water bottles every year. Bottled water is the largest market in volume sales compared to soft drinks, with twice the size of carbonates, on a global level. Latin American countries account for approximately 15% of global bottled water and include two of the top 10 largest markets in the world: Mexico and Brazil. Mexico, with a population of almost 126 million people, consumes 18 billion liters annually of bottled water.⁴



Sports and health clubs can help decrease plastic water bottle pollution by minimizing their use in your gym.

LOW WATER CONSUMPTION

Gyms equipped with locker rooms should look into low consumption/flow toilets and showers that can help save water and reduce between 20%-60% everyday 24/7.

A 1 liter water bottle should do the trick for 60 minutes of exercise or less.

Bottle Filling Stations and water cooler units are practical, economical and efficient. Reusable water bottles are not only environmentally friendly, but they provide annual cost-savings, as well; for the person who drinks 64 ounces of water per day, this equates to US\$1,400 spent on plastic water bottles each year.

Sports & health club members truly appreciate access to unlimited, free and fresh water. Not only the important convenience and economic savings, and the convenient and hygienical access, but also the positive implication of plastic-free bottle environments.

⁴. euromonitor.com/bottled-water-in-latin-america/report



WATER WITHOUT WASTE

In 2020, **Elkay presented touchless, sensor-activated Bottle Fillers and mechanically activated bubblers (water fountains). This hands-free solution is convenient and hygienic.**

Elkay Bottle Filling Stations, coolers and drinking fountains are the ideal solution for sports and health clubs who wish to offer an easy-to-use, free, accessible and healthy water delivery system to their members.

The touchless Bottle Filling Station provides a rapid fill of drinking water to quench thirst while minimizing plastic bottle waste. In fact, **the Green Ticker** counts the number of disposable, single-use plastic water bottles served without the plastic bottle waste. Use of this filtered water station also reduces exposure to lead and other harmful contaminants, and it is designed to reduce energy consumption.

Elkay's efforts to improve water consumption through elimination of plastic water bottle usage and broader implementation of Bottle Filling Stations are leaving a positive carbon footprint.

Thanks to the Elkay Bottle Filling Stations, coolers and drinking fountains, in the last years the manufacture and waste of an estimated 4 billion plastic water bottles has been prevented.



To help save our planet and guarantee a high standard of living, let's partner to deliver fresh and cleaner water.

Let's take care of the planet together!



The Importance of Drinking Water at The Gym

Hydration during a workout

Did you know...



The main goal of drinking water throughout your exercise routine is to prevent dehydration.



Dehydration happens when you lose **more fluid than you drink**. When your body doesn't have enough water, it can't work properly.



If you're not hydrated, your body can't perform at its highest level, and you may feel tired, have muscle cramps, dizziness or other serious symptoms.

Things to consider



ALTHOUGH THERE IS NOT MANDATORY for sports & health clubs to provide free drinking water to their customers, it has become a common practice to do so.



LIKELY WATER IS ESSENTIAL TO YOUR HEALTH, and you probably already get an adequate amount of fluids to meet your basic needs. If you are exercising, however, you need to increase your water intake to make up for the fluid you lose when you sweat. It is important to drink water in regular intervals before, during and after your exercise session.

Elkay has products that provide fresh drinking water, and they can be installed in any indoor or outdoor workout space.

Sources:

Should You Drink Water Throughout the Workout Or Wait Until the End? | <https://classpass.com/blog/2017/02/01/water-while-working-out-vs-after/>

Hydration for Athletes | <https://familydoctor.org/athletes-the-importance-of-good-hydration/>

Importance of Drinking Water During Exercise | <https://www.livestrong.com/article/339075-importance-of-drinking-water-during-exercise/>



ASIA PACIFIC
asiapac.elkay.com
+65 6592 0130



EUROPE & AFRICA
europe.elkay.com
+971 4 428 5526



LATIN AMERICA
latam.elkay.com
+01 800 73 78 455



MIDDLE EAST
middleeast.elkay.com
+971 4 428 5526

ELKAY®

(08-20) F-5447-ELK