

India's Activity Economy

26,582 Gyms & Activity centers

34 Categories • 2.9M Reviews • 9 Cities

A Study by Lyfskills | April 2026



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Category at a Glance

26,582

Verified
Centers

9

Cities
Mapped

34

Activity
Categories

2.9M

Reviews

Cities Covered

Bengaluru

Delhi

Mumbai

Gurugram

Noida

Ghaziabad

Thane

Navi Mumbai

Faridabad

Emerging & Niche Categories

Beyond the mainstream: newer formats gaining traction in urban India

426

Coding & Robotics

STEM-focused centres scaling in tech hubs

333

Gymnastics

Driven by parent demand for structured physical activity

309

Chess

Post-pandemic surge; competitive circuit growing

72

Horse Riding

Premium activity; concentrated in suburban corridors

17

Shooting

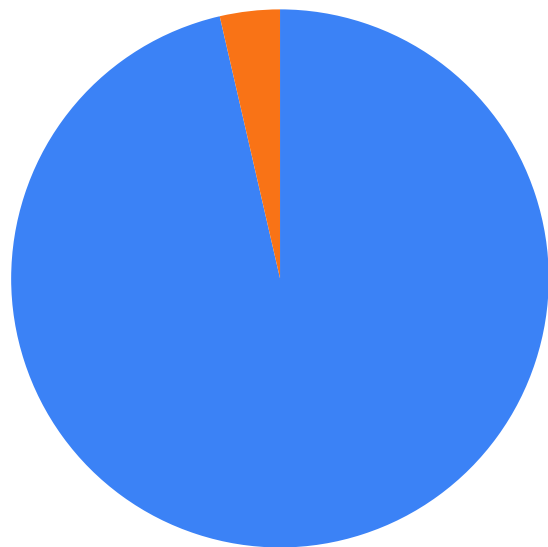
Niche sport with dedicated academies

7

Adventure Sports

Emerging urban adventure format

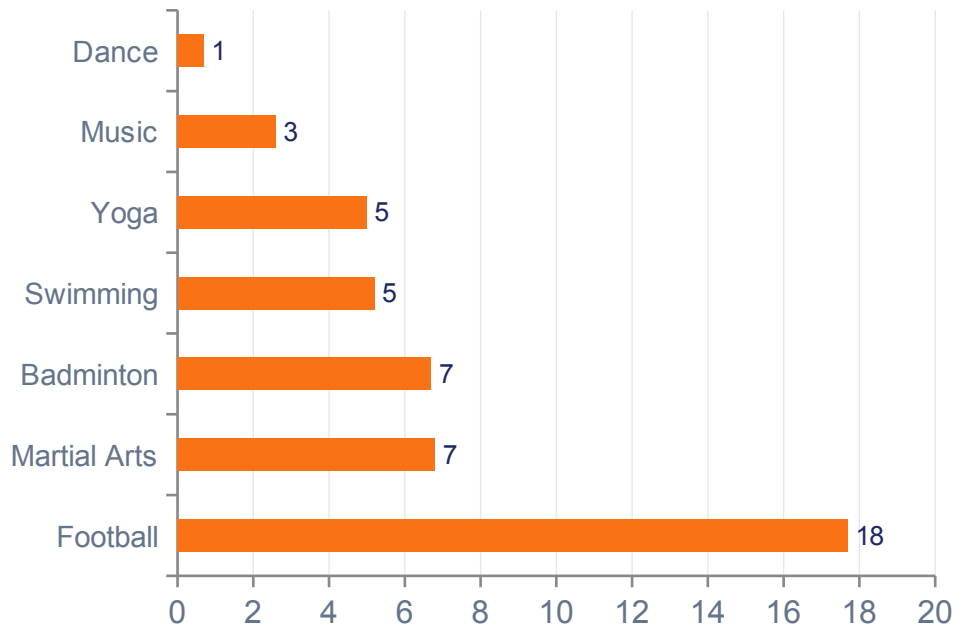
96% Independently Run; Brand Penetration Varies by Category



■ Independent (96.4%) ■ Brand / Chain (3.6%)

97 brand names identified

Brand Penetration % by Category



Reviewer Praise vs Complaints

Structured review tags from 2.9M Google reviews across the dataset

High-Rated (4.5+ Stars)

- Trainer quality
- Coaching approach
- Teaching style
- Personal attention

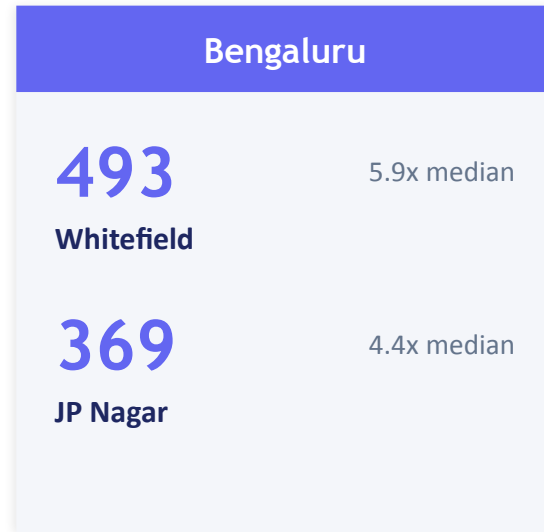
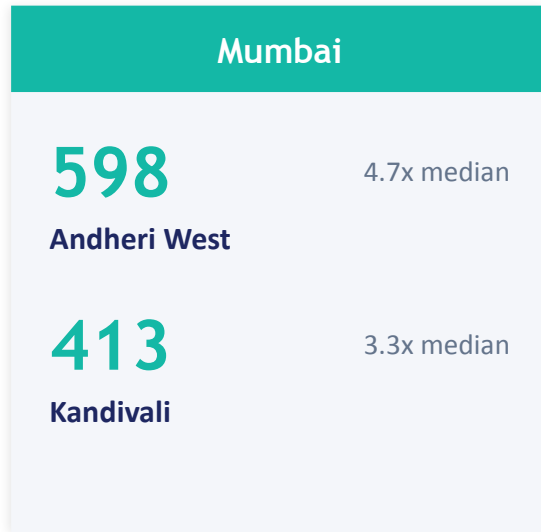
Low-Rated (Below 4.0)

- Court availability & quality
- Facility cleanliness
- Equipment condition
- Changing room maintenance

Consumers stay for people; they leave because of infrastructure

Locality Standouts: Where Supply Clusters

Top localities vs city median — a few corridors concentrate disproportionate supply



Key Takeaways

- 01 India's activity economy is massive and undermapped — 26,582 verified centres across 3 metros, with 34 distinct categories.
- 02 96% of the sector is individual-operator-driven. Consolidation is early-stage and limited to sports categories like football (17.7% branded).
- 03 Star ratings compress heavily at the top — 80% are 4.5+, and 39% of perfect 5.0 scores rest on 10 or fewer reviews.
- 04 Supply density varies dramatically — from 8.7 academies/sq km in Bengaluru to 3.2 in Gurugram — and clusters sharply within cities.
- 05 Each metro has a distinct activity signature: Bengaluru skews non-traditional, Delhi/NCR fitness-first, Mumbai performing arts.

Methodology & About

Methodology

26,582 verified, non-duplicate listings across 9 cities.

Data sources: Digital footprint across Google business listings, websites & social media profiles.

Quality: Multi-tier process combining deterministic rules and category validation.

Brand identification: Name matching, domain clustering, and branch location data.

Density: Official municipal/authority area per city.

Data current as of April 2026.

About Lyfskills



Lyfskills Discover

discover.lyfskills.com

Activity platform covering India's top 3 metros and satellite cities.



Lynk

lynk.coach

Coaching management platform for academies.

Contact

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