



FREE BRAND BREAKDOWN

BRAND GROWTH BREAKDOWN

Gymshark

How a 19 year old from Birmingham built a billion pound fitness brand.



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01 · THE STORY

HOW GYMSHARK GOT HERE.

Ben Francis founded Gymshark in 2012 out of his parents' garage in Birmingham. He was 19, running a screen printer, and fulfilling orders himself.

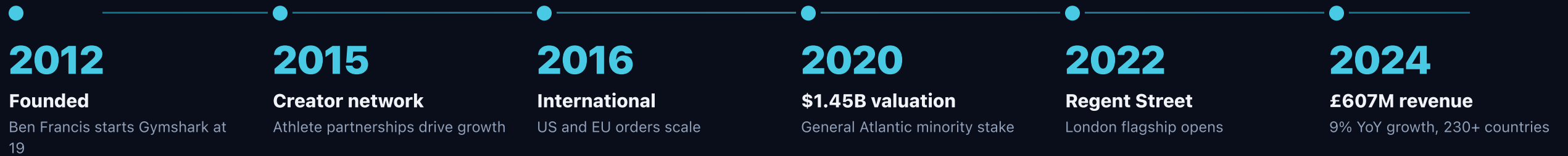
The brand's first scale moment did not come from paid media. It came from early Instagram and YouTube athlete partnerships. The fitness creator category was still being formed. Gymshark arrived at the same time and treated creators as co-founders of the brand's identity.

By fiscal 2024 Gymshark reported revenue of £607.3 million, up 9% year-on-year from approximately £556.2 million in 2023. The company is valued at around \$1.45 billion, with Ben Francis reported to hold approximately 70%.

Gymshark now serves customers in 230+ countries. The brand has expanded into flagship retail (London Regent Street) while keeping the online engine dominant.

"Community is a product decision, not a marketing one."

KEY MILESTONES.



Every milestone above is a compounding bet. The brands that last are the ones where each phase sets up the next. Gymshark is a case study in sequencing.

THE GROWTH IN NUMBERS.

\$1.45B

Brand valuation

£607M

FY2024 revenue

9%

YoY revenue growth

230+

Countries served

~70%

Founder ownership

2012

Year founded

19

Founder's age at launch

1

Flagship retail (London)

Figures drawn from public reporting.

04 · GROWTH TRAJECTORY

REVENUE TRAJECTORY (£M)



The curve matters more than any single number. The shape tells the strategic story: where the brand accelerated, where it compounded, and where the next investment moment sat.



05 · ICP ANALYSIS

WHO ACTUALLY BUYS.

The Gymshark buyer is not a professional athlete. It is the person who wants to train like one. The product is engineered for that aspiration and the marketing makes it look achievable.

The brand's earliest loyalty is with men aged 18-28. Over time the audience has broadened to an equally strong women's base, supported by women athletes within the athlete network.

OPERATOR PROFILE

Aged 18-34, split increasingly evenly between men and women, urban and suburban, high gym attendance. Follows 5-10 fitness creators. Cares about fit and proportion over technical fabric. Buys seasonally around drops.

WHAT THEY WANT

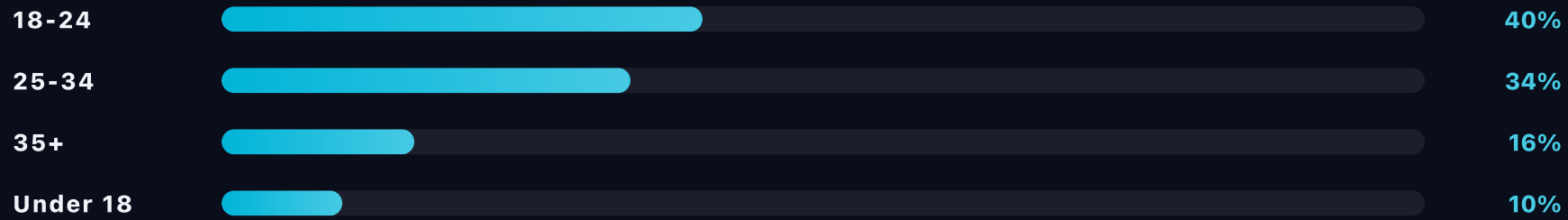
- Kit that fits a trained body, not a model body
- Proximity to the athletes they already follow
- A wardrobe that signals gym commitment
- Drops worth planning for

WHAT THEY FEAR

- × Kit that rides up under a real lift
- × Paying premium prices for basic performance wear
- × Being out of season when a drop sells out
- × Gear that reads as fashion, not fitness

06 · AUDIENCE SPLIT

THE AUDIENCE, SPLIT.



Gymshark owns the 18-34 fitness consumer in a way most competitors cannot touch. Today's 17-year-old Gymshark buyer is tomorrow's 25-year-old loyalist.

"The brand for people who train, not people who lounge."

That one word, 'train,' does a lot of work. It aligns product design, creative direction, athlete selection, and store design around a single behaviour.

The creator-led foundation gave Gymshark something Nike could not copy quickly: authentic proximity. Early athletes answered DMs. Later ones headlined live events.

Train hard

The product exists for gym use first.

Fit over fabric

Design focuses on proportion and movement.

Proximity

Athletes are reachable, not idealised.

HOW THEY DIFFER.

DIMENSION	GYMSHARK	NIKE / LULULEMON
Origin	D2C + creators	Retail + sponsors
Athletes	Fitness creators	Pro athletes
Price	Mid-premium	Premium
Distribution	D2C + 1 flagship	Global retail
Community	Direct + events	Mass marketing

WHAT MAKES THEM DIFFERENT

01

Fitness creators treated as founding partners, not endorsers.

02

Product design prioritised gym-specific fit.

03

D2C kept margins and data with the brand.

04

Events and pop-ups built community at physical scale.



09 · CONTENT STRATEGY

PLATFORMS & CONTENT SYSTEM.

Gymshark's content is unusually homogeneous across platforms. Whether the creator is 15 on TikTok or 28 on Instagram, the content hits the same beats: training footage, transformation subtext, and brand kit that is barely mentioned.

The brand almost never runs scripted ads starring its athletes. The athletes' own content is the marketing, and Gymshark coordinates rather than controls.

WHAT WORKS

- + Athlete training clips in authentic gym environments
- + Anniversary moments (66 Days campaigns)
- + Store opening events that create content waves
- + TikTok sets, tutorials, transformation series

WHAT DOESN'T

- ✗ Heavy-handed branded scripted content
- ✗ Celebrity athletes with no training context
- ✗ Fashion-first editorial shoots
- ✗ Lifestyle content detached from the gym

PILLARS & PLATFORMS.

CONTENT PILLARS

Training

Gym footage first

Athletes

Creator-partner voices

Community

Events + pop-ups

Product

Drops and collections

PLATFORMS

INSTAGRAM

Athlete partnerships

TIKTOK

Creator reach engine

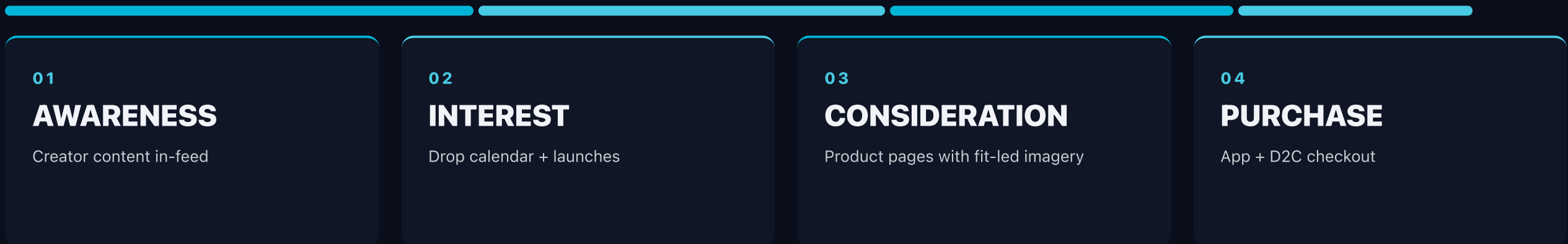
YOUTUBE

Long-form training

APP

Drop notifications

HOW THEY ACQUIRE CUSTOMERS.



The Gymshark funnel is optimised around the drop. New collections are timed and teased through athletes before the brand's own channel posts.



12 · RETENTION

HOW THEY KEEP CUSTOMERS.

Retention at Gymshark is community-led. The brand runs repeated 66 Days campaigns that reframe purchase into commitment. Events and pop-ups reinforce the tribe feeling.

The app is the quiet workhorse. Drop notifications function as a retention engine.

When your favourite creator posts new Gymshark kit, the brand has re-entered your feed without spending on paid media.

KEY RETENTION METRIC

£258M to £607M in 4 years

Drops model, 66 Days commitment ritual, and athlete-led social distribution create a retention stack that compounds annually.

TAKEAWAYS YOU CAN APPLY TODAY.

01**Start where incumbents will not.**

Gymshark chose fitness creators when big brands were chasing pro athletes.

02**Design for the behaviour.**

Fit-for-the-gym beat fit-for-the-coffee-shop. Specificity won.

03**Creators are partners, not ads.**

Give early creators real ownership and the relationship becomes a moat.

04**Events convert more than campaigns.**

Pop-ups, tours, flagships create content and community at once.

05**The app is the retention engine.**

Drop notifications beat every paid media channel.

06**Keep founder ownership.**

Ben Francis retained ~70% and that protected brand decisions.

07**Move into retail on your terms.**

A single flagship concentrated media attention more than 50 stores would.

THE NEXT MOVE

WANT US TO BUILD THIS FOR YOUR BRAND?

MOST POPULAR

The Creator Brand Growth Playbook

10 chapters. 30 hooks. 70 subject lines. 14 templates. Everything you need to build a brand that converts.

£27

INSTANT DELIVERY · ONE-TIME PAYMENT

GET THE PLAYBOOK →

DONE FOR YOU

Custom Growth Blueprint

A complete growth strategy built specifically for your brand. Your ICP, content, funnel, email, ads, and a 90-day action plan.

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