



LOCAL MARKET RESEARCH REPORT

Iron & Oak Fitness

Chicago, IL · Boutique Fitness Studio
June 2026

SAMPLE REPORT · ILLUSTRATIVE DATA



OPPORTUNITY SCORE

SCORE BY ZIP		
60614		81
60657		77
60613		74
60640		70

MARKET SIZE

\$42.6M

▲ +21.3%

DEMAND TREND

Strongly Rising

▲ +41%

TOP ZIP

60614

▲ Very High Opportunity

Executive Summary

Iron & Oak Fitness · Chicago, IL



OPPORTUNITY SCORE

81/100

▲ Very High Opportunity

MARKET SIZE (EST.)

\$42.6M

▲ +21.3%

DEMAND TREND

Strongly Rising

▲ +41%

Key Findings

- ✓ Lincoln Park (60614) scores 81/100 — strongest demand-to-competition balance in the city
- ✓ Boutique fitness demand surged 41% driven by post-pandemic wellness investment
- ✓ Early morning (5–7am) and corporate wellness are both underserved by current players

Score by ZIP Code



REPORT CONTENTS

- › Market Size & Segmentation
- › Competitor Analysis
- › Consumer Analysis
- › Market Gaps
- › 90-Day Action Plan

MARKET SIZING

TOTAL ADDRESSABLE MARKET

\$42.6M

▲ +21.3% vs prior year

SERVICEABLE MARKET

\$10.7M

OBTAINABLE (YR 1)

\$1.9M

\$35.1M



2024

\$38.9M



2025

\$42.6M



2026

COMPETITOR ANALYSIS

BUSINESS	SHARE	RATING	PRICE	SCORE
OrangeFit Chicago	31%	4.7★	\$\$\$	81/100
CrossFit Lincoln Park	22%	4.4★	\$\$	69/100
Studio Move	18%	4.6★	\$\$\$	74/100
Others	29%	—	—	41/100

💡 Your Opening

The market is dominated by well-reviewed but premium-priced studios. A strong opening exists for a quality, slightly more accessible option — particularly targeting the underserved 5–7am early-morning slot.

CUSTOMER SEGMENTS

Millennial Professionals 28–40 44%

Health-conscious, time-poor, willing to pay for convenience and community

Dual-Income Couples 31%

Fitness as social activity, seek variety and scheduling flexibility

Remote Workers 25–45 25%

Flexible hours, mid-morning classes, community-driven

MARKET GAPS — PRIORITISED

OPPORTUNITY	IMPACT	TIMELINE
Early morning 5–7am classes	High	Quick win
Corporate wellness packages	High	Quick win
Recovery and mobility specialisation	Medium	3-month
Outdoor summer pop-up classes	Medium	3-month

SWOT AT A GLANCE

STRENGTHS

Very high and growing demand in target ZIPs
Early morning slot wide open

WEAKNESSES

Established competitors with loyal memberships
High customer acquisition cost in fitness

OPPORTUNITIES

Corporate wellness is untapped and high-value
Millennial health investment at 10-year high

THREATS

OrangeFit expanding into new locations
Premium studio fatigue possible in 18 months

90-Day Growth Action Plan

Prioritised steps to capture your local opportunity



MONTH 1

Foundation

- 1 Launch with founding member offer — first 50 at 30% off
- 2 Establish 5:30am and 6:30am daily class slots
- 3 Set up Google Ads targeting 60614 and 60657

MONTH 2

Traction

- 1 Approach 5 local employers for corporate wellness deal
- 2 Launch referral programme — free class per referral
- 3 Begin instructor showcase content on social media

MONTH 3

Growth

- 1 Analyse class fill rates — double down on top slots
- 2 Launch recovery mobility class as differentiator
- 3 Target apartment buildings in catchment for promotions

Ready to get started?

This report was built using live local data for Chicago, IL. To get a full report customised to your business, your category, and your ZIPs — visit veduta.dev or find Veduta on Fiverr.

FULL PACK

\$249

All 6 modules