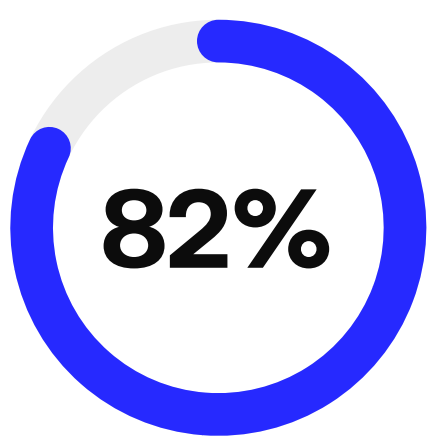


Why health and fitness platforms are embedding payments in 2026

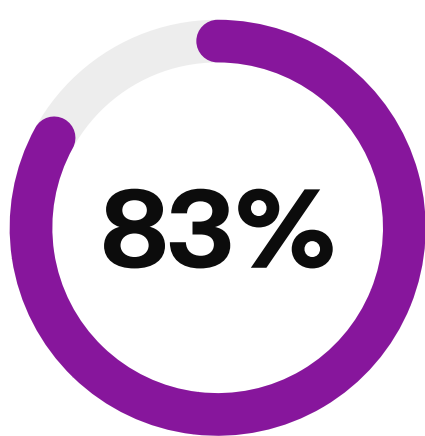
Payments are becoming part of platform value

Health and fitness software providers are evolving beyond membership management and scheduling. As businesses look for new ways to grow revenue, improve member experiences and simplify operations, payments are becoming a more strategic part of the platform experience.

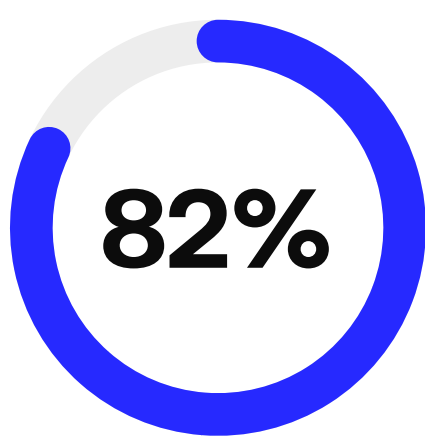
Fitness studios and gyms are raising the bar



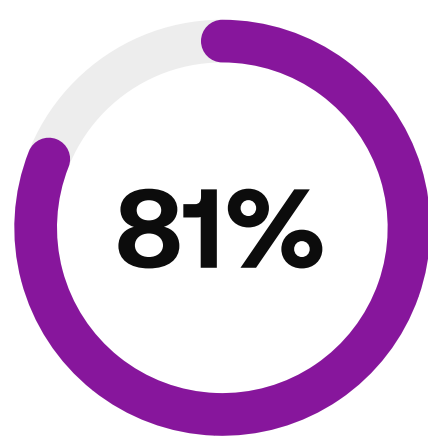
would switch software providers for better payment capabilities



would consider switching for better cash-flow visibility



want the ability to accept all payment types seamlessly



want significantly faster access to collected funds

Source: The 2026 Merchant Insider Report

What's driving payments adoption?

✓ Recurring revenue matters

Membership businesses depend on predictable revenue. Embedded payments help support billing continuity, reduce payment friction and streamline collections.

77m

US gym memberships reached a record in 2024¹

✓ Gym-goer expectations are changing

Consumers expect payment experiences to be flexible, convenient and easy, whether they're paying for memberships, classes or wellness services.

41%

of members want flexible payment options²

✓ Payment visibility is essential

Health and fitness businesses want more than payment acceptance. They want insight into cash flow, collections and business performance.

83%

say cash-flow visibility influences software decisions²

✓ Platforms are expanding their role

Business owners expect their software providers to support operational and financial workflows in one connected experience.

79%

want integrated lending and capital solutions²

¹ Health & Fitness Association, 2025 Fitness Industry Benchmarking Report

² The 2026 Merchant Insider Report

The opportunity for fitness software

Platforms that embed payments can help their customers thrive in a competitive market



Drive recurring revenue



Improve member experiences



Increase financial visibility



Simplify operations



Strengthen platform value



Create new growth opportunities



Deliver the connected experiences

Turn payments into a growth engine for your fitness platform

See how Global Payments for Platforms can help strengthen recurring revenue, improve member experiences and unlock new opportunities for growth.

[Explore more opportunities](#)