



PRESS RELEASE BASIC-FIT

More popular than ever, but not accessible to everyone: Basic-Fit opens up the reformer Pilates trend to a wider audience

Hoofddorp, June 9, 2026 – Reformer pilates is rapidly growing in popularity, but at the same time risks becoming one of the most exclusive fitness trends of the moment. High membership fees, waiting lists and limited availability mean the workout remains out of reach for many people. Basic-Fit aims to lower that barrier with the introduction of Reformer Inspired Pilates: freely accessible workouts based on the principles of reformer pilates, available to everyone through the Basic-Fit's YouTube Channel.



The popularity of reformer pilates is growing rapidly worldwide, fuelled in part by TikTok and Instagram. In the Netherlands, more and more specialised studios are opening their doors. At the same time, reformer pilates often comes with a significant price tag. Monthly memberships at specialised reformer pilates studios in the Netherlands range from around €80 to €250 per month on average, while individual classes typically cost between €25 and €40. In addition, waiting lists are becoming increasingly common due to the limited number of reformer machines available per class. As a result, the workout is becoming less accessible to a broader audience.

According to Basic-Fit, the rise of reformer pilates reflects a wider trend in which popular wellness and fitness concepts are increasingly turning into premium experiences that are not accessible to everyone.

"Reformer is the hot item right now, the cool thing to try," says Mckenzie Mullan-Bijlsma, reformer Pilates instructor at several studios. "It's amazing that more people are interested in such a beneficial form of movement, but let's be honest, it's not overly accessible. Between the price point, the waitlists, and the unfamiliar equipment, reformer Pilates can be intimidating. It's important that anyone who's interested in reformer has an entry point, which is where these workouts come in. All of the barriers are stripped back when you only need your phone and a towel. This simplified approach allows so many more people to experience the benefits of reformer without having the reformer itself."

With Reformer Inspired Pilates, Basic-Fit translates the training principles reformer pilates is known for into an accessible twenty-minute workout that can be followed using nothing more than a towel and a screen. Through short guided video sessions, users are taken step by step through the workout by an instructor. The workouts focus on strengthening the core and lower body for both strength and stability and can be followed anywhere: at home, in the gym or while travelling.

The new Reformer Inspired Pilates workouts are now available in the Basic-Fit app, and available to everyone on YouTube <https://youtu.be/g7YPC00TOUE> in five languages: Dutch, English, French, German and Spanish.

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Sources

[dePilatesStore statistics overview](#)

[Studio 9 Pilates pricing](#)

[PLTS pricing](#)

[EFAA article on reformer pilates growth](#)

About Basic-Fit

With more than 2,150 clubs, Basic-Fit is the largest and fastest-growing fitness chain and franchisor in Europe. The company operates in twelve countries and serves more than 5.7 million members across both company-owned and franchised clubs. Every day, members can work on their health and fitness in Basic-Fit clubs. Basic-Fit offers a straightforward membership model and a high-quality fitness experience with excellent value for money, tailored to the needs of anyone who values their personal health and wellbeing.

Note to editors (not for publication)

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