

# PHILIPPINES' INTERNATIONAL FITNESS AND WELLNESS EXPO!

4<sup>th</sup> Edition



**PHILFIT** 2026 **PHILWELL** 2026

CO-LOCATED WITH:

**PHIL MEDICAL EXPO 2026**  
The 9<sup>th</sup> Edition of



## STRONGER, SMARTER, HEALTHIER THE EVOLUTION OF WELLNESS IN THE PHILIPPINES

**19 → 21**  
**AUGUST 2026**

**SMX**  
CONVENTION CENTER  
MANILA

SMX CONVENTION CENTER MANILA,  
MALL OF ASIA COMPLEX,  
PASAY CITY, PHILIPPINES



In partnership with:



Supported by:



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**FIREWORKS**  
EXHIBITIONS AND CONFERENCES  
Since 2008

# ABOUT THE EVENT

**The PhilFit Expo 2026** would feature international sporting brands from various sports and fitness interests. It strives to improve the health of Filipinos through fitness and also cater to the needs of health-conscious individuals. A B2C segment is also incorporated to ensure exhibitors are able to find the right distributors or corporate buyers during the event.

**The PhilWell Expo 2026** focuses on natural therapy, wellness, and rehabilitation. It showcases international products that could allow one to live life healthily and heal naturally. A B2B segment is also part of this event to ensure exhibitors capture both the B2B and B2C markets.

## EVENT HIGHLIGHTS



ACTIVITY AREA

# FACTS & DEVELOPMENT

## THE RISE OF WELLNESS: THE FUTURE OF THE PHILIPPINES' FITNESS AND WELLNESS INDUSTRY

As the world emerges from a pandemic-era reset, the Philippines is witnessing a remarkable transformation in the fitness and wellness landscape — driven by innovation, rising health awareness, and a new generation of Filipinos prioritizing holistic well-being. With local and international players investing heavily, the country's fitness and wellness industry is projected to grow steadily, not only in economic terms but in shaping healthier communities nationwide.



### CURRENT FACTS & INDUSTRY SNAPSHOT

- The Philippine fitness industry is valued at ₱7.5 billion in 2024 and is expected to grow at 8-10% annually through 2030.
- Over 1,500 registered gyms, studios, and fitness centers are currently operating across Luzon, Visayas, and Mindanao.
- According to the Philippine Statistics Authority, over 25% of urban millennials have engaged in structured fitness programs or wellness subscriptions post-pandemic.
- Digital fitness platforms such as KumuFit, FitFil, and REBEL are gaining traction alongside international apps like Nike Training Club and Peloton.



### SHIFT TOWARD HOLISTIC WELLNESS

Beyond weight loss and workouts, there is a growing shift from fitness to total wellness, including:

- Mental health awareness and demand for psychological services and mindfulness apps
- Increased interest in functional medicine, nutrition coaching, and preventive care
- Growth of wellness resorts, urban spas, and detox retreats, particularly in destinations like Batangas, Cebu, Siargao, and Palawan
- Expanding local brands like The Farm at San Benito becoming models of world-class wellness tourism



### DIGITAL & TECH-DRIVEN FUTURE

The future of wellness in the Philippines is digitally enabled and data-driven:

- Virtual fitness classes, AI trainers, and on-demand wellness content are being adopted by busy professionals and Gen Z consumers
- Startups are developing wearable tech, sleep trackers, and nutrition-focused mobile apps designed for Filipino users

- Gyms are evolving into hybrid models — combining in-person sessions with virtual memberships



### THE RISE OF COMMUNITY & LIFESTYLE FITNESS

- Group fitness remains strong, with trends in HIIT, Zumba, CrossFit, yoga, barre, and indoor cycling attracting niche markets
- The Philippine Obstacle Sports Federation and similar organizations are encouraging competitive fitness and outdoor endurance sports
- Wellness-focused communities and eco-developments are integrating gyms, jogging trails, meditation spaces, and nutrition bars as part of real estate offerings

### LOOKING AHEAD: 2030 AND BEYOND

#### Personalized Health & Wellness Plans

- Genomics, wearable diagnostics, and lifestyle tracking will allow for customized health plans
- AI-based fitness coaches and nutritionists will become common features in urban wellness hubs

#### Medical-Wellness Convergence

- Integration of fitness, wellness, and healthcare into a unified system, where gyms collaborate with clinics, therapists, and health tech providers

#### National Wellness Strategy

- Policy proposals are being formed for a National Wellness Agenda, aiming to combat rising cases of obesity, diabetes, and depression through public-private initiatives

#### The Philippines as a Wellness Tourism Hub

- Positioned to be a top destination for affordable, tropical, healing retreats combining spa services, detox, and medical wellness in one package

# CONGRATULATORY MESSAGE & TESTIMONIALS



Congratulations on the success of the 2025 PhilMedical event! Thank you for three years of solid partnership between HADSAP and Fireworks. You did an amazing job of enhancing the awareness for the Health and Dietary Supplement Industry through this event!

## LENI P. OLMEDO

*Chairman and President,  
Health and Dietary Supplement Association of  
the Philippines  
Country Manager, Amway Philippines, LLC*



On behalf of the Board of Officers and Directors of the Philippine Physical Therapy Association (PPTA), we wish to extend our profound appreciation to Fireworks, the organizer of the PhilMedicalExpo, PhilFitExpo, and PhilWellExpo.

Your commitment in providing professional organizations such as ours with an avenue to conduct meaningful activities, engage with other industry partners, and explore opportunities for collaboration in professional practice, research, and advocacy is deeply recognized and valued. Such platforms not only strengthen our profession but also broaden the impact of our advocacies in healthcare and beyond.

We look forward to sustaining and further strengthening this partnership in the years ahead.

## MICHAEL PEREYRA GABILO, PTRP, DHPED, MPA

*President, Philippine Physical Therapy Association, Inc*



## To the Fireworks Team,

What an unbelievable three days! Honestly, you absolutely smashed it. From day one right through to the final pack-down, your support, professionalism, and pure energy made the whole thing run seamlessly. You didn't just put on an event – you created an experience that had the entire industry buzzing (and kept us all on our feet... literally!).

We loved being part of the Activity Zone – the feedback from the FitIQ Asia team has been nothing short of amazing. The whole thing was slick, engaging, and had just the right mix of fun and professionalism. You gave us a stage to not only show what we do, but to inspire, connect, and actually make a difference – and that's no small feat.

On the business side, it was just as brilliant. We walked away with loads of quality leads, had some fantastic conversations, and opened doors to opportunities that we're confident will turn into sales and long-term partnerships. Not bad for three days' work!

Overall – hats off to you. It was a fantastic event, and we're already looking forward to coming back bigger, louder, and maybe even with comfier shoes next year.

Big thanks,



## SOME OF OUR MAJOR EXHIBITORS



UNICITY





## THE VENUE

**SMX CONVENTION CENTER MANILA,  
MALL OF ASIA COMPLEX, PASAY CITY, PHILIPPINES**

**PhilWellFit 2026** will be held at SMX Convention Center Manila, one of the Philippines' most impressive and popular purpose-built convention and exhibition center. The center offers the latest facilities in exhibition and conferences and provides an ample parking space for visitors and exhibitors.

## COST OF PARTICIPATION



### HAVE IT RAW!

Raw Space Only (Min 18sqm)

**460 USD PER SQM**

"Ideal For Companies With Large Exhibits Or Simply For Those With More Flair..."

### SHELL ME UP!

Standard Shell Scheme (Min 9sqm)

**480 USD PER SQM**

"Leave The Work To Us And Walk Onto A Furnished Stand With Chairs & Tables."

**CORNER BOOTH CHARGE:  
50 USD PER SQM**

### SHELL SCHEME PACKAGE INCLUDES:

1x 230V - Power Point - Needle Punch Carpet Flooring - White Laminated Plywood Panel - 2 x Fluorescent Tube - 2 x Upright Chair  
1x Information Counter - Fascia Board With Company Name

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