

KEYBODY

1 club operated · PARIS · company founded 2015-06-15

1

club

Paris

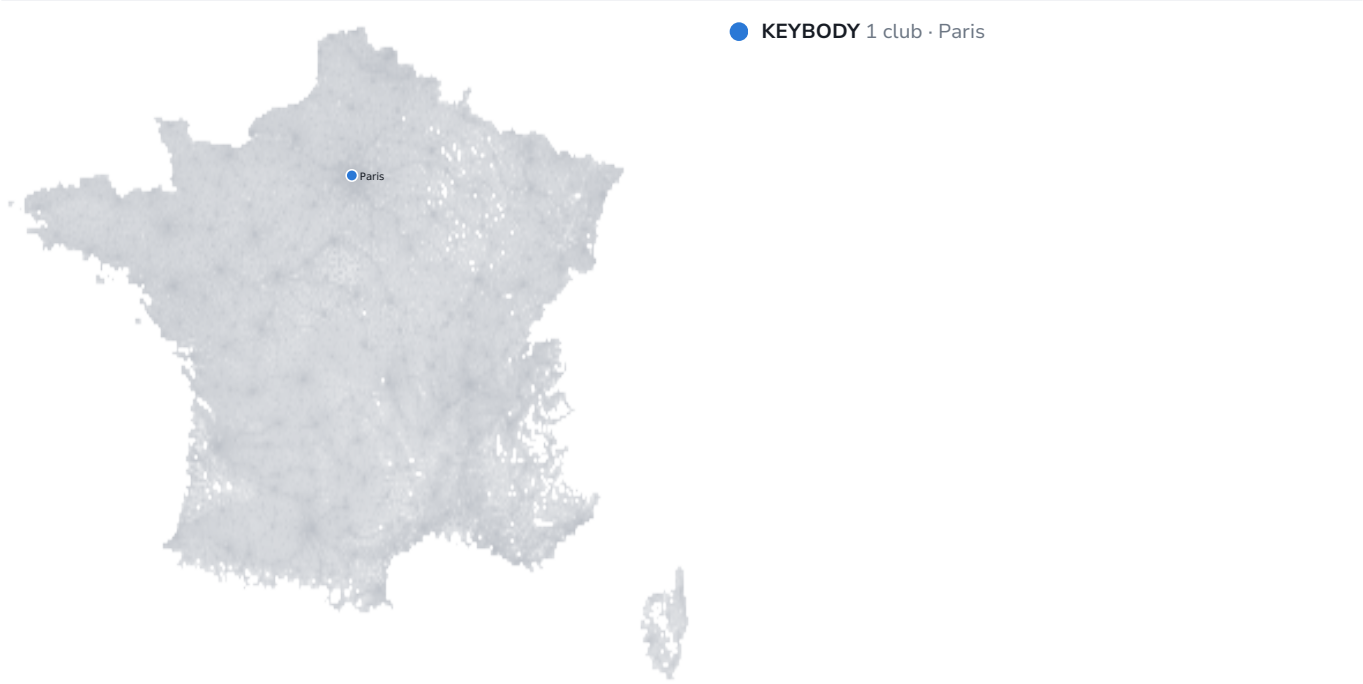
opened 2017–2017 · 1 closed

—

accounts

No keyed accounts in INPI's feed for this company.

WHERE THE CLUBS ARE — 1 club



CLUBS OPERATED — competition and capture, at opening and today

CLUB	CITY	OPENED	COMPETITION		CAPTURE	
			GYMS WITHIN, OPENING → TODAY		PEOPLE, OPENING → TODAY	
			500 M	2 KM	500 M	2 KM
KEYBODY	Paris 75017	2017	0 → 3	18 → 84	11,688 → 3,118	30,314 → 6,128

Competition: genuine gym floors within the ring, by registry opening date. Capture: residents and workers the gravity model assigns to this floor against every competitor within 3 km, demand at its 2021 vintage. Closed establishments on this company: KEYBODY (Paris).

LEGAL IDENTITY — INSEE Sirene		FILING & CAPITAL — INPI RNE	
Legal name	KEYBODY	Registered capital	<i>not stated in any filing</i>
SIREN	812396208	Years filed	0 of the last 0 on record
Founded	2015-06-15	Debt falling due	<i>not filed</i> — the maturity table is a complete-regime page
Activity	93.13Z NAF/APE code	Confidentiality	never invoked — every filed income statement is public
Employees	NN Sirene band	Ownership changes	<i>not tracked</i> — officers are a snapshot at each data refresh, not a filing history; France also closed the beneficial-ownership registry to public access in July 2024
Officers	Sonia BOUDOUKHA (Président de SAS)		

RISK FLAGS — from the accounts

Nothing to test — no accounts on file.

FILED ACCOUNTS — INPI, keyed annual accounts; one filing covers all 1 clubs

No keyed accounts in INPI's feed — a young company or a non-filer.

KEYBODY Paris

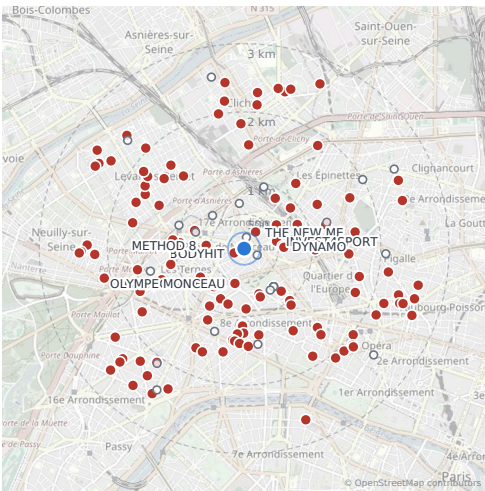
57 AVENUE DE VILLIERS 75017 PARIS · opened 2017-05-03 · SIRET 81239620800025

CHANGE SINCE OPENING — 2017 → today

	AT OPENING	TODAY	CHANGE
Location score	89.8	63	-26.8
Gyms within 1 km	4	27	+23
Gyms within 2 km	18	84	+66
Competition weight, 2 km	18.90	88.50	+368%
Capture, 2 km	30,314	6,128	-80%
Saturation, 2 km vs national baseline	-43%	+164%	+208 pts

Competitor field as it stood on 2017-05-03 against today's; demand at its 2021 vintage at both dates. Red is a move against the club of five score points, two gym floors or a quarter of the measure; green the reverse.

WITHIN 3 KM TODAY



127 gym floors, 25 other sports sites. Rings at 500 m, 1, 2 and 3 km.

SCORE TODAY — seven parameters, five measured at 500 m and 2 km

PARAMETER	WHERE	MEASURED	SCORE	HOW IT WAS ARRIVED AT
Catchment weight 20%	100	500 m	30,714 people	100 11,624 aged 18-64 + 19,090 workers = 30,714 over 0.79 km2 = 39,106/km2
		2 km	604,696 people	100 180,291 aged 18-64 + 424,406 workers = 604,696 over 12.57 km2 = 48,120/km2
Competition weight 15%	4	500 m	3.40 wt	9 3 genuine gym floors and 2 other sports sites within 500 m, weighted by competition tier (price tier on direct rivals)
		2 km	88.50 wt	0 84 genuine gym floors and 29 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	67	500 m	3,118 people	80 1,647 residents + 1,471 workers, demand within 500 m against every competitor within 3 km
		2 km	6,128 people	58 3,162 residents + 2,966 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	43	500 m	LQ 1.40	80 3 clubs / 18,986 residents = 15.80 per 100k against 11.32 nationally
		2 km	LQ 2.64	18 84 clubs / 280,934 residents = 29.90 per 100k against 11.32 nationally
Fit weight 10%	—	unit	not measured	— no floor area recorded for this unit
Rental weight 10%	—	unit	not measured	— no rent or no floor area recorded
Income weight 10%	100	500 m	2.29×	100 51,205 EUR against 22,380 nationally, median of 8 IRIS within 500 m
		2 km	1.78×	100 39,790 EUR against 22,380 nationally, median of 135 IRIS within 2 km

NEAREST GYMS — 127 within 3 km; ▲ opened after 2017

0.16 ▲ BODYHIT Bodyhit 2022	0.29 ▲ THE NEW ME The New Me 2023
0.49 ▲ INVEST4SPORT 2023	0.53 ALPHA 2015
0.53 ▲ ALPHA COACHING 2019	0.53 ▲ OLYMPE MONCEAU 2024
0.56 ▲ METHOD 8 2026	0.56 ▲ DYNAMO DYNAMO 2019

... and 119 more within 3 km.

ACCESS — straight-line, GTFS

Metro	Wagram — 128 m
Bus	Jouffroy d'Abbans - Villiers / Wagram — 80 m
Footfall	WAGRAM — 126 m, 2,030,776 validations/yr RATP
Shops	63 within 150 m INSEE BPE

Generated 2026-10-20 00:57 UTC by gym-db-fr · operator report · INSEE Sirene, INPI RNE, Data ES, INSEE Filosofi 2021, GTFS
Sources : INSEE, Sirene (www.insee.fr), données mises à jour le 2026-10-19 · INPI, Registre national des entreprises (stock du 2026-03-04, API au 2026-10-18) · DILA, BODACC (annonces commerciales, au 2026-10-18) · Ministère des Sports, Data ES (2026-10-17) · INSEE, Filosofi 2021

