

MARCEL STUDIO

1 club operated · STRASBOURG · company founded 2025-12-12

1

club

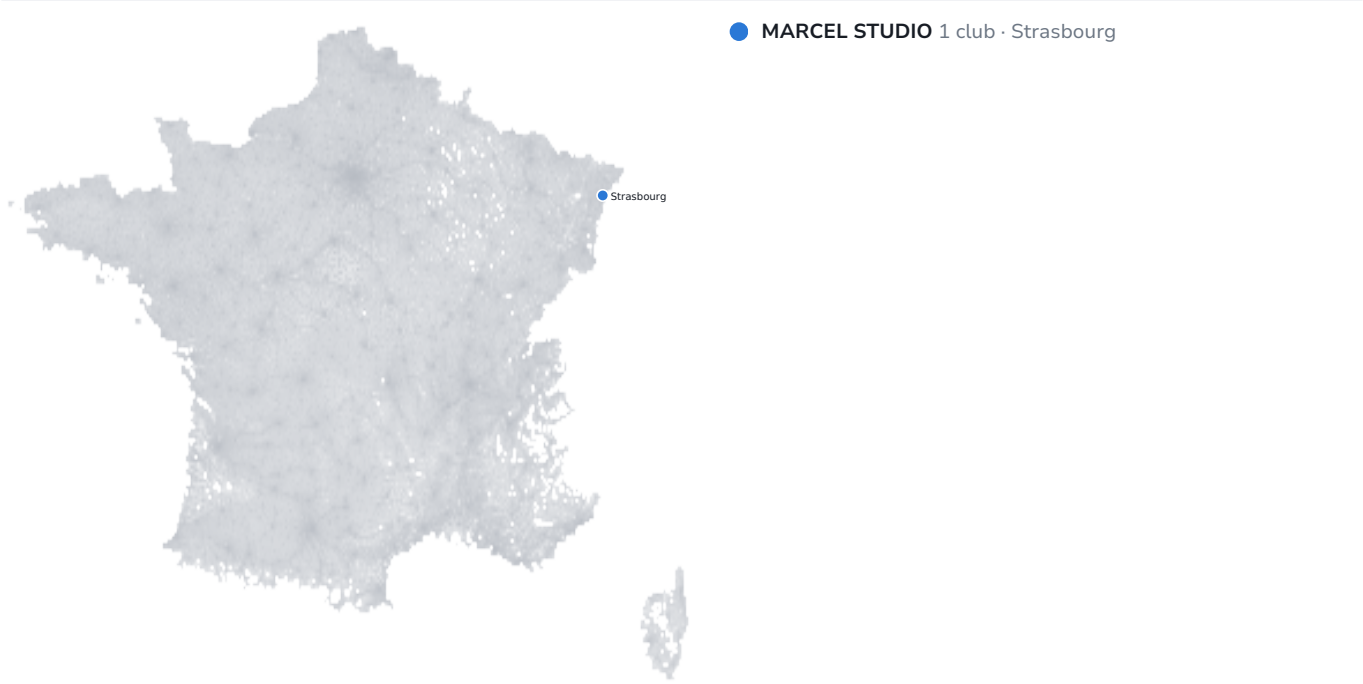
Strasbourg

opened 2026–2026 · 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
MARCEL STUDIO	Strasbourg 67000	2026	2 → 2	16 → 16	4,741 → 4,741	13,852 → 13,852

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: MARCEL STUDIO (Besancon).

LEGAL IDENTITY — INSEE Sirene

Legal name	MARCEL STUDIO
SIREN	995245347
Founded	2025-12-12
Activity	93.13Z NAF/APE code
Employees	NN Sirene band

FILING & CAPITAL — INPI RNE

Registered capital	not stated in any filing
Years filed	0 of the last 0 on record
Debt falling due	not filed — the maturity table is a complete-regime page
Confidentiality	never invoked — every filed income statement is public
Ownership changes	not tracked — 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

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.

MARCEL STUDIO Strasbourg

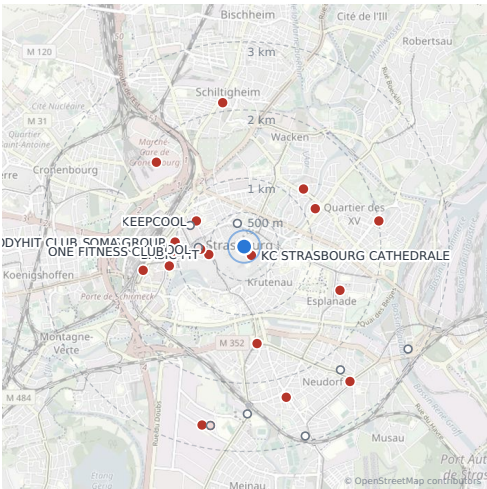
3 RUE DES CHARPENTIER 67000 STRASBOURG · opened 2026-08-03 · SIRET 99524534700027

CHANGE SINCE OPENING — 2026 → today

	AT OPENING	TODAY	CHANGE
Location score	78.9	78.9	0.0
Gyms within 1 km	6	6	0
Gyms within 2 km	16	16	0
Competition weight, 2 km	13.80	13.80	0%
Capture, 2 km	13,852	13,852	0%
Saturation, 2 km vs national baseline	+49%	+49%	0 pts

Competitor field as it stood on 2026-08-03 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



21 gym floors, 8 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%	90 500 m	18,805 people	95	3,978 aged 18-64 + 14,828 workers = 18,805 over 0.79 km2 = 23,943/km2
	2 km	169,582 people	87	57,847 aged 18-64 + 111,735 workers = 169,582 over 12.57 km2 = 13,495/km2
Competition weight 15%	36 500 m	1.20 wt	52	1 genuine gym floor and 1 other sports site within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	13.80 wt	25	15 genuine gym floors and 3 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	93 500 m	4,741 people	92	1,386 residents + 3,355 workers, demand within 500 m against every competitor within 3 km
	2 km	13,852 people	93	5,381 residents + 8,471 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	75 500 m	not measured	—	catchment of 5,863 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.5 LQ
	2 km	LQ 1.49	75	15 clubs / 88,783 residents = 16.90 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%	98 500 m	1.27×	100	28,395 EUR against 22,380 nationally, median of 4 IRIS within 500 m
	2 km	1.09×	96	24,375 EUR against 22,380 nationally, median of 44 IRIS within 2 km

NEAREST GYMS — 21 within 3 km; ▲ opened after 2026

0.17	KC STRASBOURG CATHEDRALE Keepcool 2010	0.53	BASIC-FIT Basic-Fit
0.64	KEEP COOL Keepcool 2015	0.79	KEEP COOL Keepcool 2012
0.98	BASIC FIT II Basic-Fit 2017	1.01	BODYHIT CLUB STRASBOURG Bodyhit 2019
1.01	SOMA GROUP 2023	1.03	ONE FITNESS CLUB One Fitness Club 2008

... and 13 more within 3 km.

ACCESS — straight-line, GTFS

Tram	Broglie — 179 m
Bus	République — 286 m
Footfall	Strasbourg — 1325 m, 24,568,668 travellers/yr SNCF
Shops	56 within 150 m INSEE BPE

