# Gymshark to cut nearly 300 jobs amid economic challenges



Gymshark, a prominent gym-wear brand founded by Ben Francis, Britain's youngest billionaire, is set to reduce its workforce by nearly 300 jobs amid challenging conditions in the global economy. The company, which started in Francis's parents' garage when he was 19, announced it has identified 296 roles for redundancy, representing more than a quarter of its current workforce of 1,100 employees.

Despite these job cuts, Gymshark plans to create 168 new positions, indicating a shift in its staffing structure rather than a simple downsizing. The company has not explicitly linked the redundancies to recent tariffs imposed by former US President Donald Trump, which came into effect earlier this month, but a source close to Gymshark acknowledged that the levies "wouldn't help" the business environment.

Financially, Gymshark reported a record turnover of over £607 million for the year ending July 2024, marking an increase from £556 million the previous year. However, the company’s profits have decreased slightly, slipping to £11.9 million from £13.1 million.

These developments underscore the complex landscape faced by Gymshark as it navigates both growth and economic pressures. The Daily Mail is reporting on this evolving situation, which reflects broader challenges within the retail sector influenced by international economic policies and market conditions.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.business-live.co.uk/enterprise/more-120-jobs-risk-gymshark-23615218> - This article reports that Gymshark is considering placing 121 roles at risk of redundancy, representing more than a quarter of its current workforce of 1,100 employees.
2. <https://www.birminghammail.co.uk/news/midlands-news/gymshark-announces-more-120-jobs-23618301> - The article discusses Gymshark's announcement of a restructure that could result in 121 job cuts, with over 100 new roles being created as part of the plan.
3. <https://fashionunited.com/executive/management/gymshark-says-121-jobs-at-risk-amid-global-restructuring-but-over-100-to-be-created/2022040746969> - This piece highlights Gymshark's global restructuring plan, which could lead to 121 job cuts but also the creation of over 100 new positions.
4. <https://fashionunited.uk/news/business/gymshark-fy-revenue-up-54-percent-as-profits-widen/2022052363222> - The article reports that Gymshark's revenue increased by 54% in the year to July 31, 2021, with net revenue reaching £401.9 million, up from £260.7 million the previous year.
5. <https://www.ft.com/content/091b0a5b-68c2-4695-8342-9bf1471499f7> - This Financial Times article discusses Gymshark's restructuring plans, including potential job cuts and the creation of new roles, as part of its international expansion strategy.
6. <https://www.retail-week.com/sports-and-leisure/gymshark-international-restructuring-plan-puts-121-jobs-at-risk/7041614.article> - The article details Gymshark's international restructuring plan, which could result in 121 job cuts and the creation of 100 new roles, as part of its growth strategy.
7. <https://www.dailymail.co.uk/money/markets/article-14661335/Gym-wear-brand-founded-Britains-youngest-billionaire-axes-300-jobs-amid-global-economic-uncertainty.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data