GY

@gymshark

Gymshark

Followers **8.6M** Following **70** Posts **1.7K**

We Do Gym.

APIFY LIVE SCRAPE | ANALYSIS: GEMINI-3.5-FLASH | Captured 1m ago · Jul 31, 2026

THREAT SCORE

65 / 100

Serious

A sleeping giant vulnerable to high-utility carousels and high-engagement community reels.

While Gymshark has massive follower scale, their baseline engagement is extremely low (0.755%) and highly volatile (30/100 consistency), relying entirely on major product drops to spike performance. Their reels are highly underperforming (-20%), leaving a clear opening for a community-first challenger.

HIGH CONFIDENCE | 29 POSTS ANALYSED

ENGAGEMENT RATE

0.75%

65.1K interactions per post on average

MEDIAN POST

56.2K

56.1K likes · 315 comments

CADENCE

5.8/wk

Longest silence 5 days

CONSISTENCY

30/100

Hit-driven — 4 breakout posts carry the average

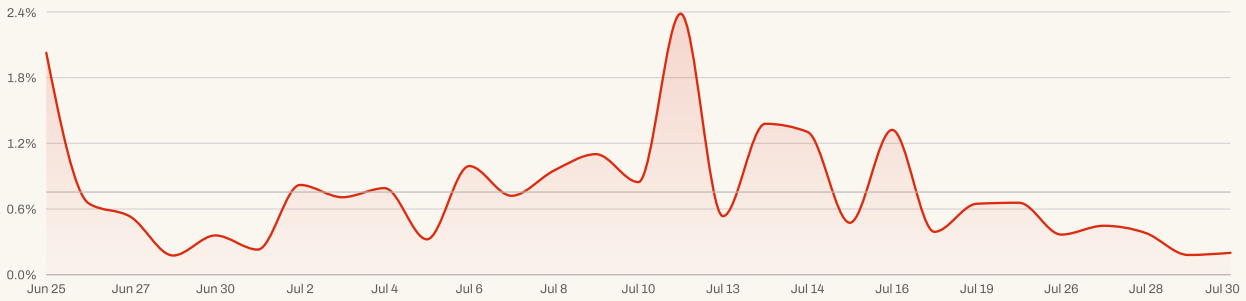
Performance

Computed from their posts. No model output on this row — these are measurements.

Engagement rate per post

29 posts across 35 days. Interactions divided by follower count.

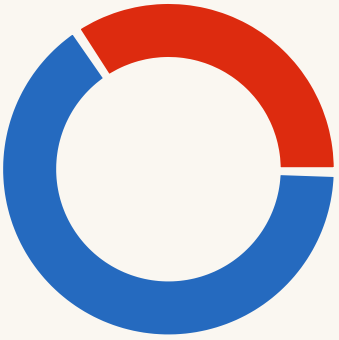
— Their average **0.75%**



Engagement = likes + comments. Reach and impressions are not exposed for accounts you do not own, so they are not estimated here.

Output mix

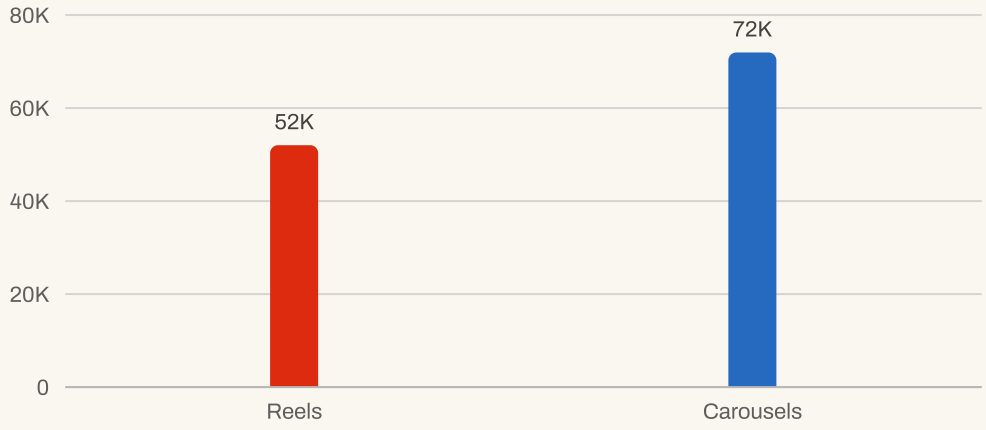
Share of analysed posts by format — where their production effort actually goes.



Reels **10 · 34%** Carousels **19 · 66%**

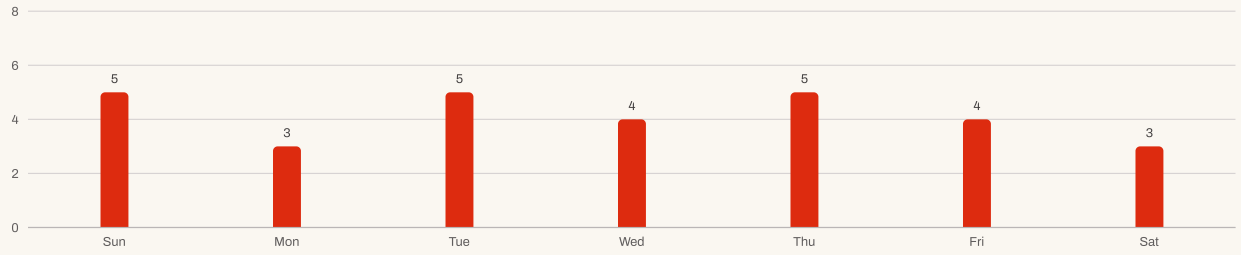
Average interactions by format

Which surface actually performs for them, measured against their own baseline.



Posting rhythm by weekday

When they publish, in UTC. Their audience's local timezone is not exposed by public data.



Average interactions per weekday are in the table view — the bars show volume only, so the two measures never share an axis.

Their best posts

The content carrying the account, ranked by total interactions.

01 Onyx V1 Returns. July 16th. 7pm BST | 2pm EDT | 8pm CEST | 11am PDT | 7pm GST | 6pm AEST

205.5K
3.65× median

Carousels Jul 11 204,511 likes 1,027 comments

02	The Trifecta. Get an additional 20% off in the Gymshark sale, on top of up to 50% off everything - use code EXTRA20 👀 🔗 in bio to shop Carousels Jun 25 174,379 likes 390 comments	**174.8K** 3.11× median
03	The one that started it all. Onyx V1 drops July 16th. 7pm BST | 2pm EDT | 8pm CEST | 11am PDT | 7pm GST | 6pm AEST Carousels Jul 13 118,419 likes 438 comments	**118.9K** 2.11× median
04	Onyx V1 just dropped. 🔗 in bio to shop Carousels Jul 16 111,812 likes 2,231 comments	**114K** 2.03× median
05	Before the others, there was Onyx. Onyx V1 dropping July 16th. 7pm BST | 2pm EDT | 8pm CEST | 11am PDT | 7pm GST | 6pm AEST Carousels Jul 14 112,138 likes 315 comments	**112.5K** 2× median
06	Chapter Three: The Origin. Reels Jul 9 94,213 likes 690 comments	**94.9K** 1.69× median

Positioning

What this account is, who it serves, and how its output is distributed across themes.

Gymshark is a global athletic apparel brand that leverages highly produced product launches and stackable discount events to drive e-commerce sales. Their feed serves as a digital catalog and hype engine, heavily prioritizing aesthetic product photography over community interaction.

NICHE	AUDIENCE	VOICE
Hype-driven premium gym apparel drops.	The dedicated gym-goer who prioritizes aesthetic training gear and follows launch calendars.	Minimalist, authoritative, and product-focused, relying on short statements and direct drop times.

Content pillars

PRODUCT LAUNCH HYPE 50

Teasing upcoming apparel drops with global release times and cinematic imagery.

SALES & PROMOTIONS 25

Direct promotional push featuring stackable discount codes and limited-time offers.

BRAND NARRATIVE CHAPTERS 15

Cinematic storytelling series mapping out the origin and journey of legacy products.

PRODUCT FIT SHOWCASES 10

Highlighting specific product lines like Lift Seamless 2.0 to showcase fit and functionality.

Hook patterns

The repeatable opening structures driving their engagement. These transplant directly into your own captions.

`[Product Name] [Action/Status]. [Date]. [Global Timezones]`

> Onyx V1 Returns. July 16th. 7pm BST | 2pm EDT | 8pm CEST | 11am PDT | 7pm GST | 6pm AEST

Creates immediate urgency and coordinates global buyers by eliminating timezone confusion.

EFFECTIVENESS 95

`The [Concept]. Get [Discount Details] – use code [Code] [Emoji] [Link in Bio]`

> The Trifecta. Get an additional 20% off in the Gymshark sale, on top of up to 50% off everything - use code EXTRA20👀 🔗 in bio to shop

Combines stackable discount incentives with an immediate, low-friction call to action.

EFFECTIVENESS 90

Before [the others/competitors], there was [Product Name]. [Product Name] dropping [Date].

> Before the others, there was Onyx. Onyx V1 dropping July 16th.

Establishes heritage and exclusivity to trigger FOMO among brand loyalists.

EFFECTIVENESS 80

Strengths and openings

What you cannot beat them at yet, and where they have left the door open.

Their strengths

High-Impact Product Drops

Their Onyx V1 launch carousels generated up to 3.65x their median interactions, dominating their top 5 performing posts.

HARD TO NEUTRALISE 85

Optimized Carousel Performance

Carousels represent 66% of their output and outperform their own average by +11%, averaging 71,951 interactions.

HARD TO NEUTRALISE 75

Exploitable weaknesses

Low Community Engagement Rate

Despite 8.6M followers, their engagement rate sits at 0.755%, with comments making up an extremely low 0.6% share of interactions.

> Your move: Deploy highly interactive, conversational content and comment-to-DM automation to build a highly active, communicative community.

EXPLOITABILITY 80

Underperforming Reels Strategy

Reels make up 34% of their output but perform at -20% compared to their overall average, yielding only 52,013 average interactions.

> Your move: Produce high-energy, educational, or highly relatable gym culture Reels instead of over-produced, silent cinematic clips.

EXPLOITABILITY 85

Content gaps

Subjects their audience wants that they are not covering.

Educational and Value-First Training Content

CAROUSELS

Gymshark focuses entirely on aesthetics and sales. There is a complete lack of instructional content (e.g., form correction, workout splits) which naturally drives saves and shares.

Relatable Community and UGC Spotlights

REELS

Their feed is highly curated and corporate. Highlighting real everyday lifters and community humor would address their critically low comment share of 0.6%.

Counter-playbook

Ordered by expected impact. This is the part you act on.

01 Launch Value-First Educational Carousels

Outperform their aesthetic carousels by capturing high-intent saves and shares.

Create step-by-step training guides and form corrections. Use punchy captions in the 81-200 character sweet spot, which performs best for this audience.

- Draft 3 carousel outlines addressing common gym errors.
- Design clean, high-contrast slides focused on utility rather than apparel.

IMPACT 85

MEDIUM EFFORT | 14D

02 Exploit the Reel Deficit with Gym Humour

Capture short-form video reach where Gymshark's cinematic reels are failing (-20% vs average).

Produce low-fidelity, highly relatable POV gym reels and relatable lifting struggles with short captions under 80 characters.

- Identify 3 trending gym-related audio tracks.
- Shoot quick, relatable POV clips in a local gym setting.

IMPACT 80

LOW EFFORT | 21D

03 Deploy Comment-to-DM Automation Sales Funnel

Drive sales conversions while actively boosting their weak 0.6% comment share.

Publish product-focused carousels but replace the static 'link in bio' with a prompt to comment a specific keyword for an exclusive discount code.

- Set up an automation workflow for the keyword 'UNLOCK'.
- Create a product-focused carousel highlighting a specific fit.

IMPACT 75

MEDIUM EFFORT | 7D

Your posting plan

What to publish, how often, and when — derived from their measured format lift.

6 posts / week

They publish 5.8 per week.

PUBLISH ON

Sat | Thu | Mon

Format mix

REELS 30

CAROUSELS 70

IMAGES 0

Gymshark's carousels outperform their average by +11%, while their reels underperform by -20%. A challenger should double down on utility-focused carousels to capture high-value saves, while posting Reels selectively on their best-performing days (Sat, Thu, Mon).

First 30 days

Four weeks of shippable work, in order.

WEEK 1

Establish Utility Authority

- 3 educational training carousels
- 1 low-fidelity relatable gym reel

WEEK 2

Drive Conversational Engagement

- 2 carousels utilizing comment-to-DM keyword triggers
- 2 short-caption reels addressing gym-goer pain points

WEEK 3

Exploit Short-Form Reach

- 3 high-energy POV gym reels
- 1 value-first training carousel

WEEK 4

Peak Traffic Capture

- 1 high-utility carousel scheduled for Saturday
- 1 community spotlight reel

HOW TO READ THIS

Engagement means likes + comments. Instagram does not expose reach or impressions for accounts you do not own, so no reach-based figure on this page is estimated or inferred.

Every number in the charts and tiles is computed in code from 29 posts spanning 35 days (Jun 25 – Jul 30). The language model receives those figures as input and is instructed not to recompute them. 1 pinned post(s) were excluded, since a pinned post's age distorts cadence.

Posting times are UTC. A public profile does not reveal its audience's timezone, so none is assumed.

The strategic sections — positioning, hooks, weaknesses, playbook — are generated by gemini-3.5-flash and are judgement, not measurement. Treat them as a well-briefed opinion.