

Exercise Trends - US - October 2012

Scope and Themes



“The recession caused many Americans to reevaluate how they were spending their money. One of the things to be cut was usually gym memberships or workout plans. Consumers adopted ways to save money on fitness and have carried these practices through into recovery. Additionally, consumers continue to seek new and different ways to get their exercise in.”

– Emily Krol, Health and Wellness Analyst

In this report we answer the key questions:

- **How have apps, On Demand programming, and other free fitness options challenged gyms and fitness clubs?**
- **How is technology helping to shape the exercise industry?**
- **What are companies doing to help their employees exercise?**

As the obesity epidemic rages on in the U.S., Americans are taking a closer look at their health. Due to the influx of a sedentary lifestyle, the importance of exercise as part of one’s daily routine has gained significant coverage. This report provides readers with an in-depth understanding of the current exercise market in the U.S., and how to use those findings to maximize profitability.

A recent IDEA report estimates that employment in the fitness industry will grow faster than average until 2016. According to the U.S. Bureau of Labor Statistics, employment of fitness trainers and instructors is expected to grow 24% from now until 2020. This coupled with more Americans taking greater care of their health suggest the exercise industry is poised for

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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growth in the coming years.

The goal of this report is to help players in the exercise industry use the information to benefit their businesses. It includes suggestions for tactics to reach various population demographics. Attitudes toward exercise are analyzed and used to segment the population into exercise typologies. This can help marketers in the fitness industry to better target their offerings.

New products and innovations in the exercise market are presented, such as ways for consumers to track their progress, and apps that give users fitness workouts at their fingertips. The report also identifies trends in the exercise landscape, and provides guidance to marketers as to how to use these learnings.

The purpose of this report is to analyze exercise and fitness trends, habits, and behaviors among the American population. Sales of specific products will not be included in this report.

For the purposes of this report, Mintel defines exercisers as those having exercised (any vigorous, moderate, light, or strength activity) at least one time in the past seven days. Mintel defines the various activity levels as follows:

- Vigorous activity: breathing hard and fast, increased heart rate, difficult to talk
- Moderate activity: increased heart rate, sweating, still able to talk, but not able to sing
- Low-impact/light activity: heart rate not increased
- Muscle-strengthening activities

This report builds on the analysis presented in Mintel's *Exercise Trends—U.S., June 2010*, as well as the October 2009 report of the same title.

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What are companies doing to help their employees exercise?

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Jillian Michaels

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