

In-home and Individual Fitness - UK - February 2015

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“Wearable technologies remain an early-adopter purchase but an expansion of functionality to health metrics as well as fitness ones is broadening their appeal to women and older people.”

– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- Is wearable fitness technology a fashion or the future?
- Console fitness activities: Game over or game on?
- What do women really want?

In-home and individual fitness activities are low in cost and high on convenience, a combination that makes the products and services that cater to consumers' needs in these areas some of the UK's most important sport and exercise markets.

Affordability has been a central factor in sustaining the appeal of these activities during the economic downturn, but it is wider trends in demographics, technology and public health policy that now offer the key opportunities for longer term growth.

This report examines consumers' in-home and individual fitness activity and purchasing habits, assesses their motives for participation and interest in innovative new products, and looks at how providers and brands can respond to the challenges and opportunities emerging.

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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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Table of Contents

Introduction

Definition

Abbreviations

Executive Summary

The market

Figure 1: Consumer expenditure on in-home and individual fitness activities, 2009-19

Runners and cyclists keep market on road to growth

Market drivers

Focus on sport is fitness-led

Technology enhancing performance

Companies, brands and innovation

Individuals crowd out home birds

Figure 2: Consumer expenditure on in-home and individual fitness activities, by segment, 2014

Tech giants plotting home invasion

The consumer

Two thirds of adults already taking part

Figure 3: Participation in in-home and individual fitness activities, December 2014

Doorstep sports easy to commit to

Figure 4: Frequency of participation in in-home and individual fitness activities, December 2014

Runners break from the pack

Figure 5: Modes of participation in in-home and individual fitness activities, December 2014

Older participants are generalists, not specialists

Figure 6: Motivations for participation in in-home and individual fitness activities, December 2014

Exercisers take the easy way in

Figure 7: Determinants of choice of in-home and individual fitness activities, December 2014

Purchasers stick to the essentials

Figure 8: In-home and individual fitness products purchased or received as a gift in the last 12 months, December 2014

Wearable technologies a high-end fashion

Figure 9: Interest in in-home and individual fitness innovations, December 2014

What we think

Issues and Insights

Is wearable fitness technology a fashion or the future?

The facts

The implications

Console fitness activities: Game over or game on?

The facts

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The implications
What do women really want?
The facts
The implications

Trend Application

Trend: Second Skin
Trend: Data Creators
Trend: The Suite Life

Market Drivers

Key points
Eating better is easier than working harder
Figure 10: Changes in healthy and unhealthy habits – difference between people doing more and less of each habit, April 2014
Pressure on living standards begins to ease
Figure 11: Changes in Retail Prices Index and average earnings, January 2010-January 2014
Women and older adults the potential growth demographics
Figure 12: Projected change in age structure of UK adult population, 2014-19
Sport participation strengthens its fitness focus
Figure 13: Past-year and future interest in participation in sport, by type of sport, June 2014
Budget gyms offer new source of competition
Figure 14: Health and fitness club membership numbers, 2010-14
DVD market still celebrity-led
Figure 15: Top-selling fitness DVD titles, by volume and value, 2013
Wearable technologies for trend-setters only
Figure 16: Interest in new technology devices and products, April 2014

Who's Innovating?

Key points
The Mario Kart of indoor cycling?
Swapping trains for trainers
From fitness to wellness
Gamification goes mobile
New role for consoles as home fitness hubs
Perfect timing for Snapchat promotion
The bacon stunt that says a brand knows its onions

Market Size and Segmentation

Key points
Higher volumes and values keep individuals out on their own
Figure 17: Estimates of consumer expenditure on in-home and individual fitness activities, 2009-2014
Forecast

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Figure 18: Forecast of consumer expenditure on in-home and individual fitness activities, 2009-19

Forecast methodology

Companies and Products

Key points

Life Fitness

Background

Financial performance and strategy

Figure 19: Life Fitness (UK) Limited key financials, 2012 and 2013

Icon Health & Fitness

Background

Financial performance and strategy

Figure 20: Icon Health & Fitness Limited key financials, 2012 and 2013

Lions Gate UK

Background

Figure 21: Fitness DVD market shares, by volume sales, 2013

Financial performance and strategy

Figure 22: Lions Gate UK Limited key financials, 2013 and 2014

Microsoft

Background

Financial performance and strategy

Figure 23: Microsoft Corporation financial performance, 2012-2014

Specialized

Background

Financial performance and strategy

Figure 24: Key financial data for Specialized (UK) Ltd, 2009-13

Halfords Group plc

Background

Financial performance and strategy

Figure 25: Cycling within the Halfords sales mix, 2012/13-2013/14

Runners Need

Background

Financial performance and strategy

Figure 26: Runners Need Limited key financials, 2012 and 2013

Sports Direct International

Background

Financial performance and strategy

Figure 27: Sports Direct International plc key financials, 2013 and 2014

The Consumer – In-Home and Individual Fitness Activities

Key points

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Age and affluence define the fitness divide

Figure 28: Participation in in-home and individual fitness activities, December 2014

Can't pay, won't play?

Figure 29: Repertoire of in-home and individual fitness activities, December 2014

Walkers and cyclists reluctant to take a new path

Figure 30: Participation in other in-home and individual fitness activities, by activity participated in most often, December 2014

The Consumer – Frequency of Participation

Key points

Fitness fanatics prepared to put in the hours

Figure 31: Frequency of participation in in-home and individual fitness activities, December 2014

Weight trainers and aerobics fans make time for other activities

Figure 32: Participation in in-home and individual fitness activities, by weekly or more frequent participation in weight training or aerobics and fitness workouts, December 2014

The Consumer – Modes of Participation

Key points

Cost and convenience driving choice

Figure 33: Modes of participation in in-home and individual fitness activities, December 2014

Figure 34: Modes of participation in other in-home and individual fitness activities, December 2014

The loneliness of the long-distance runner?

Figure 35: Participation in in-home and individual fitness activities, by mode of participation, December 2014

The Consumer – Motivations for Participation

Key points

Good intentions – but more hazy on the detail

Figure 36: Motivations for participation in in-home and individual fitness activities, December 2014

Health a more powerful driver for women than for men

Figure 37: Motivations for participation in in-home and individual fitness activities, by gender, December 2014

Tracking fitness, monitoring health

Figure 38: Weekly or more frequent participation in in-home and individual fitness activities, by interest in observing measurable improvements in fitness, December 2014

The Consumer – Points of Appeal

Key points

Easy options hold most appeal

Figure 39: Determinants of choice of in-home and individual fitness activities, December 2014

Self-conscious can open up behind closed doors

Figure 40: Importance of privacy as a driver of participation in in-home and individual fitness activities, by age and gender, December 2014

Educated choices produce more sustainable results

Figure 41: Importance of potential to lose weight/burn fat as a driver of participation in in-home and individual fitness activities, by socio-economic status and gross annual household income, December 2014

The Consumer – Purchasing of Fitness Products

Key points

Core purchases are more occasional ones

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Figure 42: In-home and individual fitness products purchased or received as a gift, December 2014

The Consumer – Interest in Fitness Innovations

Key points

Women ready to wear – but devices still a high-end fashion

Figure 43: Interest in in-home and individual fitness innovations, December 2014

Food services reach younger women

Figure 44: Interest in receiving fitness/exercise tips and dietary advice/healthy recipes via email, text or app, by demographics, December 2014

Consoles the starting point for virtual reality exercise

Figure 45: Participation in games console fitness activity as principal means of exercising, by interest in in-home and individual fitness innovations, December 2014

Appendix – Market Size and Forecast

Figure 46: Forecast of consumer expenditure on in-home and individual fitness, 2014-2019

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