

Exercise Trends - Canada - March 2017

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Canadians are active, with 68% reporting that they exercise at least once per week. The drive towards regular exercise stems from addressing not only their physical health but also their mental health.

This report looks at the following areas:

- Seven in 10 Canadians exercise weekly, yet obesity rates continue to rise
- Motivation is fickle amongst younger exercisers
- Tendency towards convenience means low interest in paying for memberships or equipment

The majority of consumers gravitate towards convenient and cost-effective options, with relatively few showing an interest in buying more equipment, memberships or adopting technology. Younger consumers struggle with sustaining motivation, though their quest for new experiences drives an interest in both traditional and experiential fitness events.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Seven in 10 Canadians exercise weekly, yet obesity rates continue to rise

Figure 1: Exercise frequency, January 2017

Motivation is fickle amongst younger exercisers

Figure 2: Agreement with 'I have spurts of motivation that are hard to maintain', by age, January 2017

Tendency towards convenience means low interest in paying for memberships or equipment

Figure 3: Usage and interest in fitness products and services, January 2017

Opportunities

Canadians have a proactive approach to health management

Figure 4: Prevention as a primary reason for exercising regularly, by age, January 2017

Mental health is taken into consideration as a reason for exercising

Figure 5: Mental wellness considerations as primary reason for exercising regularly, January 2017

Good level of interest amongst young exercisers for fitness events

Figure 6: Any interest or participation in fitness events, by age, January 2017

What it means

The Market – What You Need to Know

Exercise activities likely constrained by time limitations

Budgetary constraints also present a challenge

Frequent exercise isn't cutting it – Obesity continues to rise

An aging population is a committed one to health management

Market Factors

Time constraints impact exercise activity choices

Healthy living is seen as expensive, a challenge as consumers feel the economic pinch

Figure 7: Monthly movement in selected components of the Canadian Consumer Price Index, seasonally adjusted, December 2011-December 2016

High rates of exercise not enough to counterbalance weight gain

Figure 8: Body mass index, self-reported rate of being overweight or obese among Canadian adults, by gender, 2010-14

An aging population means greater commitment to improving one's health

Figure 9: Population aged 0-14 and over 65, 1995-2035*

Figure 10: Primary reasons for exercising, by age, January 2017

Key Trends – What You Need to Know

Inspiration (for new exercise challenges) is all around

Adoption of wearables makes little headway

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The definition of fitness stretches to actively incorporate mental health

In future, we will see more combinations between fitness and other aspects of life

What's Working?

Bring it on, tough guy/gal! Fitness classes inspired by tough sports are becoming increasingly prevalent

Fitness retailers act as team captains and instructors

Food and drink industries are showing themselves as team players

Discount gyms making fitness accessible

What's Not Working?

Adoption of wearables remains stagnant

Boomers are an ideal target for such tools

What's Next?

Fitness now includes mindfulness

Figure 11: Meditate to make your loved ones happy, November 2016

Sweat education: when cultural experience meets exercise

Making rewards real

Within the fitness industry: mailed rewards provide motivation

From the leisure industry: healthy living translates into monetary rewards

The Consumer – What You Need to Know

Most Canadians are regular exercisers

Motivations stem from health, prevention and stress reduction more so than appearance

The best things in life are free – True for exercises and fitness equipment

Canadians are interested in fitness events

Canadians have a more proactive eye towards exercise

Exercise Frequency

The majority of Canadians exercise regularly

Figure 12: Exercise frequency, January 2017

Young men and older women most likely to be working out daily

Figure 13: Exercise frequency, by age and gender, January 2017

Figure 14: Agreement with 'Fitness is a top priority for me', by age and gender, January 2017

Half of Chinese Canadians exercise multiple times per week

Financial situation plays a role

Quebecers have good intentions

Figure 15: Agreement with 'Fitness is a top priority for me', by province, January 2017

Figure 16: Exercise frequency, by province, January 2017

Exercise Motivations

Canadians exercise to proactively manage physical and mental health

Figure 17: Motivations for exercising, January 2017

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Exercising is good for mood – in their words

Millennials and women over 55 are exercising for a positive state of mind

Figure 18: My Sister's Hero, September 2014

Figure 19: My Daughter's Hero, September 2014

Figure 20: My Grandson's Hero, September 2014

Women over 55 get active to get better sleep

Over-45s more committed to health, under-45s care about appearance

Figure 21: Preventative and appearance-related motivations, by age, January 2017

Motivation is more fickle amongst younger consumers

Figure 22: Attitudes towards maintaining motivation, by age, January 2017

Types of Exercise

Cost and convenience count when it comes to exercise

Figure 23: Types of exercise participated in, January 2017

Running slows to a walk with age

Figure 24: Walking and running/jogging, by age, January 2017

Opportunities for the running world to inspire the walking one for older consumers

18-24s drawn to exercises perfect for pro-tips in the form of apps

Group settings appeal to both genders, just in different ways

Figure 25: Team vs class settings, by age and gender, January 2017

Fitness Purchases

Few intend to buy more equipment

Figure 26: Usage and interest in fitness products and services, January 2017

The buddy system may work for fitness facilities to attract young women

Figure 27: Usage and interest in traditional gym memberships and punch card/passes for multiple fitness classes, women 18-24 vs overall, January 2017

Specialized sports plus tech will draw young men

Tech's social aspect may help convert interest into purchases – particularly for women

Figure 28: Interest in buying fitness-related technology, 18-34s vs overall, January 2017

Fitness Event Interest

Thus far, participation in organized events proves to be quite niche

Figure 29: Fitness event participation and interest, January 2017

Ready, Set, Go – Young Canadians are keen for new experiences

Figure 30: Any interest or participation in fitness events, by age, January 2017

For younger consumers, enthusiasm stems from gathering more unique experiences

Figure 31: Attitudes towards maximizing experiences and interest in doing multiple sports challenges, by age, January 2017

Aim for the heart when targeting younger consumers

Accessibility is a factor for younger enthusiasts

Parents also want in

Figure 32: Any interest or participation in fitness events, parents vs overall, January 2017

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Canadians vs Americans: Motivation to Exercise

Canadians more likely to consider mental health and prevention as reasons to exercise

The majority of consumers in both countries are active

Figure 33: Exercise frequency, January 2017 (Canada)/May 2016 (US)

Daily exercising skews young for the US, more even across ages in Canada

Figure 34: Exercise frequency, by age, January 2017 (Canada)/May 2016 (US)

There may be more at stake for Canadians

Figure 35: Motivations for exercising, January 2017 (Canada)/May 2016 (US)

Prevention is a priority across age segments in Canada

Figure 36: Primarily motivated to exercise by prevention of future health problems, by age, January 2017 (Canada)/May 2016 (US)

Mental health is a driver for middle-aged and older Canadian exercisers

Figure 37: Primarily motivated to exercise by stress reduction, by age, January 2017 (Canada)/May 2016 (US)

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

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