

Exercise Trends - US - November 2018

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"The majority of US adults are exercising, but not with strong intensity. The strong association between exercise and health is expected, though emotional benefits including positivity also align with being active."

- Marissa Gilbert, Associate Director - Health & Wellness

This report looks at the following areas:

- **Most workouts aren't intense**
- **For some, just starting an exercise routine is a challenge**
- **Aging adults can benefit the most from exercise, yet are least likely to participate**

Since the majority of consumers are working out at home, fitness equipment brands have an opportunity to appeal to their evolving needs. Fitness brands should focus on technology and new takes on exercise to keep young adults invested, but there's also an opportunity to address the different exercise requirements of aging adults.

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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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Abbreviations

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