

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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Overview

Regular exercise is common

Figure 1: Exercise frequency, September 2018

The issues

Most workouts aren't intense

Figure 2: Exercise intensity, September 2018

For some, just starting an exercise routine is a challenge

Figure 3: Barriers to exercising, September 2018

Aging adults can benefit the most from exercise, yet are least likely to participate

Figure 4: Exercise frequency, by age, September 2018

The opportunities

Help consumers carve out a dedicated space for exercise

Figure 5: Exercise location inside the home, by exercise frequency, September 2018

Exercise must be fun and offer variety

Figure 6: Attitudes toward exercise, September 2018

Promote specific health benefits to draw in exercisers

Figure 7: Exercise health benefits, September 2018

The majority exercise alone, show the positives of solo exercise

Figure 8: Exercise fellowship, September 2018

Home exercise equipment is poised for a tech update

Figure 9: Home exercise equipment, have at home (net), September 2018

What it means

The Market – What You Need to Know

Exercise is at the top of adults' wellness hierarchy

Managing health conditions through exercise

Places to exercise are everywhere

Growth opportunities exist in targeting select demographics

The Role of Exercise in Overall Wellness

Exercise is a top focus for adults

Figure 10: Health focuses, March 2018

But, parents don't prioritize it for their children

Figure 11: Priorities for children's well-being, November 2017

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The Role of Exercise in Managing Ailments

Exercise is a key component for weight managers

Figure 12: Weight management method, August 2018

Managing specific health conditions through exercise

Figure 13: Diabetes management, May 2018

Where People Exercise

Home is where your target heart rate is

Fitness facilities offer consumers more benefits

A breath of fresh air

Figure 14: Exercise location, September 2018

A dedicated space improves consistency, particularly when it's paid for

Figure 15: Select exercise locations, by exercise frequency, September 2018

Access impacts where people exercise

Figure 16: Select exercise locations, by area, September 2018

Demographic Prospects

Opportunity to engage aging adults in exercise

Figure 17: Exercise frequency, by age, September 2018

Inclusivity is important, yet varied ways to reach diverse exercisers

Figure 18: Attitudes toward exercise, by race and Hispanic origin, September 2018

Exercise Trends – What You Need to Know

Exercise products have a place in the home

Low impact remains the go-to, but there's a desire to try something new

The future of exercise is personalized and inclusive

Home Exercise Products

Exercise products have a place in the home

Free weights are the most commonly owned; cardio equipment gets facelift

Less commonly owned machines are poised for a makeover

Figure 19: Home exercise equipment, have at home (net), September 2018

But some are collecting dust

Figure 20: Home exercise equipment, September 2018

Women could be the key target for at-home equipment

Figure 21: Home exercise equipment - have at home (net), by gender, September 2018

The accessibility of streaming is appealing, yet doesn't cause adherence

Figure 22: Streaming workouts – Have at home (net), by age, September 2018

Exercise Participation

Low impact exercises remain the go-to

Figure 23: Type of exercise participated in last 12 months, 2009-18

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Adults are trying (or wanting to try) new exercises

Figure 24: Interest in types of exercise, September 2018

Young adults are willing to go outside the comfort zone

Figure 25: Interest in types of exercise – Would do again/interested in doing (net), by age, September 2018

What's Next?

It's all in the DNA

Workout getaways, both far and near

Mindfulness over matter

Inclusivity is in

The Consumer – What You Need to Know

Most everyone is exercising, but not with strong intensity

Exercise isn't for everyone

Exercise should be fun

Health benefits are expected

If you can't beat them join them

Exercise Frequency and Intensity

Regular exercise is common

Figure 26: Exercise frequency, September 2018

Workouts aren't intense

Figure 27: Exercise intensity, September 2018

Occasional exercisers don't bring much intensity to workouts

Figure 28: Exercise intensity, by exercise frequency, September 2018

Men exercise more regularly and with greater intensity

Figure 29: Exercise frequency and Intensity, by gender, September 2018

A dedicated exercise location supports more intense workouts

Figure 30: Workout location, by exercise intensity, September 2018

Barriers to Exercising

Exercise doesn't come easy to everyone

Figure 31: Barriers to exercising, September 2018

Life stage influences exercise hurdles

Figure 32: Barriers to exercising, by age and parental status, September 2018

Attitudes toward Exercise

Exercise must be fun and offer something new

Figure 33: Attitudes toward exercise, September 2018

Appearance drives motivation

Figure 34: Motivated by improving my appearance, by age, September 2018

Men exercise on Mars; women on Venus

Figure 35: Select attitudes toward exercise, by gender, September 2018

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Exercise Health Benefits

Health benefits are fundamental

Figure 36: Exercise health benefits, September 2018

Women turn to exercise to manage weight and stress

Figure 37: Select exercise health benefits, by gender, September 2018

Seniors seek health benefits; skill and social benefits for 18-24-year-olds

Figure 38: Select exercise health benefits, by age, September 2018

Regular exercisers have a stronger connection to the benefits

Figure 39: Exercise health benefits, by frequency, September 2018

Exercise Fellowship

The majority exercise alone; camaraderie is still prevalent

Figure 40: Exercise fellowship, September 2018

Young adults are more social with exercise

Figure 41: Exercise fellowship, by age, September 2018

Who people exercise with doesn't impact exercise frequency...

Figure 42: Exercise frequency, by exercise fellowship, September 2018

...but it does increase some perceived benefits

Figure 43: Select exercise benefits, by exercise fellowship, September 2018

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

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