

Exercise Trends – US – 2021

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This report looks at the following areas:

- The impact of COVID-19 on exercise trends
- The majority of exercisers will adopt a hybrid routine of at-home and in-person workouts post-pandemic
- Aging consumers are an area of opportunity for fitness brands
- Consumers are drawn to secondary benefits of exercise like improved mental health
- The increasing demand for holistic and inclusive fitness solutions that do not focus on weight loss
- Innovative exercise equipment and apps allow brands to provide consumers with personalized fitness

Quarantined consumers inspired many exercise brands to develop and improve their digital workout offerings during the COVID-19 pandemic, permanently changing the fitness landscape. With little else to do during lockdown, a significant number of consumers turned to exercise to maintain their mental health and inject variety into the mundanity of daily life.

Though at-home workouts gained a significant foothold among US adults over the last year, only 15% of exercisers feel that digital fitness platforms have eliminated the need for gyms, signifying that in-person fitness will rebound. Traditional gyms and boutique studios must remind consumers of the benefits attached to in-person fitness communities.

Overall, a year full of economic challenges has consumers seeking affordable fitness solutions, making it crucial for brands to prove their value to exercisers as an increasing number of affordable digital workout platforms join the marketplace.

The plethora of workout options available to consumers as a result of the pandemic has exercisers seeking personalized routines, which brands can achieve through technological innovation and consumer data collection.



"The extended length of the COVID-19 pandemic has forced consumers to adapt to at-home exercise, permanently altering how consumers view the fitness landscape."

– Sara Nettesheim, Consumer Insights Analyst, Health and Wellness

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