

Sport and Exercise for the Time-Pressed Consumer - UK - December 2009

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What is this report about?



Time constraints have traditionally been a major barrier for participation in exercise and sport and with today's frenetic lifestyles this has only become more pressing. In the current economic climate employees are more concerned with job security than reducing their working hours. On top of this many are faced with family commitments and responsibilities; it is hardly surprising that there is little time left for exercise and sport.

This report examines consumer behaviour in the exercise and sport market, primarily in terms of participation levels, frequency, duration and attitudes. It identifies current trends and innovations, assesses how the market is changing and outlines future developments.

What have we found out?

- The weekend is the most popular time to workout, with almost 80% of those who exercise doing so on Saturdays or Sundays. A workout, typically, lasts about an hour.
- Despite the convenience of lunchtime workouts, only a quarter of exercisers take advantage of this time slot. Slightly more popular is the pre-work window, with just over a third of exercisers getting up early to take some form of exercise.
- Highlighting the potential demand for short-format exercise and sport, 44% of adults say they don't have the time to do the amount of exercise that they would like to. Motivation is another stumbling block with 53% often having to force themselves to exercise.
- An increasing number of exercise options for time-pressed consumers are appearing, with the Wii Fit having revolutionised the in-home fitness market. For those preferring to exercise outdoors, free outdoor exercise equipment is being offered from the likes of the Great Outdoor Gym Company, while cyclists will be catered for by the forthcoming London citywide bike-sharing scheme and the government's Cycle to Work Guarantee scheme.
- Struggling with motivation is less of a problem for consumers who play team sports or those involving other people (eg tennis) than for those consumers who exercise alone. Women are much less likely than men to play these types of sport and more likely to have to 'force themselves to exercise'.
- While private health and fitness clubs have been hard hit by the recession, five-a-side football operators such as Powerleague and Goals have reported rising revenues.

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