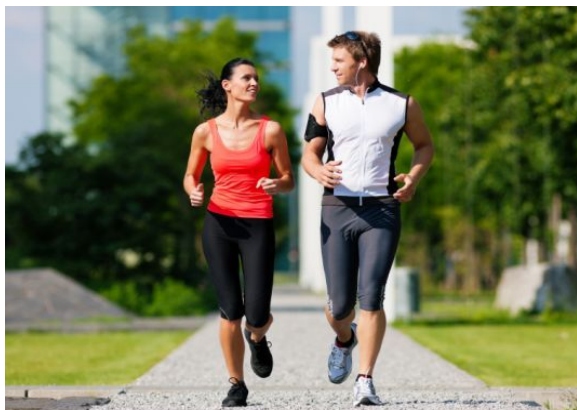


## Exercise Trends - US - October 2014

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“Overall exercise rates among Americans have remained stagnant in recent years, despite a health crisis of obesity and diabetes in the US. Providing new and creative ways for people to fit exercise into their everyday lives will be most beneficial, especially to those who struggle with lack of time and motivation.”

– Emily Krol, Health and Wellness Analyst

### This report looks at the following areas:

- Half of Americans still not exercising regularly
- Aging population less likely to exercise
- Obesity levels continue to increase in the US
- Wearables are changing the exercise industry

Rates of obesity continue to increase among Americans, suggesting more can be done to encourage healthful behaviors, such as regular exercise. This report will explore exercise participation and preferred activities among various demographics. Challenges and motivations regarding exercise will also be reviewed, and what opportunities there are for brands to engage with consumers. Mintel will also evaluate the role that technology plays, in terms of apps, online programs, and tracking devices.

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