

Exercise Trends - US - March 2020

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"In today's health-driven society, commitment to exercise is universal, permitting year-over-year growth of the health and fitness club industry."

- **Andrea Wroble, Research Analyst**

This report looks at the following areas:

- Routine hang-ups challenge consistent exercise
- Infrequent exercise is on the rise

As a form of exertion, exercise is inherently connected to improving and maintaining physical health. However, benefits outside of physical pursuits, such as mental/emotional wellbeing, are gaining traction as consumers place greater emphasis on multiple aspects of their health. The relationship between fitness and holistic wellness influences how people exercise, where they exercise and their motivations to exercise.

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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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