

## The Fitness Consumer - China - September 2020

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“The outbreak of COVID-19 has brought more opportunities to the fitness industry in China than challenges. Wellbeing, experience and technology will be the key consumer trend drivers. Consumers will look for fitness solutions in everything they do.”  
**– Laurel Gu, Category Director, 28 August 2020**

This report looks at the following areas:

Meanwhile the purpose of doing fitness activities is not just for physical wellbeing but also emotional management (eg escapism from pressure). At the same time, consumers will further rely on technology to understand themselves better and achieve their fitness goals more effectively. Brands may tap into these areas of opportunity to flourish in the future marketplace.

- The profile picture of different types of fitness consumers such as the trendy gym-goers, outdoor runners, hikers, e-fitness users (eg live-streaming, fitness apps)
- Which types of emotional stimuli can best motivate people to do fitness activities
- Besides fitness activities, the lifestyle approaches people take to help them achieve fitness goals
- Impact of COVID-19 on the frequency and methods of sports/fitness participation
- The areas for improvement when it comes to in-home fitness services

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