

# The Fitness Consumer - China - 2021

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## This report looks at the following areas:

- Popular fitness venues
- Information channel preferences for fitness-related content
- Spending priorities of fitness-related products and services
- Opportunities for non-sports drinks (dairy, juice and sparkling water) to tap into fitness needs
- Opportunities for marketing premium fitness beauty products to females

62% of consumers regularly participate in fitness exercises. Consumers living in higher-tier cities with high household income levels most enthusiastically adopt active lifestyles.

Fitness consumers spend more on products than services. They are more likely to purchase sports shoes, sportswear, sports nutrition and fitness beauty products. They are less interested in paying for training courses or commercial gyms.

Within fitness-related products, "sports nutrition" and "self-confidence" are key words to capture consumer spending interest. Sports nutrition opens up opportunities for fitness dairy and beverage innovations. Fitness dairy products can target males – with varying nutritional value needs among different age groups. Fruit or vegetable drinks can be upgraded into blended sports nutrition beverages to make them more attractive to female fitness consumers.

Boosting self-confidence is an important motivation for doing fitness. Consumers primarily associate self-confidence with better body shape and feeling more optimistic. For marketing premium products, such as fitness beauty products and sportswear, a supportive fitness community and achieving sports skills are essentials to highlight when communicating "self-confidence" with consumers, females in particular.



"Consumers prefer buying various products to follow an active lifestyle over paying for fitness-related services.

'Sports nutrition' and 'self-confidence' are key words to capture spending interest when marketing fitness-related products. Sports nutrition values inspire common beverage types such as fruit and vegetable juice to innovate and upgrade."

**Saskia Zhao, Senior Research Analyst**

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