

Exercise and Fitness - Ireland - 2022

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour in exercise and fitness.
- The continued growth of the fitness and exercise market.
- COVID-19 exercise and fitness trends.
- Spotlight on health that impacts exercise and fitness.
- Increase in prices affects fitness and exercise market.

The exercise and fitness market has grown in popularity, especially during COVID-19. Consumers were only allowed outside for one hour a day during the lockdowns, and consumers made the most of this time to exercise, whether it was going for a walk, or even picking up a new exercise activity such as running.

COVID-19 has sparked a range of different trends amongst Irish consumers, particularly those with a focus on health. The pandemic has made consumers realise how important their health is and has encouraged them to make lifestyle changes in order to protect them, including exercising. Consumers have realised the benefit exercise has not only on their physical health, but also on their mental health; during COVID-19 consumers' anxiety/stress levels were higher due to the several lockdowns and fear of contracting the virus, therefore consumers turned to exercise as a method to cope.



“Consumers are actively improving their exercise and fitness levels as COVID-19 inspires numerous trends across the Irish market. Consumers turned to exercise as a way to escape the lockdowns and relieve stress, but also for moments of enjoyment, whether it was going for a socially distanced walk or following along with one of the famous Joe Wicks exercise videos.”

– Natalie Magill, Market

Research Analyst
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