

Exercise Trends - US - October 2016

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"Fitness facilities and gym memberships have increased in tandem in the last decade, showing that Americans have an increased interest in getting fit. However, even though more are reportedly exercising regularly, obesity rates continue to climb, indicating that adults haven't been able to offset poor diets with exercise alone."

- **Dana Macke, Senior Lifestyle and Leisure Analyst**

This report looks at the following areas:

- Most adults are already regular exercisers
- Low maintenance exercises have the greatest appeal
- Exercisers have an "all or nothing" attitude

Fitness facilities and gym memberships have both grown steadily over the past 10 years, demonstrating that Americans increasingly see the value in exercise. Three in four adults say they exercise regularly, even though this may mean they have simply adopted a low investment activity like fitness walking. For walkers, runners, swimmers, and bikers alike, one of the greatest exercise challenges is staying motivated throughout the year. This is likely an area where brands can provide the most value for fitness minded consumers.

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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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