



provoke

insights

Consumer Trends
Health & Fitness
Winter 2023

Background & Objectives

Overview

Provoke Insights, a leader in research for branding, advertising, media, and content marketing initiatives, conducts a bi-annual consumer trends study to keep a pulse on the market across multiple industries. The extensive study allows Provoke Insights to stay ahead of the trends and understand consumer mindset in the current moment.

Winter 2023 Wave

Three years since Covid began, fears of the pandemic have decreased, but consumers have other growing concerns, from inflation to the economy. Provoke Insights wants to understand how these new issues impact consumers' buying behavior. In this wave, Provoke Insights dives deep to understand how these new issues have impacted category buying behavior.

This deck focuses on health & fitness.

Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field in Autumn 2022.

A random stratified sample was used followed by weighting to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).

Results based on this sample have a maximum margin of sampling error of $\pm 2.5\%$ at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

Overview



Current State of the Market

Consumers fear their financial future as the economy and inflation are major concerns. They are experiencing price increases first-hand, particularly at supermarkets and restaurants. As a result, budgets are tightening. Consumers are eating more at home, making fewer impulse purchases, and buying store-label brands.



Health Trends

Previous waves indicate that consumers have become growingly less concerned with their health since 2021. Furthermore, this wave showed that nearly half of Americans have prioritized exercise and incorporated this activity regularly into their daily lives. Top activities include biking, hiking, running, and dancing.



Fitness Gear Industry

As more consumers return to gyms and offices, there is less time and need to exercise at home. As a result, fitness gear sales have dropped since earlier this year. However, one in ten consumers plans to purchase these items in the next three months. This is especially true of younger shoppers and parents.

Price is a top consideration factor for fitness gear purchasers; however, quality and availability are also top motivators. These shoppers are also more willing to pay more for items that are sustainably sourced.



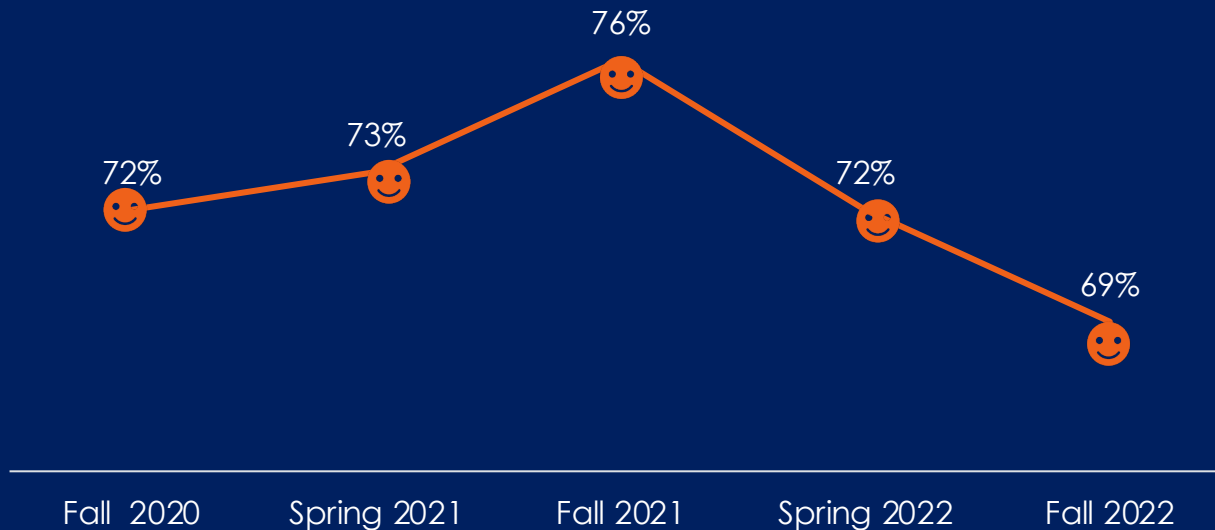
What External Trends are
Impacting Brands Today?



Consumer Optimism

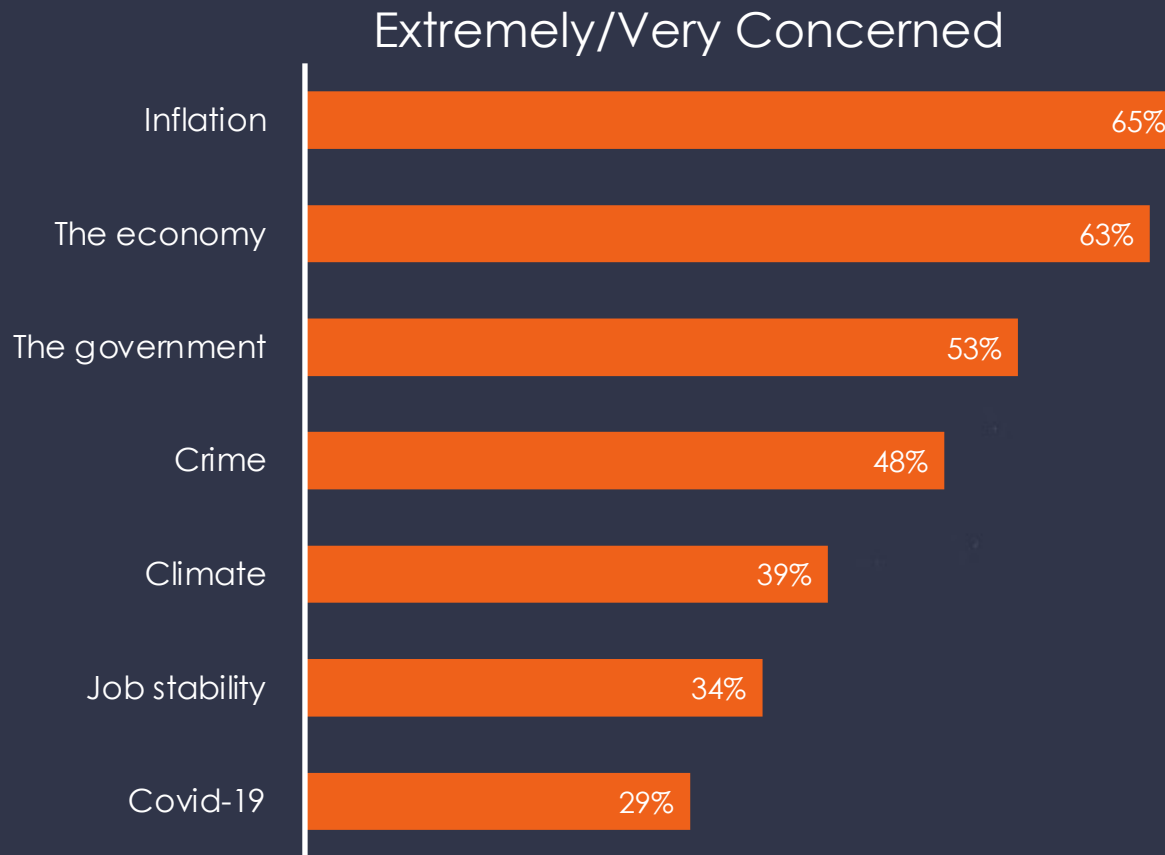
Optimism levels have declined to below where they were during the peak of the Pandemic.

Very/Moderately Optimistic



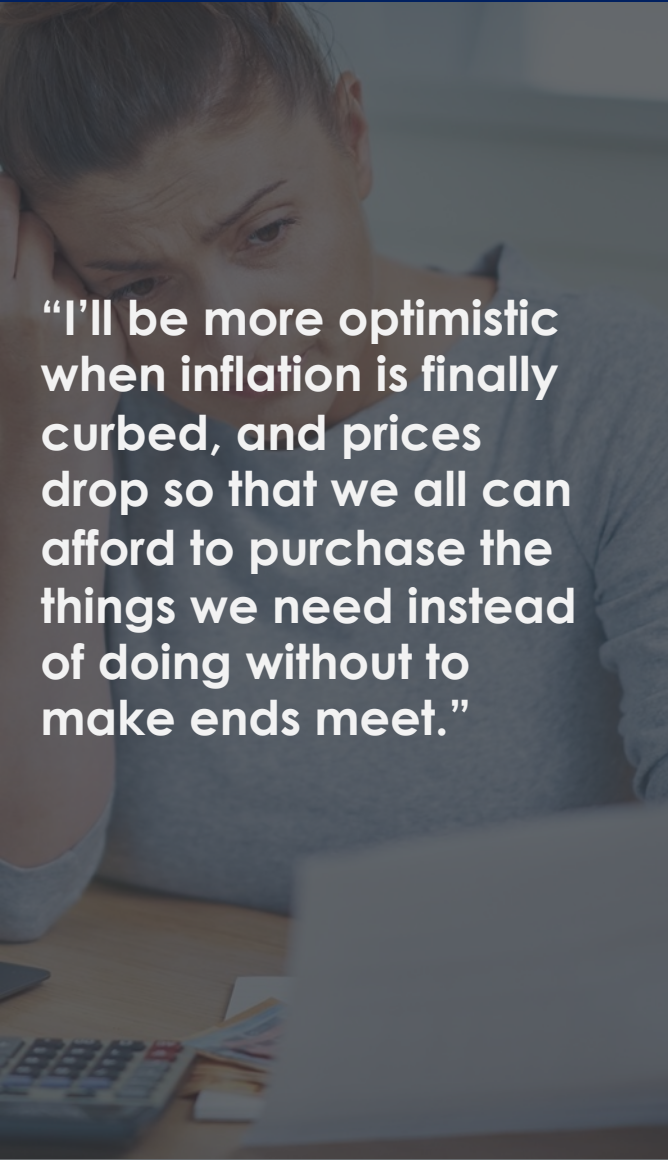
Top Concerns Impacting Consumers

*Inflation and the economy are major issues for most Americans.
Job stability and Covid-19 are not key worry areas.*

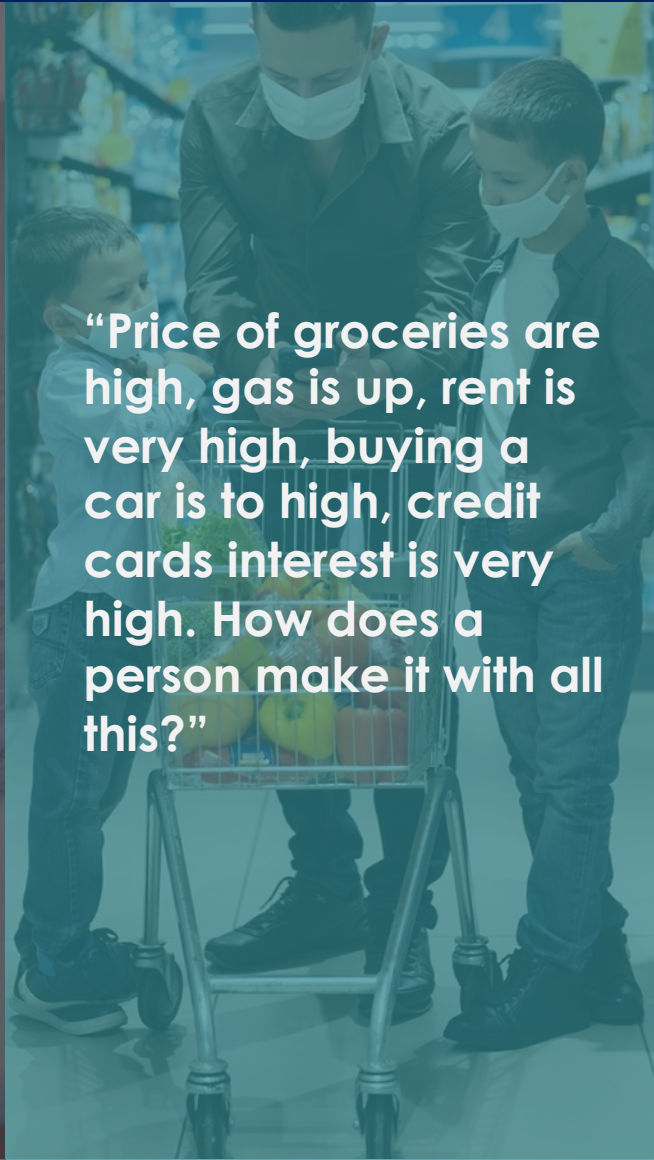


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Optimism Will Grow As The Economy Improves



“I’ll be more optimistic when inflation is finally curbed, and prices drop so that we all can afford to purchase the things we need instead of doing without to make ends meet.”



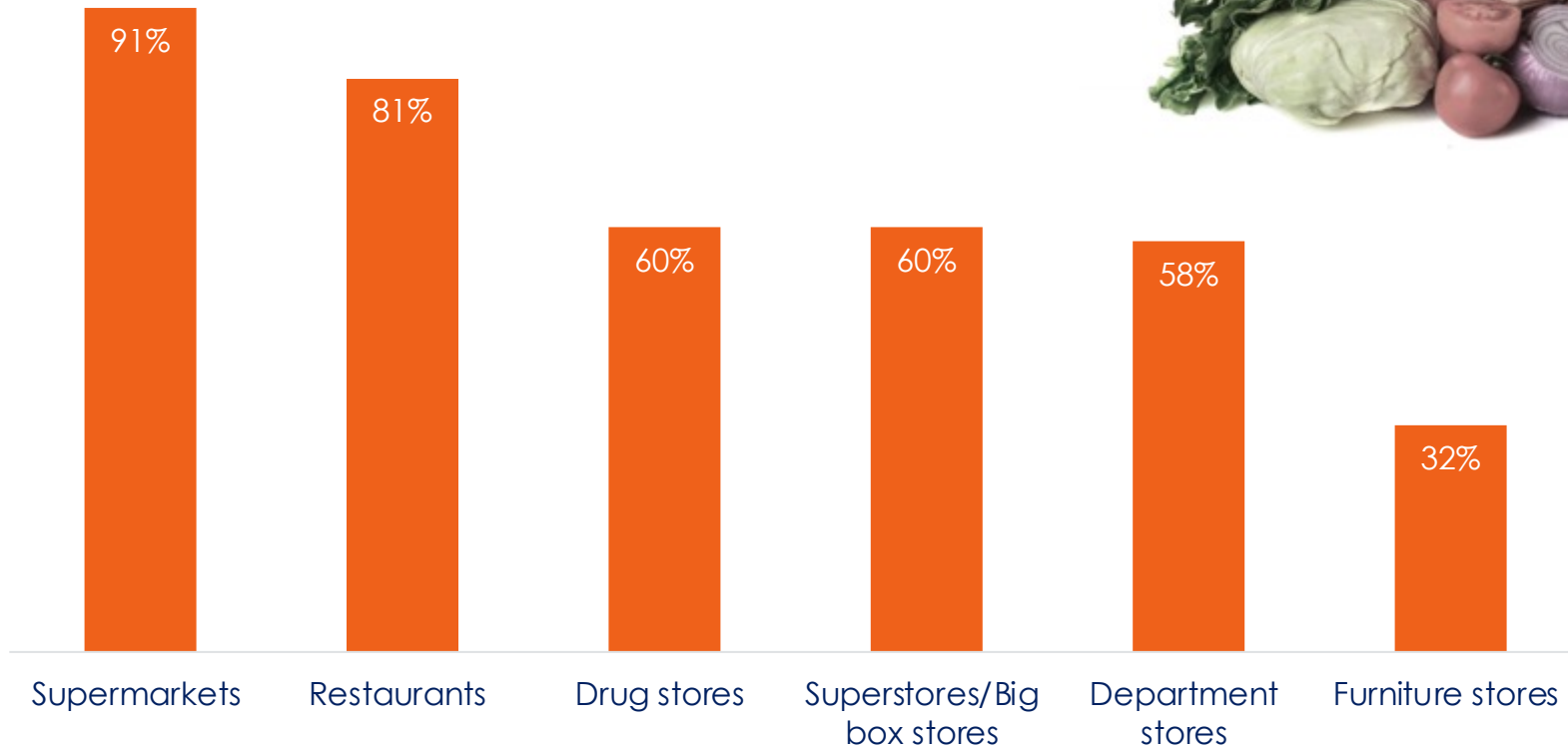
“Price of groceries are high, gas is up, rent is very high, buying a car is too high, credit cards interest is very high. How does a person make it with all this?”



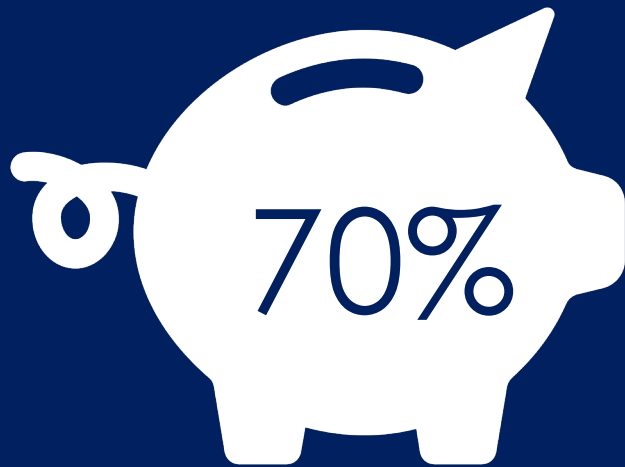
“Personally, I am optimistic about my future. The future of the country leaves me in doubt. I think fixing the economy would be a first step of many this country needs for some recovery.”

Price Increases

Americans see the impact of inflation at food establishments such as supermarkets and restaurants.



Consumers are in saving-mode; using multiple techniques to reduce their spend.



More Budget Conscious in the Last 6 Months

Top Ways They're More Budget Conscious

-  **39%** Eat at home
-  **29%** Less impulsive with purchases
-  **22%** Buy generic/store label brands
-  **19%** Use coupon
-  **17%** Less discretionary spending
-  **15%** Shop at discount store

Base: All Qualified Respondents (N=1,500)

Base: Slightly/More Budget Concern (n=1,051)

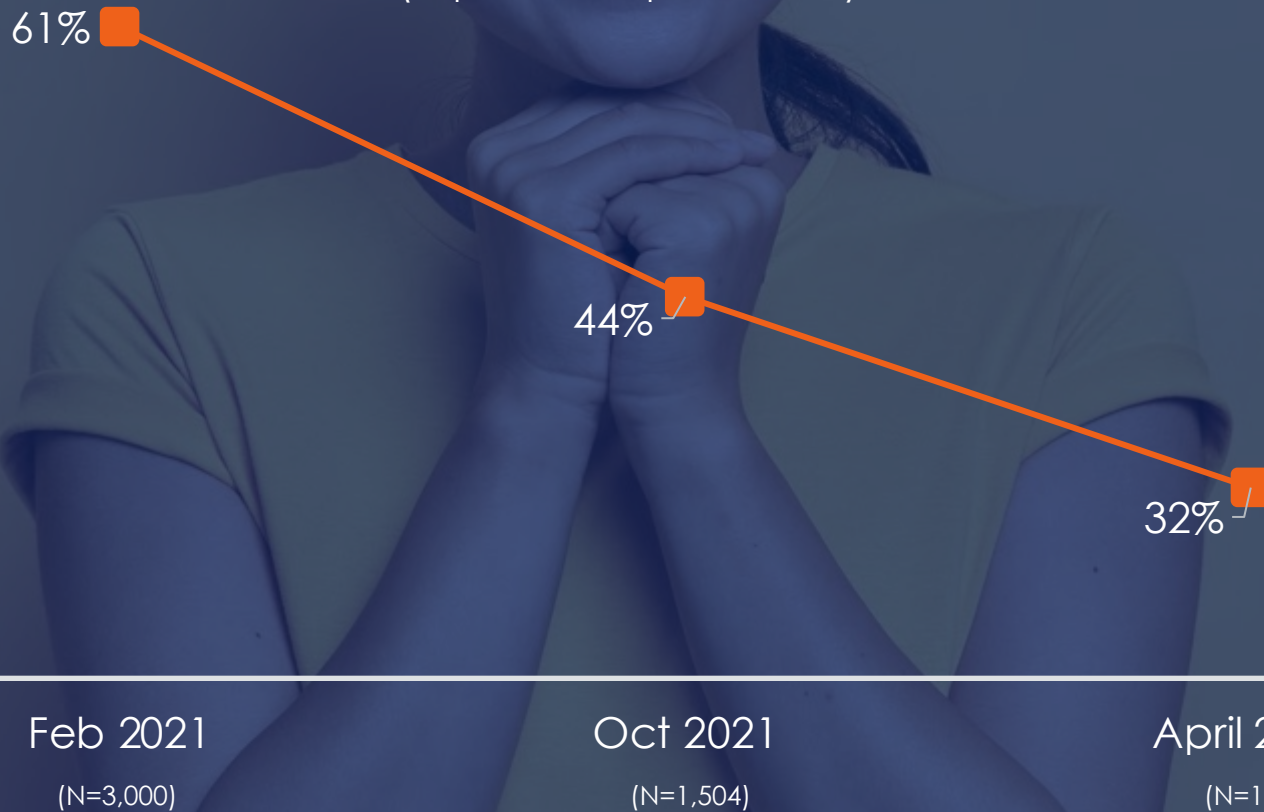


Health Trends

Consumers are More Confident In Their Health

Previous waves show that consumers' concerns for their health have rapidly decreased since 2021.

Concerned about Personal Health
(Top 2 on a 4-point scale)



44% of Americans
regularly exercise

These consumers are
significantly more likely to
be...

\$ 52% HHI \$100K+

Z 50% Gen Z

M 46% Millennial

 49% Optimistic

 47% Democrat

Americans who regularly
exercise are...

Americans Stay Active



31% Biking



26% Hiking



24% Running



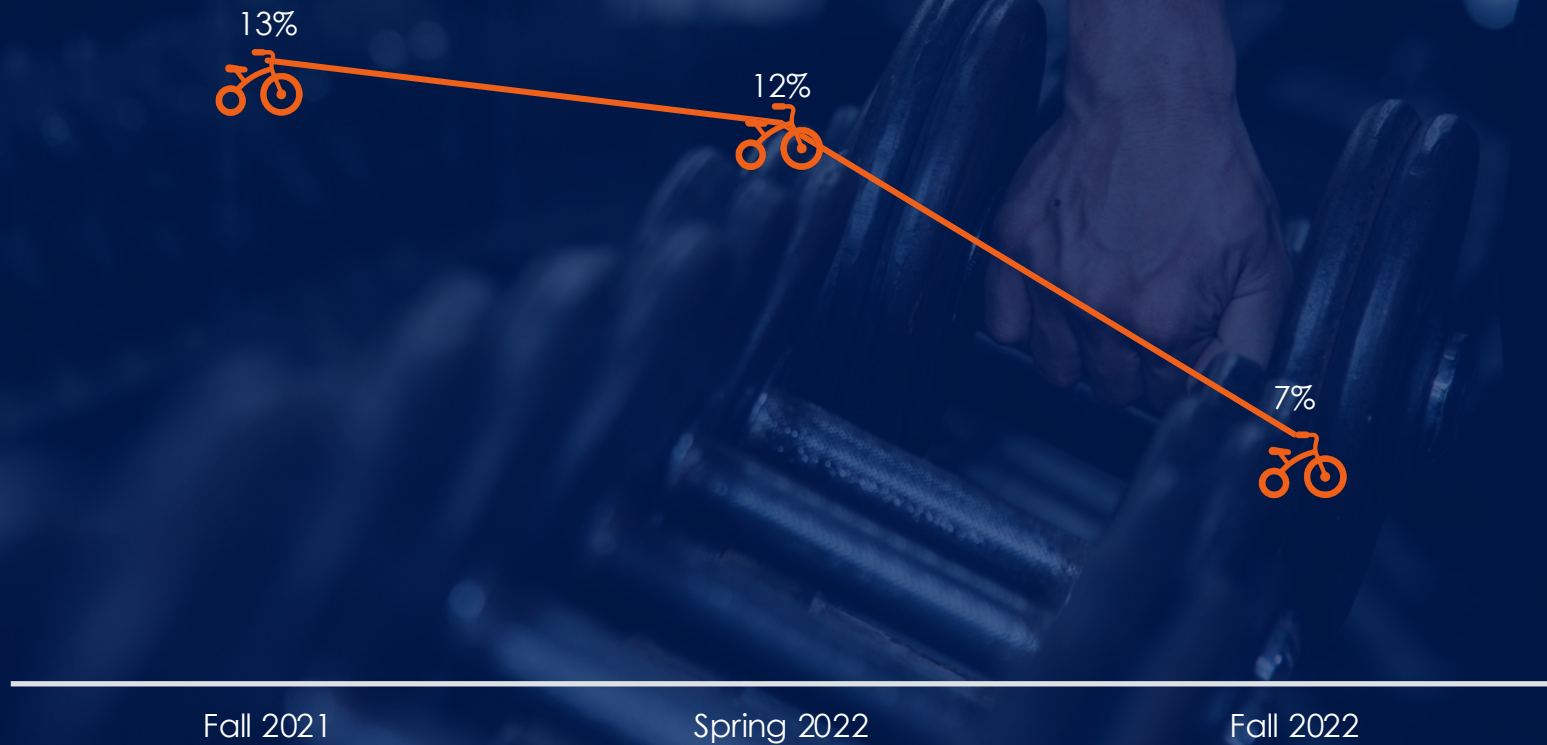
20% Dancing

A man and a woman are shown from the waist up, running on treadmills in a gym. The woman is on the left, wearing a black sports bra, and the man is on the right, wearing a grey t-shirt. They are both looking forward with focused expressions. The background is slightly blurred, showing other gym equipment and large windows. A dark blue banner with white text is overlaid at the bottom of the image.

Trends in the Fitness Gear Industry

Monthly Fitness Gear Purchases

As consumers return to gyms, fitness gear purchases have dropped considerably since the year prior.



10% of Americans plan
to purchase fitness gear in the
next month

These consumers are
significantly more likely to
be...

Z 14% Gen Z

M 13% Millennial

 13% Parents

 12% Optimistic

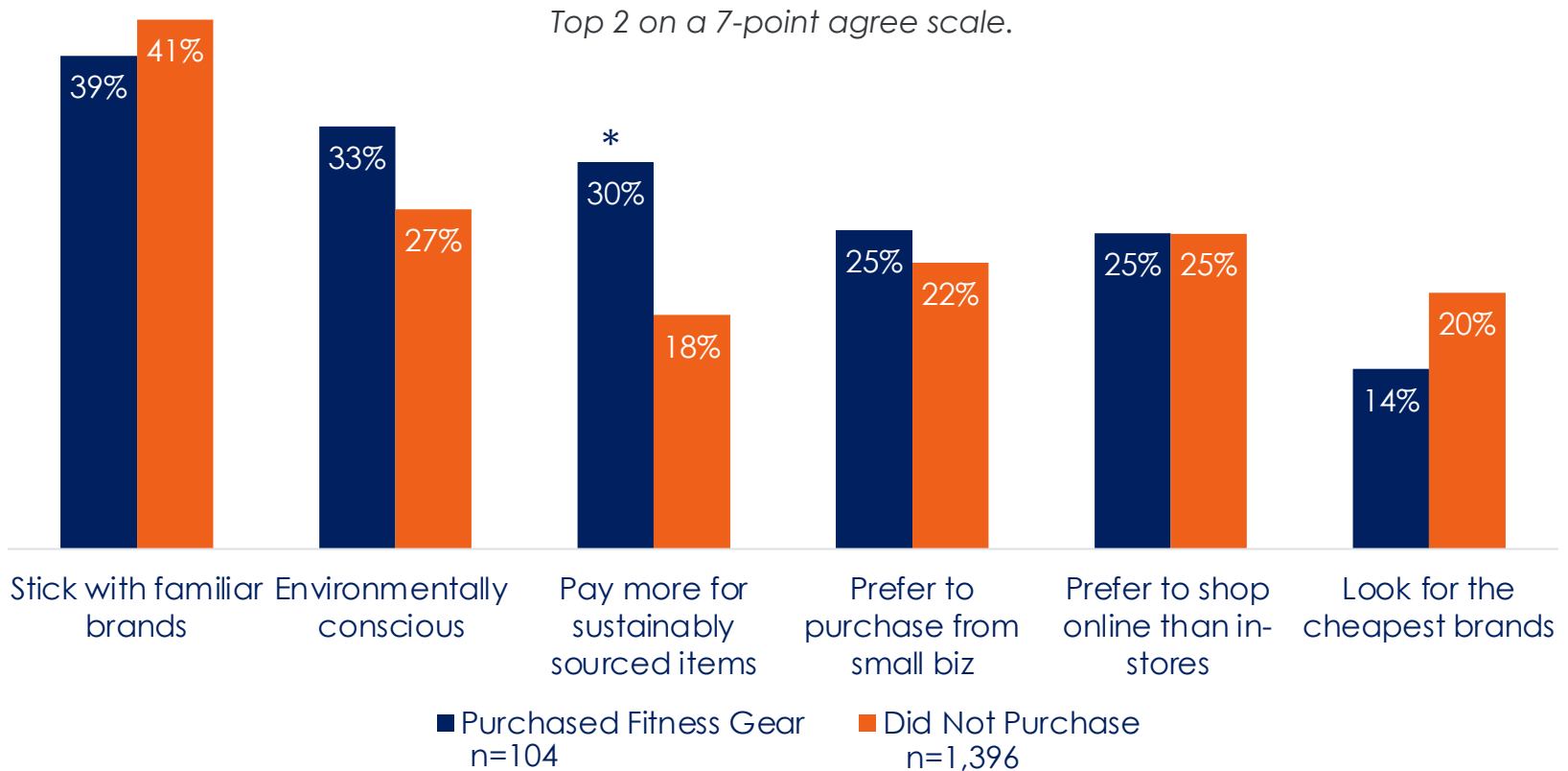
Fitness Gear Purchase Influences

Aside from price, quality and availability are top influences in selecting fitness gear. Online shopping services, such as next-day delivery, are less motivating for these purchases.



Bought Fitness Gear: Purchasing Attitudes

While brand familiarity is a key decision factor for those buying fitness gear, these shoppers are more likely motivated by sustainably sourced items.



*Significantly different



Purchase Influencers Index

Industry Comparison



Influence of *Customer Service* on Purchase Decision *Industry Comparison*

Index

1.	Airlines	51%
2.	Fitness gear	50%
3.	Hotels	47%
4.	Electronics	17%
5.	Fine jewelry/watches	12%
6.	Major Appliances	11%
7.	CBD products	4%
8.	Automobiles	3%
9.	Outdoor gear	-20%
10	Apparel	-30%
11.	Toys	-41%
12.	Beauty/Skincare products	-43%
13.	Alcohol	-61%

**Index is calculated by dividing the industry percent by the average and then deducting 100%*



Influence of **Quality** on Purchase Decision *Industry Comparison*

Index

1.	Hotels	37%
2.	Fine jewelry/watches	20%
3.	Fitness gear	17%
4.	Electronics	10%
5.	Outdoor gear	7%
6.	Apparel	6%
7.	Beauty/Skincare products	0%
8.	Toys	-1%
9.	Major Appliances	-2%
10	CBD products	-5%
11.	Automobiles	-22%
12.	Alcohol	-29%
13.	Airlines	-38%

*Index is calculated by dividing the industry percent by the average and then deducting 100%



Influence of ***Next Day Delivery*** on Purchase Decision *Industry Comparison*

Index

1.	Major Appliances	66%
2.	Electronics	31%
3.	Automobiles	19%
4.	Fitness gear	17%
5.	Fine jewelry/watches	14%
6.	Outdoor gear	5%
7.	Toys	-1%
8.	Apparel	-22%
9.	CBD products	-26%
10.	Beauty/Skincare products	-37%
11.	Alcohol	-65%

**Index is calculated by dividing the industry percent by the average and then deducting 100%*



Influence of *In-Store Availability* on Purchase Decision *Industry Comparison*

Index

1.	Alcohol	18%
2.	Toys	11%
3.	Outdoor gear	10%
4.	Apparel	10%
5.	Fitness gear	8%
6.	Beauty/Skincare products	8%
7.	Major Appliances	0%
8.	Electronics	-2%
9.	CBD products	-16%
10	Fine jewelry/watches	-16%
11.	Automobiles	-31%

**Index is calculated by dividing the industry percent by the average and then deducting 100%*



Influence of **Price** on Purchase Decision *Industry Comparison*

Index

1.	Hotels	18%
2.	Airlines	17%
3.	Toys	8%
4.	Apparel	8%
5.	Outdoor gear	7%
6.	Beauty/Skincare products	3%
7.	Major Appliances	1%
8.	Electronics	-4%
9.	Fitness gear	-5%
10	Alcohol	-11%
11.	Automobiles	-12%
12.	Fine jewelry/watches	-12%
13.	CBD products	-17%

**Index is calculated by dividing the industry percent by the average and then deducting 100%*



Influence of **Available Inventory** on Purchase Decision *Industry Comparison*

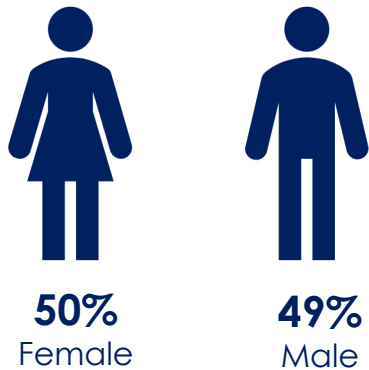
Index

1.	Airlines	19%
2.	Apparel	16%
3.	Outdoor gear	16%
4.	Electronics	14%
5.	Toys	6%
6.	CBD products	-4%
7.	Beauty/Skincare products	-5%
8.	Fine jewelry/watches	-6%
9.	Alcohol	-8%
10	Hotels	-8%
11.	Major Appliances	-10%
12.	Automobiles	-14%
13.	Fitness gear	-15%

**Index is calculated by dividing the industry percent by the average and then deducting 100%*

Respondent Overview

Gender



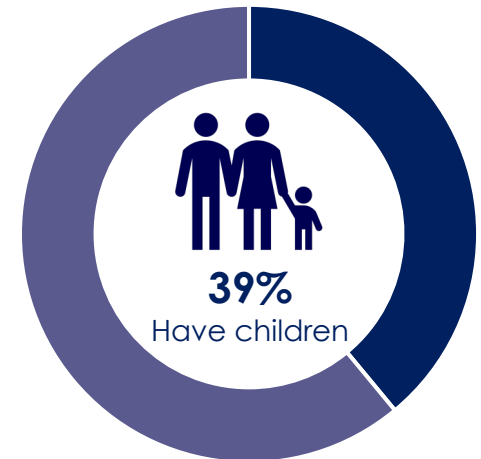
*1% other identity

Generation

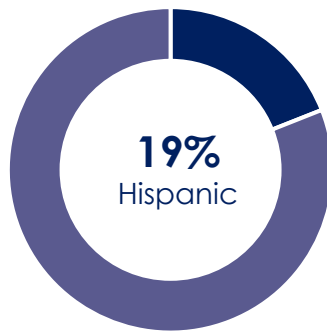
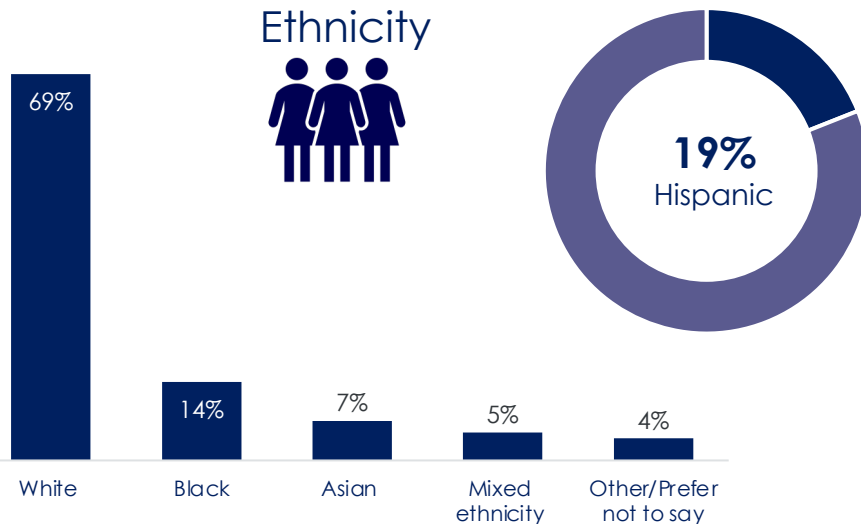
42 years old
Average Age



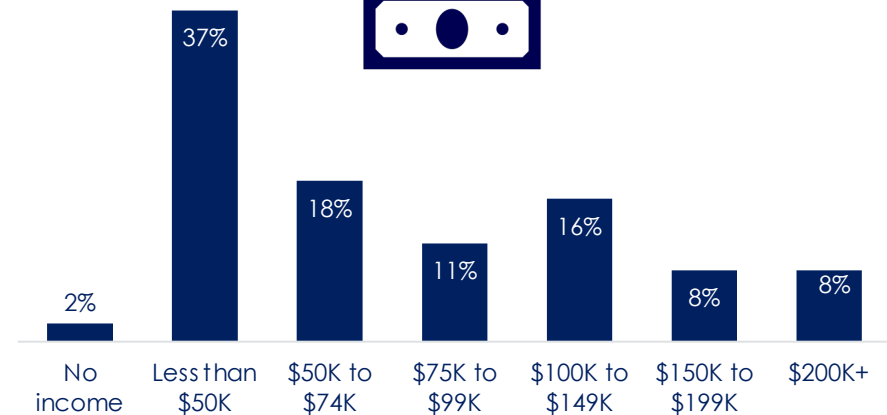
Parental Status



Ethnicity



Household Income



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding, advertising, and content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to info@provokeinsights.com.