

Healthy at Home — Consumers Demand Home Fitness Options

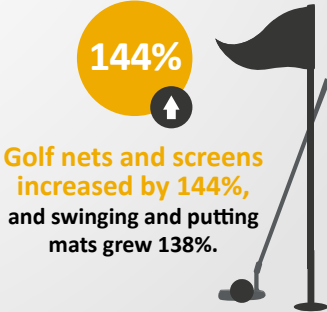
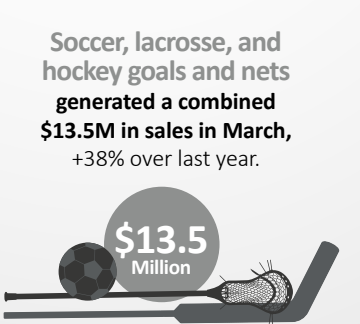
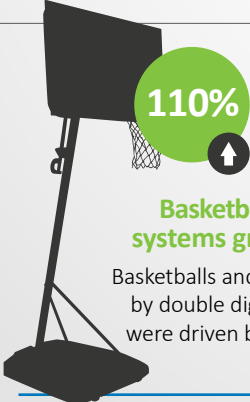
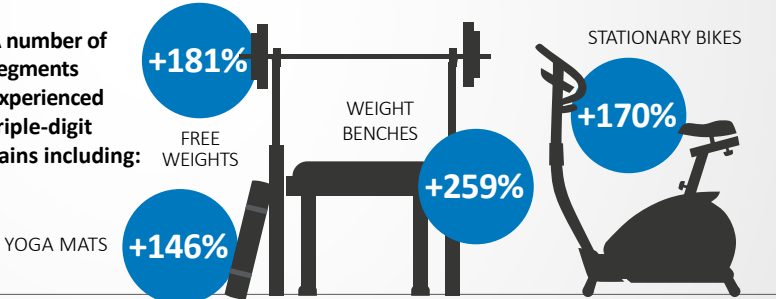
Sports and home fitness equipment, as well as children’s and adult leisure bicycles, have seen double- and triple-digit sales increases during the health crisis. U.S. consumers seek new ways to keep themselves and their families busy, active, and fit during this time of social distancing. **Here’s a closer look ...**

With gyms and fitness centers closed, consumers have adopted at-home exercise routines.

This propelled a 130% rise in fitness equipment sales

GROWING CATEGORIES INCLUDE
 cardio machines | free weight equipment | home gym weight machines | strength training products
 yoga and Pilates essentials

A number of segments experienced triple-digit gains including:



“ The sports industry is experiencing unprecedented growth and high demand for a distinct mix of products during this adjustment to an extended stay at home. The consumer lifestyle shift as a result of the current circumstances has put the sports business in a unique position compared to most other industries. I anticipate we’ll see a renewed emphasis on health and fitness for the long term. ”

Matt Powell
 Senior Industry Advisor, U.S. Sports, The NPD Group

Source: The NPD Group/Retail Tracking Service, 12 ME March 2020

Want more insights like this? Contact Julia Day at julia.day@npd.com or call 303-402-5611.

