

# EXERCISE AND GYM TRENDS – INDIAN CONSUMER – 2019

Emphasise the need for exercising to Indian consumers. Help them take up regular exercise to achieve a healthy lifestyle.



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# Report Content

- What you need to know

## EXECUTIVE SUMMARY

- Push Indian consumers to adapt to regular exercise; reposition sports nutrition as a means to help attain a healthy lifestyle
- Indians are hooked on virtual apps and fitness bands for maintaining their health
- AI and digital penetration revolutionise the fitness trend in India
- #HumFitTohIndiaFit – celebrities inspire exercises for healthy living
- Emphasise the importance of exercise for Indians
- Focus on traditional low-cost exercises
- What it means

## KEY TRENDS

- What you need to know

### Key drivers

- Help consumers succeed in their striving for good health
- Address concerns related to growing lifestyle diseases including environmental factors
- Surge in the number of gyms and fitness classes
- New-age gyms and exercise classes are surging in popularity throughout the country

### Global trends and how they are playing out in India

- Consumers look into traditional ways of exercising

## CONSUMER INSIGHTS

- What you need to know

### Exercise patterns and trends

- Showcase the necessity and benefits of exercise to Indian women
- Brands must encourage senior consumers to exercise regularly through social groups and promotions
- Reposition the perception of exercise – make it plausible at home or the workplace
  - Graph 1: Frequency of exercise, by working status, Feb 2019
- Spread awareness about the benefits of exercise among South Indian consumers
- Use celebrities and social media to influence people to exercise
- Offer products and services for basic exercise like brisk walking

- Graph 2: Type of exercise, by gender and age, February 2019

- Help women take to different forms of exercise like yoga and Zumba
- Brands must play an important role in encouraging sports for women and girls – Stayfree
- Create packages of weight training and sports equipment/gear to attract the young consumer base
- Use yoga classes and sessions to talk about nutrition and health to senior consumers
- Offer products for weight training beyond metros
- Offer special custom packages for married consumers

### Attitude towards sports nutrition and exercise

- APAC retail market overview: sports drinks, 2018
- Capitalise on the accelerated growth of sports nutrition products in India
  - Graph 3: GNPD launches of sports nutrition products, 2016-18
- Energy – functional claim is the biggest claim in India and APAC
- Use the 'energy' claims of sports energy products to target people across the board
- Position sports drinks and food products as mainstream and not 'specialised' nutrition
- Go natural with sports nutrition
- Merge the demands of new-age 'health-conscious' Indian consumers

### What is stopping people from exercising?

- Create exercise routines that can fit into busy schedules
- Partner with organisations to promote exercise
- Leverage technology to bring exercise routines to consumers, especially in West India
  - Graph 4: Barriers to exercising, select by region, February 2019
- Use brands to educate consumers about simple and fun exercises
- Instill the importance of exercising among consumers

## MARKET OPPORTUNITIES

- Opportunities: What you need to know

### Opportunities

- Leverage food and drink products to promote exercise
- Reposition sports drinks for Indian consumers
- Emphasise the correlation between exercise and emotional wellbeing, including concentration to improve productivity

### Who's innovating

- Fitness with water – all around you!
- Fitness all around is building with myriad options

### Global innovations

- Take a cue from exercise and fitness classes across the globe

- Innovation in sports nutrition ranges from formats to ingredients, including its target audience

### APPENDIX

- Consumer survey methodology

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