

MAY'2020



THINKING HATS

DIGITAL RESEARCH INSIGHTS

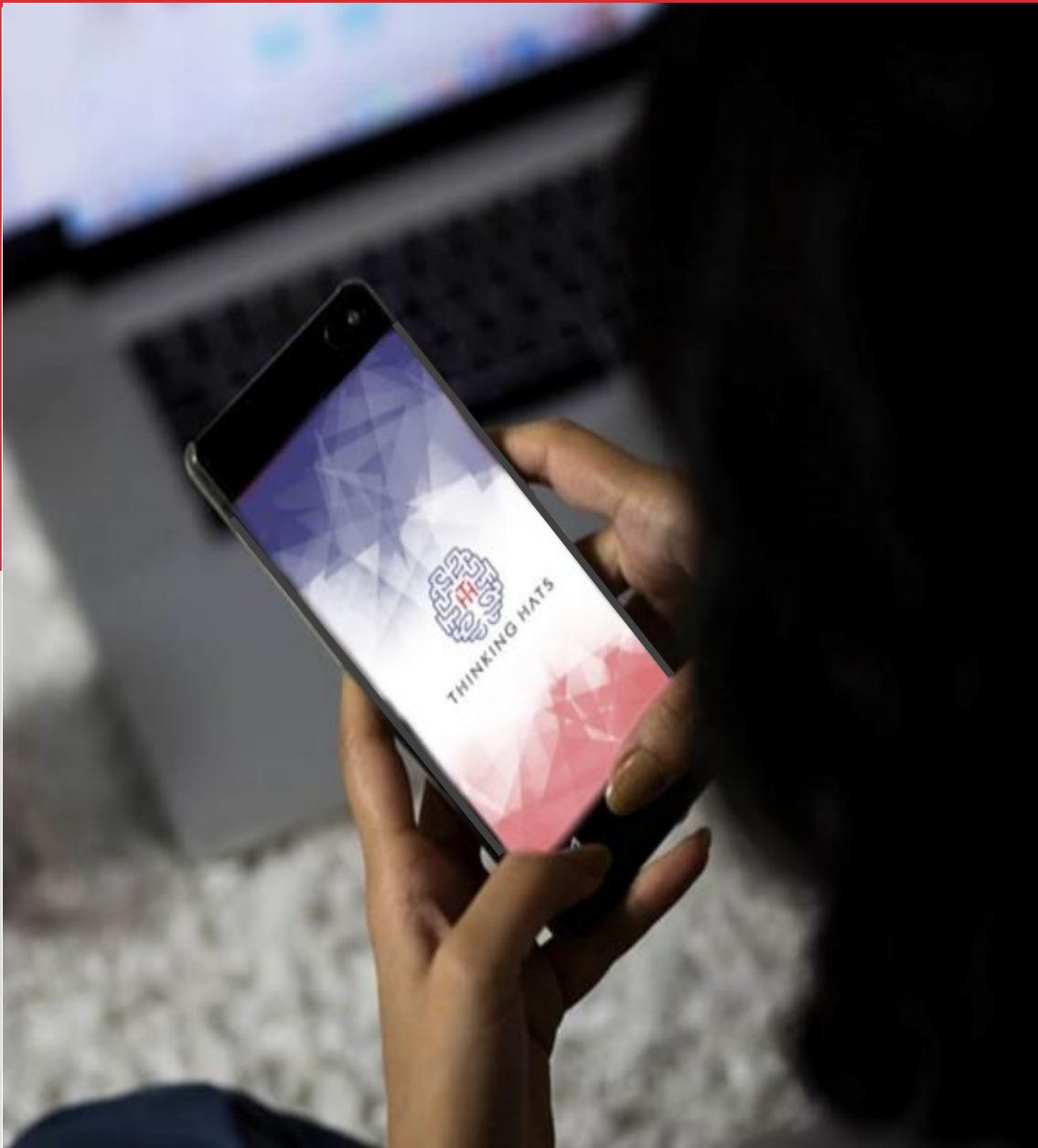
**BY: THINKING HATS
CONSUMER INSIGHTS**



**As A Consequence Of
Lockdown Measures And
Glamourization By Celebs
Trend Of 'Online Fitness'
Has Picked Up Among
Enthusiasts**



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Thinking Hats Conducted A Survey Via Its Proprietary Platform **'Apptitude'**

**To Capture The Impact Of
Covid 19 On The Fitness
Regime
And Engagement With
Online Fitness Content**



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**With Prolonged Closure Of
Gyms And Restricted
Mobility,**

**Motivation To Continue
Fitness Endeavours
Dropped**



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**Undeterred By These Unprecedented
Times, 2/3rd Of Health Enthusiasts Are
Still Exercising Atleast 4-5 Times In A Week**



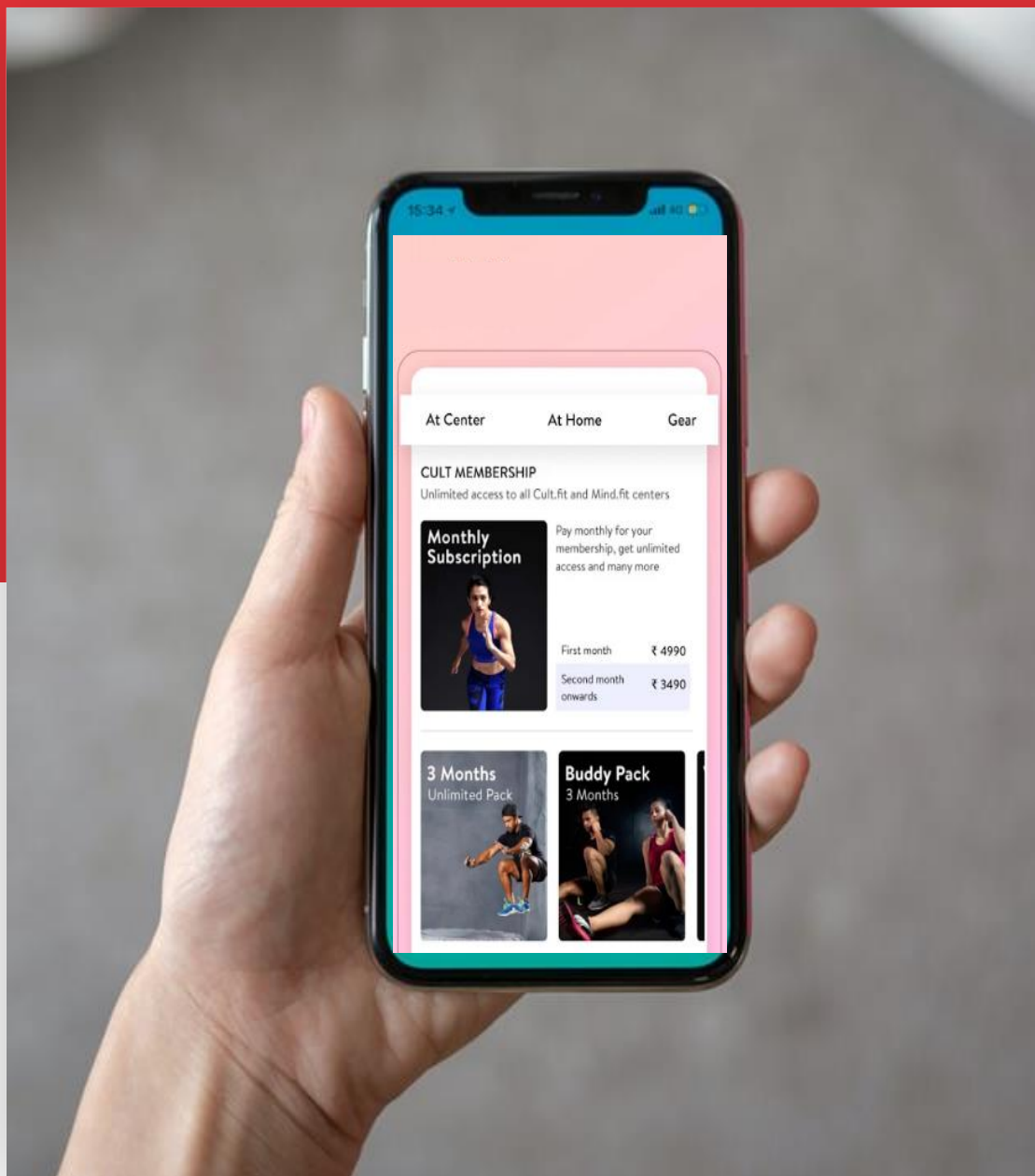
**So, What's Engaging
Them?**

**For Fitness Content,
Health Enthusiasts Are
Hooked To
YouTube(81%)**

**Followed By Facebook
(55%)**



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Fitness Apps Are Not Far Behind...

Majority (90%) Of The Health Enthusiasts Are Familiar With One Or More Fitness Apps



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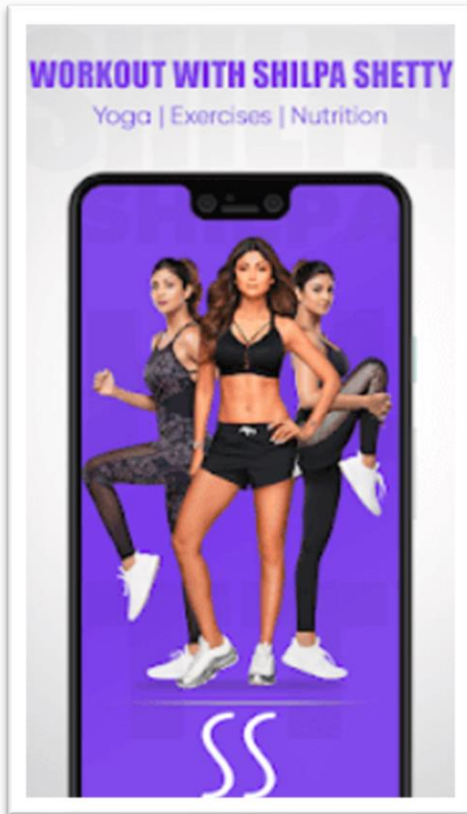


55% Have Either
Downloaded A Fitness
App Or Planning To
Download One In The
Near Future

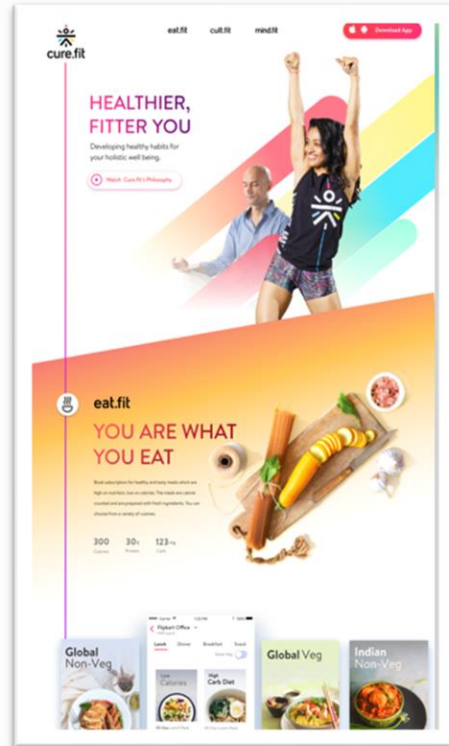


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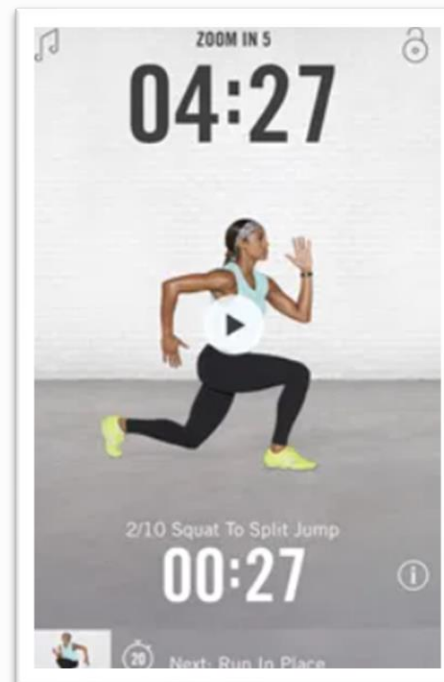
Most Recalled Apps



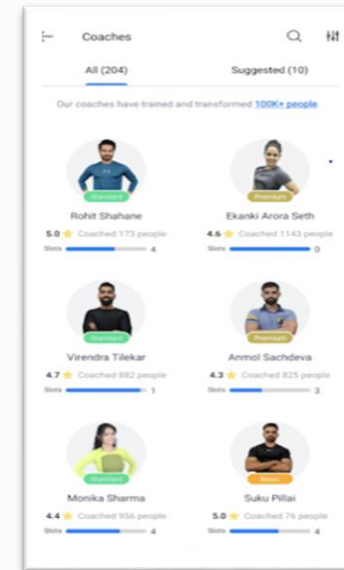
**SHILPA SHETTY - YOGA
AND FITNESS - 75%**



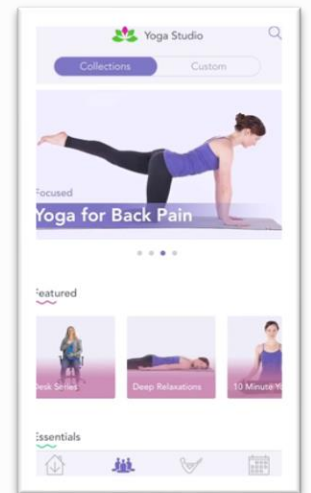
CURE.FIT - 62%



**NIKE TRAINING
CLUB - 45%**



FITTR - 30%



**YOGA STUDIO
- MIND AND
BODY - 23%**



**Interestingly,
While Yoga Is Trending
Among **Women (90%)** On
Fitness Apps,
Men Lean Towards Weight
Training **(65%)****



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**AFTER LOCKDOWN THE
PERCENTAGE OF FITNESS
APP USERS HAS INCREASED
DRASTICALLY BY 58%**



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More Than **52% Of The
Fitness App Users Plan To
Continue Leveraging Digital
Fitness Services Even After
Lockdown, Suggesting That
Digitalization Of Fitness
Industry Could Be The Next
Big Trend!**



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THANK YOU

Reach out to us on: contactus@thinkinghats.info

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