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RBH
CREATIVE
COMMUNICATIONS

10 of the biggest health and fitness trends for 2020





In this report, we'll be taking you through the following trends in the health and fitness market that we've established through our research and insights:

- 1. The rise of the boutique gym**
- 2. The ever-changing exercise environment**
- 3. Community driven fitness as a motivator**
- 4. More ways than ever to track our exercise**
- 5. Smart space saving equipment**
- 6. How physical exercise itself is changing**
- 7. Green fitness**
- 8. Closing the gap between fitness and wellness**
- 9. The diversifying fitness demographic**
- 10. Covid-19 and the workout revolution**

Before we begin, here are a few things to know about the health and fitness industry. Or if you'd prefer, feel free to skip to the first of our trends on page 3.

Gen Z

Anyone born in or after 1997
(up to 23 years old in 2020)

Millennials

Anyone born between 1981 and 1996
(between the ages of 24 and 39 in 2020)

Boomers

Also known as 'Baby Boomers'. Anyone born between 1946 and 1964 (between the ages of 56 and 72 in 2020)

Some background...

The global fitness market is dynamic, diverse and fast-growing – and we've got the insights to prove it.

The Global Wellness Institute (GWI) estimated that recreational physical activities generated \$828.2 billion in private sector economic activity in 2018. Based on this, they projected that the physical activity economy would grow 6.6% annually, so that by 2023, the market would be worth \$1,139.7 billion.

But why is there the demand in the first place? Well for starters, obesity has nearly tripled worldwide since 1975, resulting in 39% of adults now being overweight. If this isn't motivation for governments, non-profits, medical systems, employers and consumers to pay more attention to physical activity, we don't know what is.

Supporting this is the fact that 81% of millennials say they are interested in engaging in physical activity to stay in shape. This audience is no stranger to wearable tech like Apple Watches

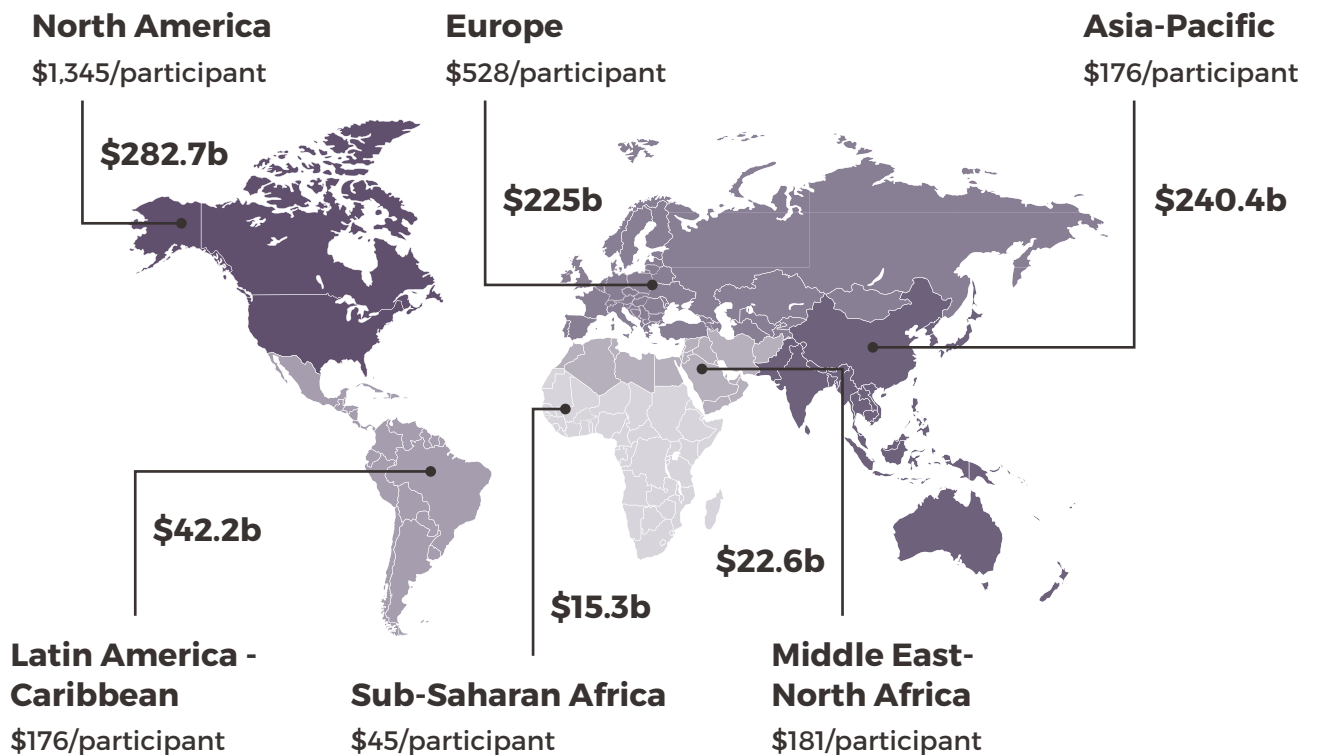
and Fitbits, using these religiously when training at fitness centres (Naturally Savvy). Millennials are also interested in new business models that we'll talk about in this report, such as luxury fitness, boutique studios, budget and 24-hour gyms, small group training sessions, and international and regional franchises.

It's important to remember that the fitness market was booming long before Millennials took an interest in their health and wellbeing. Over the last decade, health clubs and gyms alone have experienced tremendous global expansion, with over 50% growth in revenues from 2007-2018 (IHRSE Global report, 2019).

GWI estimates that now, 3.7% of the world's population are members of gyms, health clubs, and fitness studios. To put this in context, 190 million people spend money on memberships, classes, and training at commercial gyms, health clubs and fitness studios. This accounts for \$83.1 billion in expenditures.

Physical Activity Market by Region, 2018

Expenditures on participation in recreational physical activities and supporting products and services (equipment & supplies. apparel & footwear. technology)



Wondering where the UK fits in all this? Worth £17.bn in 2010, the UK wellness and fitness market is now set to grow to £22.8bn (Statista, 2020).



Trend #1 The rise of the boutique gym

“Boutique fitness isn’t running on a treadmill for 30 minutes after work. Nor is it awkwardly lingering around the weight rack waiting for someone to finish so you can nab their weights.

Instead, boutique fitness is an experience; training in a small group setting with everyone in the community feeling accomplished after. Unlike the traditional gym model, members are a part of something more than just exercise.”

Glofox, 2019

The truth is that some old and current gym models offer everything but specialise in nothing. Customers are increasingly wanting access to more unique classes and expert teachers.

That’s where boutique gyms come in. They provide an experience that’s more personal, while helping clients feel that they are part of a tribe.

Here are the differences between the two core fitness business models:

Low-end fitness business model

Low-cost gyms emerged to cater to the lower half of the market, with examples including Anytime Fitness and Planet Fitness. These models have similar characteristics; 24-hour access, low member interaction, and little offering in terms of classes. Members are signed up and left to their own devices.

High-end fitness business model

Boutique fitness exploded onto the scene to cater to those at the high-end of the economic scale, offering premium services at a premium price. Now household names in the fitness industry, examples of these include F45, SoulCycle, Orange Theory, and Barry's Bootcamp.

Up until October 2018, the number of boutique gyms in London had grown to 278, representing a 281% jump over the last five years, according to LeisureDB's 2018 London Boutique Studio Report.

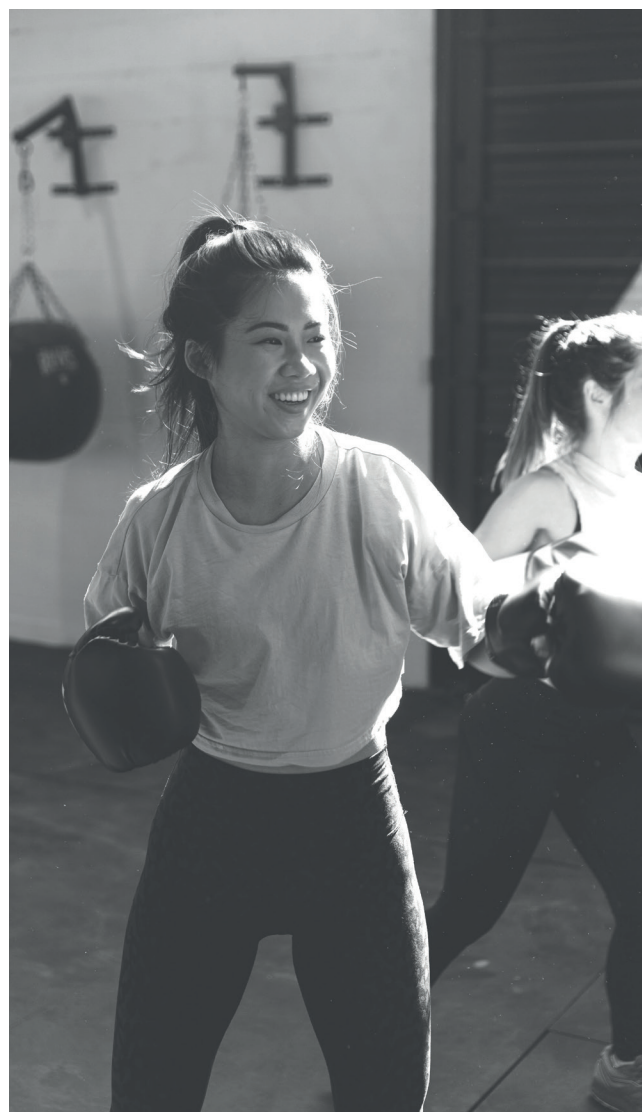
Boutiques tend to offer a modern pay-as-you-go payment plan, which lets customers dip in and out depending on their availability. These gyms can charge as much as £20 for a single workout.

Audience for boutique gyms

Boutique fitness was practically made for millennials; three out of four of this generation prefer spending money on experiences rather than things. For them, it's more than exercising and eating right; it's a lifestyle.

Pay-to-train fitness has become increasingly more popular amongst an audience of young, urban professionals with high disposable income. They seek innovative and compelling workout experiences, which are not available at traditional gyms.

In London, only 17% of boutique gym-goers are male, according to a study by Zingfit and ukactive. The same study found the average London client is 31 years old and eight months. The average boutique gym-goer is the same kind of person who'd buy the latest health-trackers, Apple Watches and apps measuring the intensity of their exercises - affluent professionals looking to stay in top shape (Elite Business Magazine).



The UK's rising boutiques

Psycle London

Psycle opened its fourth London studio at the end of 2019. Expect sleek interiors, a 56-bike ride-only studio and an all-day Energy Kitchen serving shakes, coffee, breakfast and grab-and-go food with a menu created by Psycle founder – Rhian Stephenson (Elle UK).

SoulCycle

The LA favourite has expanded rapidly over in the UK and opened two new studios earlier this year in Chelsea and Marylebone. Set in a dark candlelit room to high-energy music, SoulCycle is an inspirational, meditative fitness experience designed to benefit the mind, body and soul.

From live-streaming spin classes in the Peloton Studios to making full use of wearables and tracking members' progress and fitness levels, technology allows boutique fitness studios to innovate and disrupt the industry entirely. Expect more classes utilizing software to enhance the member experience, with everything from VR and wearable tech bringing people together to achieve shared goals and competitions.



High-tech boutiques

Within this category, we will also see boutiques go a step further in 2020 with high-tech equipment designed to improve the efficiency of workouts. In New York, we have already seen the introduction of full-body electrical muscle stimulation suits (EMS). These claim to make NOVA workout three times more effective than a standard workout.



CAR.O.L Bike - carolfitai.com

In 2017, Bulletproof Labs emerged and from these, the spin-off Upgrade Labs TM was invented. The cutting-edge technology helps customers recover, detoxify, and boost their immune system. This is known as 'biohacking' – the application of elite services that utilise science and technology to improve our health at the cellular level and upgrade our physical and cognitive performance (prevention.com).

An example of one of these classes is 'adaptive cardio' on the CAR.O.L bike. This is the artificial intelligence enhanced stationary bike that gives you all the health benefits of a 40-minute jog in just 40 seconds of effort. The CAR.O.L bike automatically adapts to offer the perfect workout for your body.

Benefits and drawbacks of boutique gyms

Benefits

Group exercise

Customers like the fact they can work out as part of a group and can be instructed by a professional who is an expert in the field. It's a great opportunity to make friends.

Personal feel

Having an instructor that knows you on a personal level and therefore knows your personal goals puts you in the best place to achieve these targets.

Fitness, toning and weight loss

Most boutique gyms differentiate themselves from speciality powerlifting and bodybuilding gyms by being geared towards improving overall fitness to lead a healthier lifestyle.

Exclusivity

With these gyms averaging at a higher price point, as much as £100-£150 a month / £40 a session, overcrowding is prevented. With fees being expensive, the likelihood of higher class attendance is better and encourages noticeable results.

Drawbacks

Limited range of workouts

With a usual focus on one form of exercise, these kinds of gyms can feel repetitive and become a problem if you're trying to lock in long-term consumer memberships.

Predominantly female crowd

Obviously not seen as a drawback for everyone, as this is a factor that gives many women the courage to sign up in the first place as they don't feel intimidated. But if you are a man, it can be quite isolating.

Limited strength training options

Few of these studios offer classes for serious bodybuilders, with a higher focus on toning and fitness.

Expensive

If you don't have a disposable income, you might find that these gyms are simply too expensive to join and a regular membership fee is unsuitable in the long run – preventing you from reaching your goals.



Trend #2

The ever-changing exercise environment

Gym pods

COVID-19 has seen the closure of 38,000 gyms and fitness studios worldwide, while consumers search for ways to exercise at home through live workouts and their one daily dose of exercise outside. Coming out the other side of the pandemic, will gym pods become a norm?

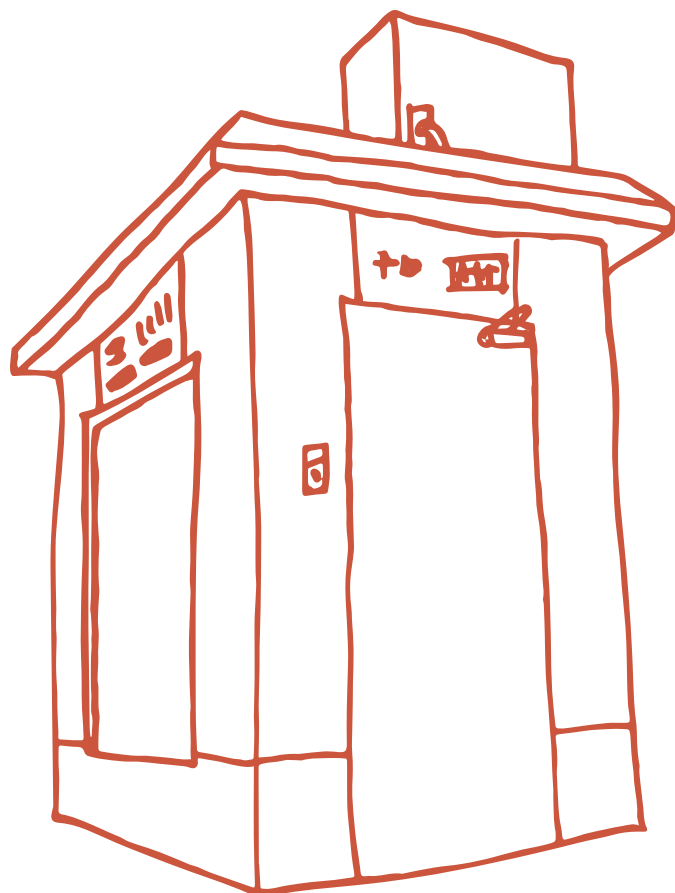
In 2017, we saw Chinese start-up Misspao launch a range of 'Pod Gyms' on urban corners. They look like phone boxes and inside contain a treadmill, a screen and other fitness accessories. 1,000 pods were installed around China and could be booked via a smartphone (Business Insider).

How do they work?

Once the pod is booked on the customer's phone, they scan the QR code on the pod where they are given access for 2p per minute which again, they pay using their phone.

During the pandemic we have seen South Bay fitness centre in California be the first to open its doors with new social distancing pods.

They may not look like much (only made from shower curtains and pipes), but all nine of these 6ft wide by 10ft tall pods allow people to safely go to the gym. These are bookable, so that they don't go over capacity and can also facilitate group workout sessions.





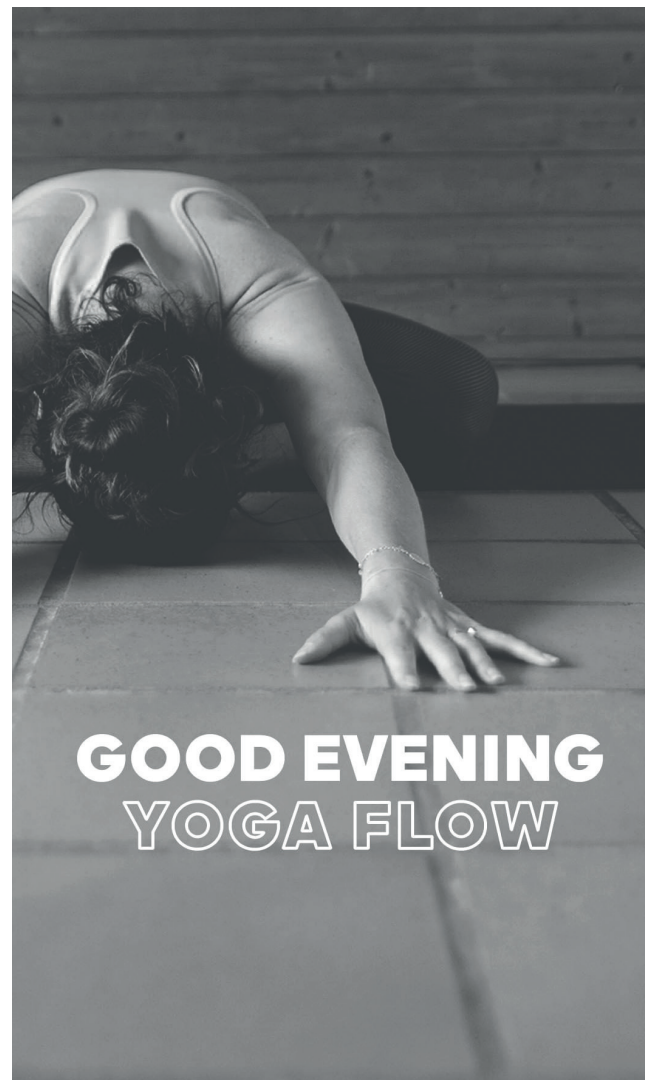
The Body Coach TV - YouTube

Home work-ins

With gyms shut, furlough in action and not much else to do during the COVID-19 pandemic, fitness regimes had to be adapted for lockdown life. People have been able to access live-streamed home workouts through popular brands or personal trainers on social media platforms. Many have also invested in tech-enabled home-gym equipment to see them through lockdown.

Here's how some big-name brands are responding:

- Adidas are streaming free daily workouts via Instagram
- More than 790,000 households worldwide are tuning into London-based personal trainer Joe Wicks live PE lessons on YouTube. He now has 2.49 million subscribers.
- Premium virtual content on Nike's Run Club app was free for anyone to use up until June, perhaps encouraging a continued use and more paid subscriptions going forward.



adidasruntastic - Instagram

Trend #3

Community driven fitness as a motivator

Among the 46% of today's fitness market who regularly do some form of class activity, the majority (60%) prefer working out in large groups, versus the smaller groups of six to eight people you might find in small group training type sessions.

Les Mills

Top barriers to physical activity worldwide	Top motivations for physical activity worldwide
<p>Adults</p> <ol style="list-style-type: none"> 1. Lack of time 2. Lack of interest 3. Physical health conditions 4. Lack of motivation or habit 	<p>Adults</p> <ol style="list-style-type: none"> 1. Maintaining good health 2. Stress reduction or relaxation 3. For fun or pleasure
<p>Youth</p> <ol style="list-style-type: none"> 1. Lack of time 2. Lack of convenient facility or activity near home 3. Not having fun 4. Prefer to do something else 	<p>Youth</p> <ol style="list-style-type: none"> 1. For fun, entertainment or joy of movement 2. To be with friends 3. To be fit and healthy

Notice a pattern? From these GWI survey results, it's clear that both audiences want to get fit and have fun, which is possible through community fitness.

According to Forbes (2019), community in workouts is the top motivator for consumers to go to the gym in the first place.

Katrina Scott and Karena Dawn, co-founders of women's fitness and nutrition brand Tone It Up, say that community driven fitness is really going to kick off in 2020. They say it's lot easier to stick to a workout plan when you have a community of like-minded individuals by your side.

"Having a team to cheer you on and empathize with where you are in your journey helps make those tough days more achievable.

Encouraging you to stick with it

This can be supported by a study published in the Journal of Consulting and Clinical Psychology. It showed that 95% of people who started a fitness program with friends completed it, versus a 76% completion rate for those who tried to complete the program on their own.

Instead of just hitting the gym by yourself, you can easily connect with others thanks to the rise in live-streamed classes, sweaty selfie check-ins, social media challenges, and online chats within fitness apps.

Stylus stated that brands should elevate the live-streamed class concept with competition and community to retain post-crisis (COVID-19) customers.

A great example of this is the Ergatta digital rowing machine. Launched earlier this year, it allows users to compete in time trials against other owners.



“One thing that’s clear: group fitness members are fiercely committed to their mode of training. Aside from their longer average membership tenure, 57% of group fitness users say they’re likely to cancel their membership or stop attending their gym if their preferred class is cancelled.”

Les Mills

This just-released annual fitness trend report from ClassPass found that workouts are getting more social, varied and geared towards the mind and soul. Here are a few highlights:

- 80% of those surveyed have coordinated a workout with a friend or colleague this year.
- In the US, the most popular classes to take with a friend are rowing and boxing.
- Outside of the United States, friends are also likely to take a martial arts class together.
- There has been a 38.6% increase in Megaformer reservations in 2019 vs 2018.
- Newbies to group fitness are most likely to take a yoga class as their first class.
- Meditation was the most popular wellness activity booked on ClassPass in 2019.

Fitbit challenges

We couldn't ignore Fitbit's range of challenges, which have taken the world by storm. Based on community-driven fitness, these challenges are all about pushing to see who can take the most steps over the course of one day, weekdays or even the weekend. Time zones don't matter either.

The challenges are:



1. Daily Showdown: Use your determination to take home the win in this fitness face-off by taking the most steps in a day.



2. Weekend Warrior: Add a little winning to your relaxing weekend by taking the most steps between Saturday and Sunday.



3. Workweek Hustle: Reach your goals and get a whole lot of step cred by being the top contender in this Monday to Friday step bender.



4. Goal Day: Get your game face on and commit to fit by doing what it takes to hit your daily step goal.

Trend #4

More ways than ever to track our exercise

The wearable market

There are estimations that more than 830 million wearable devices will be active worldwide.

Statista, 2020

Maintaining its status as the top fitness trend for the last several years, the wearable market is projected to continue to grow throughout 2020. The leading smartwatch vendors are Apple, Fitbit, Samsung and Garmin, with Apple holding the largest share of the market.

It is said that tech giants like Microsoft and Google are collaborating with gym wear companies including Nike and Under Armour to work on 'smart clothing'.

These would perform similar functions to activity trackers, collecting data like heart rate, body temperature and muscle activity.

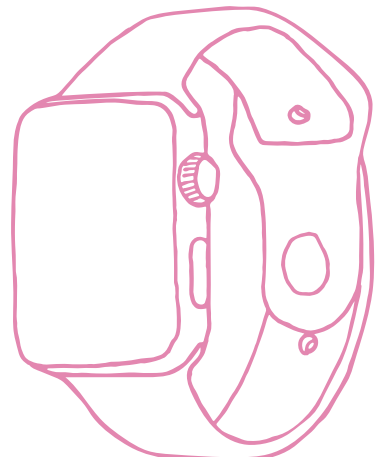
The wearable market is expected to grow further to 1.1 billion in 2022, while telecom technology changes from 4G to 5G (Statista, 2020). Wristwear (watches and wristbands) are projected to reach almost 180 million units by 2023.

2020 Wearable devices market share (IDC)

Quarter	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2019 Q3
Earwear	27.4%	30.1%	37.9%	46.9%	48.1%
Basic Watch	13.4%	10.1%	10.7%	8.2%	7.1%
Wristband	29.7%	27.8%	25.2%	23.2%	22.7%
Smartwatch	27.4%	30.7%	24.4%	20.1%	20.9%
Others	2.1%	1.3%	1.8%	1.5%	1.3%
TOTAL	100%	100%	100%	100%	100%

Wearable 2020 highlights

Product	Insights
Earwear	<ul style="list-style-type: none">• Highest year on year growth.• Apple is well ahead of competition, with over 22.7 million units (Beats and EarPods).• Following was Samsung, with 5.6 million pairs of Galaxy Buds and other JBL branded hearables.• Then, Samsung with over two million hearables shipped so far. Their premium noise cancelling offering sets them apart.
Wristbands	<ul style="list-style-type: none">• Maintained their popularity with a straightforward value proposition and lowering price points.• The increased functionality that allow some wristbands to mimic the capabilities of their smartwatch cousins keep them relevant in the market.
Smartwatches	<ul style="list-style-type: none">• Apple maintained the lead, followed by Samsung.• BBK, the maker of kids watches ranked 3rd with 1.8M smartwatches shipped.• Fitbit shipped 1.7 million smartwatches.



	Apple	Xiaomi	Fitbit	Huawei	Samsung	Garmin	Fossil	Others
2019	31.7%	12.4%	4.7%	8.3%	9.2%	—	—	33.7%
2018	27%	13.1%	7.8%	6.3%	6.9%	—	—	39%
2017	24.5%	11.9%	11.4%	3.4%	4.3%	4.7%	3.6%	36.2%
2016	10.5%	15.4%	22%	—	4.3%	5.9%	—	42%
2015	14.2%	14.7%	26.8%	—	3.9%	7%	—	33.4%
2014	—	4%	37.9%	—	9.2%	7.1%	—	41.9%

Taking wearables to the next level

According to Men's Health magazine, calories, distance, and hours slept usually traced on devices is totally 2019. The latest trackers of 2020 take it a step further. Here are some examples of upcoming tech to watch out for:

- Push band: Gain a competitive advantage with the next generation of weight room technology. The push band attaches to your body or bar to appraise power and velocity of 400-plus exercises, ensuring you never lose form. This is available for £330.
- The K'Watch Athlete: The world's first real-time lactic acid monitor, designed to help you push harder, reduce the risk of injuries and recover smartly. This can be worn as an armband or watch.
- LVL: Assesses your blood H2O level, heart rate, sleep, and if you input your mental state – how those factors indicate your mood.

Smart clothing

“Smart clothing is expected to become a billion-dollar industry. By 2022, around 30 million smart pieces of clothing will be sold, surpassing sales of devices such as smartwatches and classic fitness trackers.”

Juniper Research

Under Armour has already paved the way for smart clothing, introducing clothes for sleeping that enhance your recovery post-workout. But now, there are even smart bikinis that can tell you when you need to top up your sun cream (Virtuagym).





Smash your fitness goals with these apps



Strava
Best activity sharing app

Perfect for community-driven fitness, Strava is the app designed by athletes, for athletes that connects millions of runners and cyclists through the sports they love.

Free /
Premium £5.99 a month



Fiit
Best for exercise classes

Get the boutique gym experience from the comfort of your own home with this #1 rated app. From HIIT to yoga, Fiit features hundreds of classes that are led by the most in-demand trainers.

£19.99 monthly
£44.99 quarterly
£119.99 annually



Nike Run Club
Best running app

Track your runs and benefit from training plans and audio-guided runs from Nike coaches and famous athletes like Mo Farah. There are also mindfulness-focused sessions through a partnership with Headspace.

Free



MyFitnessPal
Best for counting calories

The app with an unparalleled database of foods, allowing you to track your calorie intake and detailed macros.

Free/
Premium £7.99 a month



Centr
Best for overhauling your life

Fronted by Thor himself – Chris Hemsworth – Centr offers a schedule of workouts and meditation or mindfulness sessions, as well as a weekly meal plan.

£12.49 a month



Seven
Best for a fast workout

Seven offers short guided bodyweight workouts to help you stay in shape, no matter what your time or equipment constraints

Free/
Premium £9.99 a month



Headspace
Best mindfulness app

Headspace promises to teach you meditation in just ten minutes a day. You can test those claims with its free Basics pack, which provides ten ten-minute sessions for beginners.

Free/
Premium £9.99 a month
£49.99 a year



Gymaholic
Best for weight training

Enjoy Gymaholic's workout plans for all abilities or build your own custom routine. The app also contains 3D augmented-reality animated exercise guides, making it easier than ever to improve your performance.

Free/
Premium £3.49 a month

Trend #5

Smart space-saving equipment

Appealing to house-bound consumers and those who like to keep their space tidy, advances in gym equipment technology are revolutionising the way people can work out from their own home. However, there's nothing to say that this same technology couldn't be applied to physical spaces in gyms to reduce staff levels and increase techno appeal.

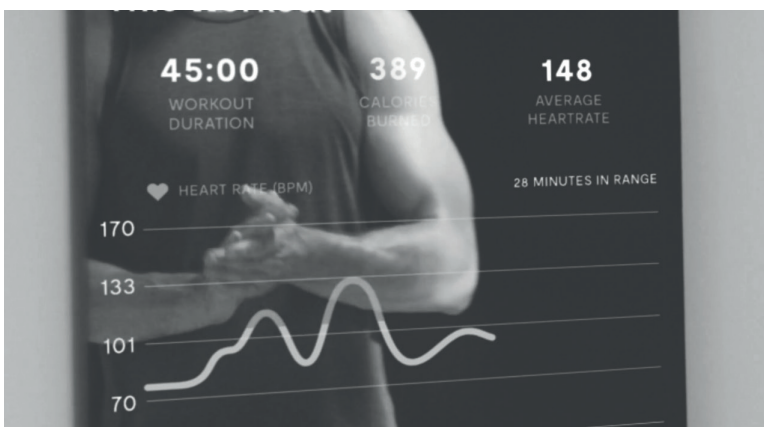
Mirror

Introducing Mirror, the smart mirror that streams live and on-demand workout classes to your home. There are over 70 live classes added to the app every week including cardio, boxing, strength training, yoga, Pilates, HIIT and more. These range from beginner to expert.

You connect to the machine using a Bluetooth heart rate monitor worn around the waist, which tracks your heart rate throughout the workout as well as how many calories you've burnt. Download the app to enter your key health details including weight and height, as well as your fitness goals and details of any injuries. You can even connect the mirror to your Apple Watch and favourite Spotify playlist (Business Insider).



Mirror - mirror.co



Mirror - mirror.co

Trend #6

How physical exercise itself is changing



Forget HIIT (high-intensity interval training) workouts, they're so 2019. This year it's all about HILIT, which stands for high-intensity low impact training. HILIT focuses on short bursts of intense exercise over two or three minutes, followed by short recovery periods.

Scott Humphreys, founder of boutique fitness studio SP Athletic, said: "Studies have shown you can burn more calories with a short HIIT workout than a longer regular workout. And that's not even allowing for the calorie burning once the session is over!"

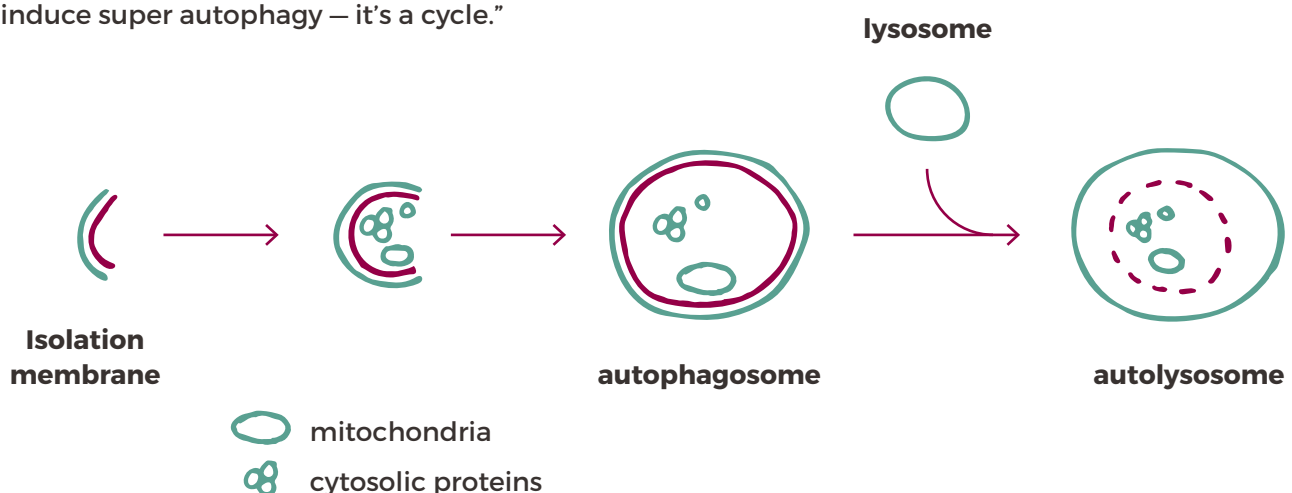
The gentler version of HIIT, HILIT emphasizes lower-impact movements that are easier on your joints and help future-proof your body. During your workout you never have both feet off the ground – so no burpees!

The University of Maryland and Health Advisor at Equinox said: "The healthy stress your body undergoes during HIIT triggers autophagy, which rids your body of cellular debris and stimulates the production of stem cells, the primary regenerative cells in the body. The more stem cells you have, the better you are able to induce super autophagy – it's a cycle."

Autophagy has also been linked to the treatment of Alzheimer's, as during the process the body's cells are increasingly recycling old components and breaking down misfolded proteins directly linked to the disease (Alirezai et al - Autophagy).

Tech will play its part, such as the heart rate variability (HRV) training option, which monitors tiny fluctuations in BPM to indicate levels of recovery, so you can make an informed decision about how far you push yourself. Boutique gyms will also start offering more niche therapies such as cryo chambers, infrared saunas and percussive massages (Men's Health).

You can get your HILIT workout fix easily at home with workout challenge app – Seven.





Trend #7 Green fitness

Active consumers are beginning to uncover how their wellbeing and the earth are combined. With the rise of eco-conscious generations, fitness needs to evolve in-line with their needs.

Stylus

In the UK, 88% of consumers want brands to help them be eco-friendlier and more ethical in everyday life (Forbes, 2018).

Consumers prefer brands that are willing to take action on sustainability: 46% believe that brands have better ideas for solving our countries problems than governments. 92% of Gen Z say that they would switch to brands associated with a good cause, given similar price and quality.

In 2019, Stylus outlined the planet fitness trend, including sustainable gyms, ethical and natural sports apparel and sustainable workouts.

Sustainable gyms

Terra Hale, London

Members generate energy by pedalling during a spin class to power lights, speakers and screens in the gym, reducing CO² emissions in the process of becoming fit.



terrahaleldn - Instagram

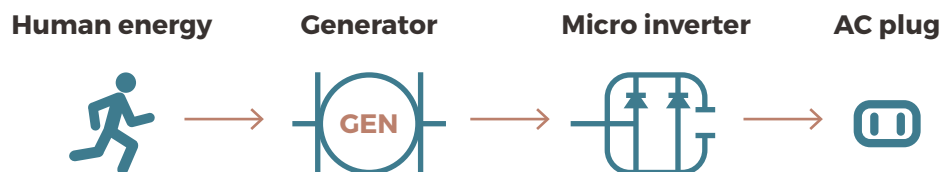
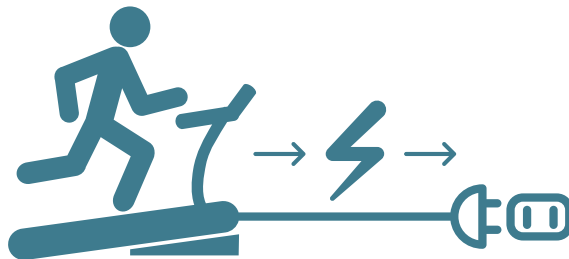
SportArt

Eco fitness brand SportsArt has launched a UK-wide range of sustainable gym equipment (used in the Terra Hale gyms, by the way) that generates energy from your hard work.

The ECO_POWER range includes 'verde' treadmill, which is the world's first energy-producing treadmill. It can convert up to 74% of kinetic energy that is produced while you move into electricity. The range also includes a cross trainer, an elliptical trainer and various exercise bikes.

A workout on any of these machines can generate up to 200 watts of electricity per hour, while a circuit of ten machines could generate an annual saving of £1,300 per year in a single gym facility. To put this into perspective, a desktop computer uses 400 watts an hour, a laptop uses 200 watts an hour, an incandescent light bulb uses 60 watts an hour, and a hair dryer uses 1200 watts an hour.

Watts generated through exercise are converted to AC power and sent back through your facilities power grid to offset energy consumption



Rumble Gym

This London based gym have pledged to plant one tree every time someone attends a workout class. In partnership with private chef Benoit Marmoiton, the gym also has a nutritional lounge offering superfood smoothies and a food range that will help customers feel reenergised and rejuvenated after a workout.

Pro-planet activewear

The UK sportswear market is forecast to grow by 20.9% by 2023 to a value of £6.7bn, and in the next five years is estimated to outperform all other major retail sectors.

The Independent



Fast fashion culture is facing a public reckoning. Consumers are asking more questions than ever about the environmental impact of manufacturing, producing and throwing away vast quantities of clothing without any consideration for the planet. As a result, more people are pledging to buy less, to buy better quality or try and buy second-hand. Reduce, reuse, recycle is fashionable once again.

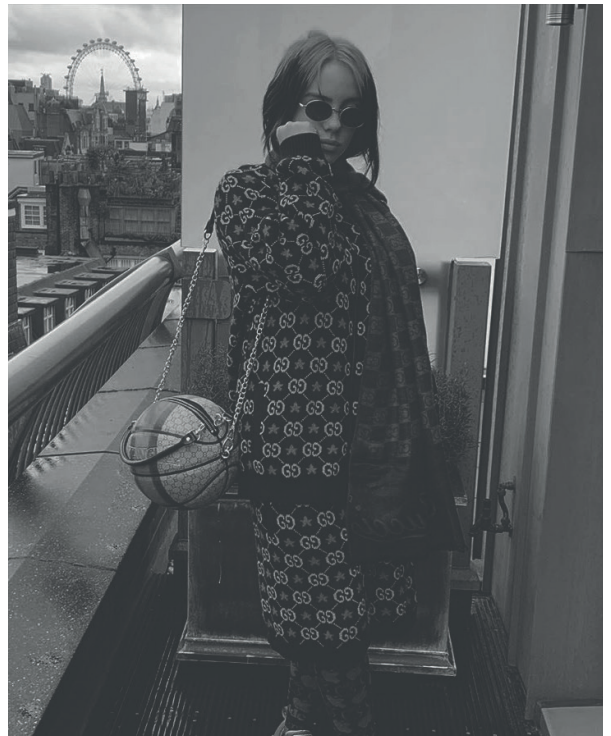
Many celebrities are using their social platforms to promote sustainability, like singer Billie Eilish who recently launched a sustainable clothing line with H&M.

H&M's head of design Emily Bjorkheim said: "Billie Eilish is obviously an inspiring artist, but also someone a lot of people around the world admire for her personal style and empowering way of expressing her values. We want to enable her fans to step into her world and feel empowered to freely express their style as well."

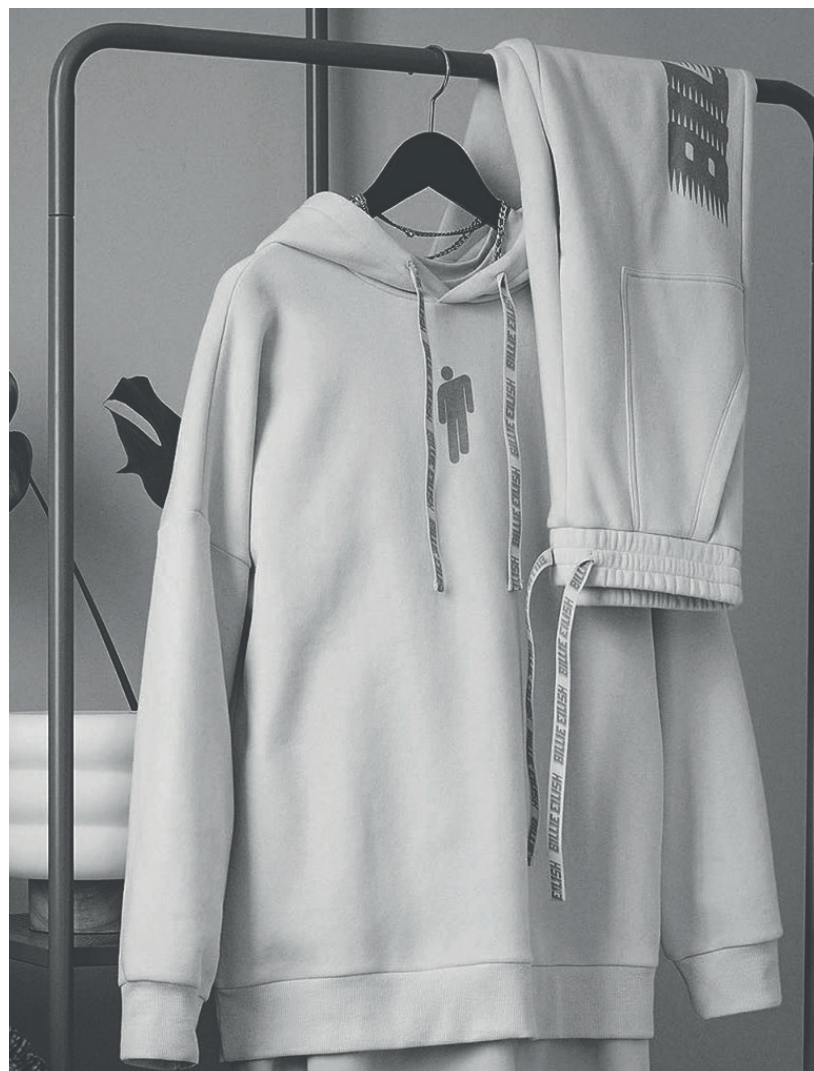
Traditionally, activewear is manufactured from synthetic fabrics such as nylon, polyester and spandex. These materials might boast properties that benefit your workout – such as being lightweight, stretchy, or sweat-wicking – but they certainly don't benefit the environment.

“People are beginning to wake up and realise we need to be more sustainable with our sartorial choices, and activewear has long been one of the worst offenders,”

Alex Longmore, celebrity stylist



billieeilish - Instagram

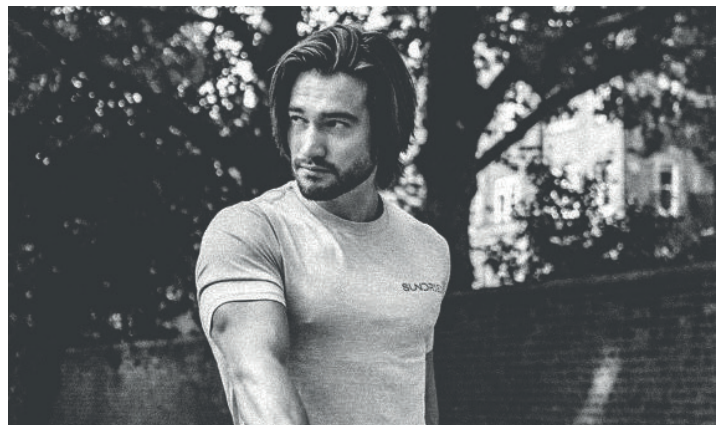


hm - Instagram



lululemon - Instagram

According to global fashion search platform Lyst, sustainable activewear is set to be one of the biggest trends in 2020. Searches for the term itself are up by 151%, with interest in specific materials, like econyl, organic cotton and tencel, also on the rise.



Sundried - sundried.com

Many luxe athleisure brands have jumped on the trend too. Lululemon has switched from paper-based packaging to Forest Stewardship Council-certified materials, while Sweaty Betty has started selling leggings made from plastic bottles.

Then there's the 'anti-stink' apparel. In August 2019, US sports fashion brand Accel Lifestyle's launched a range made ethically from tech-enhanced fibres, meaning that garments last longer and require less washing.

Sundried took this one step further and as part of their clothing collections made from 100% recycled materials, they used coffee grounds which help block out odour.



Sweaty Betty - sweatybetty.com



Plant-based diets

The world has been transitioning into the plant-based territory for the last few years and it's safe to say, the trend is here to stay.

It's predicted that by 2040 only 40% of the global population will be eating meat. 35% will be consuming lab-grown meat, and 25% will be consuming vegan meat replacements.

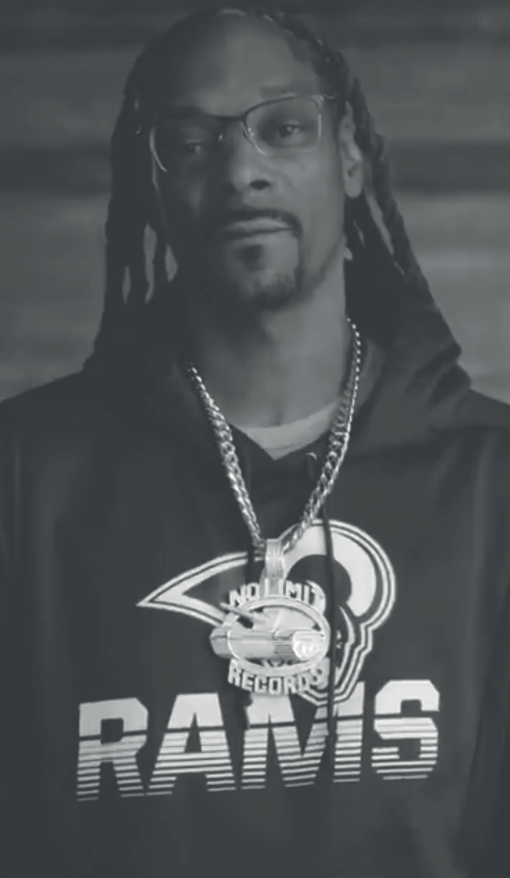
Glofox

Millennials are the most meat-free generation at the moment - 15% of this generation said that they currently go without meat by following a pescatarian, vegetarian or vegan diet. By 2021 Gen Z could overtake Millennials, with 35% of Gen Z aiming to be meat-free compared to 32% of Millennials (Vegconomist).

The global market for plant-based meat is estimated to be USD 3,556 million in 2020 and is projected to grow at a rate of 17% between 2019 and 2021. COVID-19's association with animal sources will result in a large population shifting from meat-based proteins to plant-based proteins due to various health and environmental concerns.

Long-term adoption of meat alternatives will drive the demand for plant-based meat products from e-commerce channels post COVID-19. Due to these factors, e-commerce channels are projected to grow at a higher rate during the forecast period in the global plant-based meat market (Business Wire).

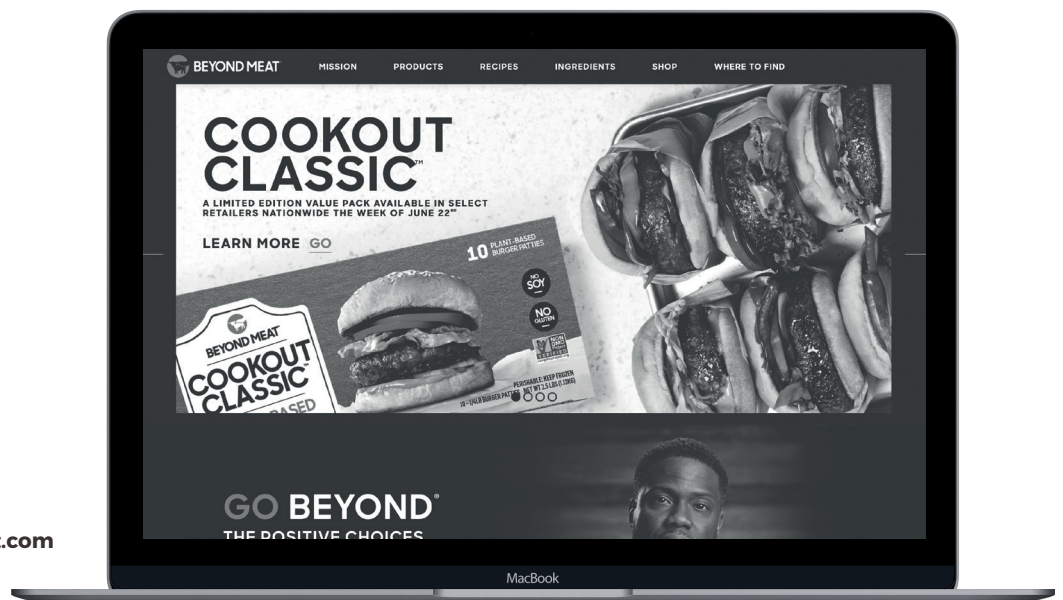




Beyond Meat - YouTube

Beyond Meat

Beyond Meat is a Los Angeles-based producer of plant-based meat substitutes. Established in 2009, its mission is to create The Future of Protein® – delicious plant-based burgers, beef, sausage, crumbles, and more. By shifting from animal to plant-based meat, the brand aims to address four growing global issues: human health, climate change, constraints on natural resources, and animal welfare. Beyond Meat's community of ambassadors and influencers include Snoop Dogg, Karlie Kloss and Kevin Hart.



Beyond Meat - beyondmeat.com

Trend #8

Closing the gap between fitness and wellness

Mental health gyms

There is more awareness than ever about staying on top of your mental health, and 2020 has seen a new style of all-encompassing gyms emerging.

Mental health gyms combine both mental and physical workouts. Instructors offer physical training routines, while trained coaches hold psychologist-approved sessions to help improve mental health.

Wellness in the workplace

Workplace wellness programmes have transformed into a global industry worth more than £30 billion (Point Franchise). They've widely become a business necessity and more of a corporate social responsibility.

It's predicted that lots of businesses will hire their own wellness consultants. With the concept of wellness becoming more prevalent and adopted across different industries, there's scope for many profitable business opportunities.



Wellness pods

Some of London's trendiest gyms are now offering dedicated relaxation rooms where gymgoers can 'rebalance' and top up sleep after a heavy workout.

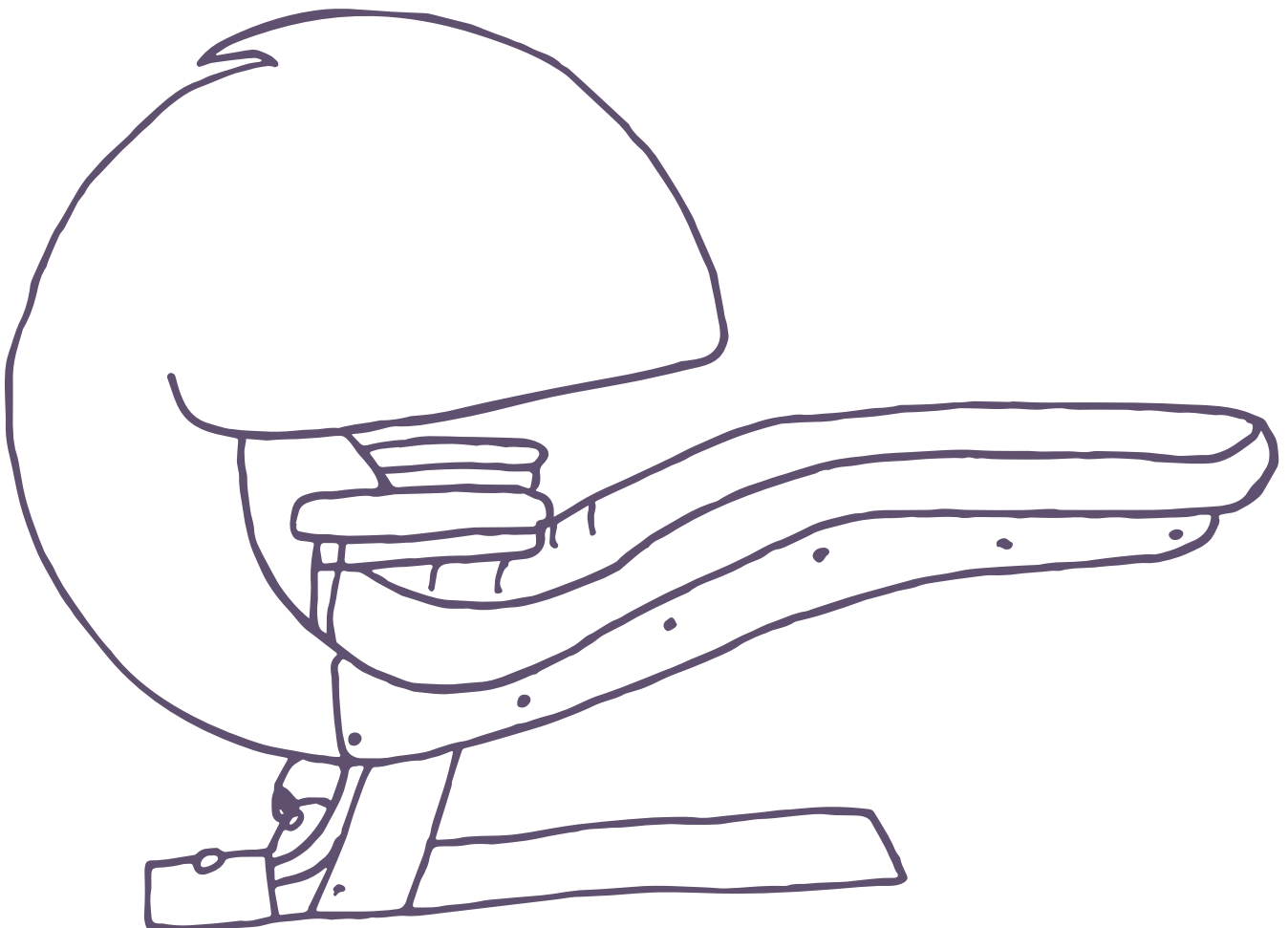
Back in January, Trendium predicted sleep as a key 2020 wellness trend, with the regular timing of the right kind of light as the key to synching up our body clocks, which, in turn, is the key to good sleep and overall cellular health.

To the detriment of our circadian rhythms, lockdown has seen many of us sleeping longer, engaging in more screen time, spending less time outside in natural light and turning our bedrooms into offices.

Chronobiology experts, like those at the University of Cologne, are now sounding the alarm on how COVID-19 is blighting

our circadian clocks, arguing that we need more 'zeitgebers', more rigid timing of everyday activities, such as exposure to light and dark and mealtimes, as a crucial health intervention in what could be a long socially distanced future. Especially as evidence mounts that the human immune system is controlled by circadian rhythms.

Something that gyms should bear in mind is that circadian solutions will become more important in the months and years ahead. This will take the form of lighting products working to deliver the right light at the right time, as well as a new focus on circadian optimization for immune health.





Trend #9

The diversifying fitness demographic

Generation Active

Millennials and Gen Z – dubbed ‘Generation Active’ – now represent 80% of all gymgoers.

Les Mills

80% of Generation Active take part in both gym floor activities and fitness classes. Based on our earlier insights, it's no surprise that they show a preference for working out with others and are more likely to try new workouts. Let's not forget the role of technology either, as Generation Active make up nearly 90% of those doing online or app-based workouts. Gen Z is the most active membership category, with 87% exercising three or more times per week.



According to Les Mills, these are the four best ways to target Generation Active:

1

Be mobile first. These generations haven't got time for much else. If they can't consume it on a small screen, forget it!

2

They're on social. Ensure you're hitting them with the right content, at the right time, in the right place.

3

These generations are commitment poor and they don't have huge sums of money. Consider a different pricing model for these audiences.

4

Invest in style and function. The look and feel of your facility has to be appealing, somewhere they'd like to be seen in.

The forgotten demographic

The 60+ generation is radically different to previous generations. This powerful demographic of retirees starts businesses, runs marathons, and travels widely. However, the over sixties attract 10% of marketing budgets and less than 1% of global innovation.

Global Wellness Institute



It's been predicted that by 2030, the number of people in the UK aged 60 years or over will increase to 20 million, up 31% compared to today's figure of 15.3 million. And by 2040, nearly one in four people (24.2%) will be aged 65 or over; so one in seven of us will be aged over 75 (Sports Insight).

In countries such as the US and Japan, Boomers control the highest percentage of disposable income in what's known as the 'silver economy'. However, research shows that brands don't know how to engage with older customers, explaining why a mere 5% of all ad spend is directed at the over 50s.

CEO of Ageist David Harry Stewart said: "More people are living longer and healthier. This is where the market is shifting to. You can't ignore it."



10



Trend #10 Covid-19 and the workout revolution

A Sport England/Savanta ComRes survey of more than 2,000 people shows that the British public misses going to the gym more than doing any other sporting or leisure activity during the lockdown – with 14% of respondents choosing the gym, 13% swimming and 5% football.

In addition, 87% of gym members told Savanta ComRes they are likely to resume their membership when facilities reopen, while 27% of people who are not currently members of gyms said they are likely to join.

So, although COVID-19 has stopped us from attending our favourite gyms, it's clear that the demand for them is still there. But how can you get people through your doors in 2020?

The new fitness journey

Now that we know 85% of all gym members do workouts at home, it's important to cater for all types of fitness experiences if your club is to inspire loyalty among modern members.

To stay ahead of the curve, gyms should focus on how their services can enhance an at-home training routine as well as highlight in-house options users could not physically have at home, like equipment, new classes, and auxiliary services. Fitness clubs can also offer flexible membership options that can account for less than full-time members.

Chris Lucas, CEO of new online yoga platform Ompractice explains: "Digital options must be structured as either extensions and add-ons to your current offerings (specific pose/movement tutorials for example), or if they replicate or replace the in-studio content, students pay the same (or close to) for access to the instruction as if they were at the studio."





A fully integrated experience

From a group workout perspective, gyms should offer a fully integrated live, virtual, and at-home solution that can truly take your club's reach beyond the four walls and into every aspect of a member's fitness journey.

"Without a doubt, technology is going to power the next great growth in fitness - 'Fitness 2.0' if you like," says fitness and technology expert David Minton. "The interplay between the club and on-demand fitness will no doubt increase, and this will mix very well for clubs which can provide high-quality content and 360-degree fitness offerings for their members.

Tapping into the influencer market

Liz Jeneault, fitness influencer and vice president of marketing for popular product review website Faveable explained: "You want to embrace social media as much as possible and while it might feel like you're competing with fitness influencers, you could choose to collaborate with them on events that could be lucrative for you, and also help build your brand. You could partner with influencers on special studio classes, giveaways, or even charity events."

With Millennials and Gen Z accounting for over 65% of virtual fitness participants in clubs (Les Mills), we shouldn't underestimate the power of using fitness influencers.



If you're keen to keep your brand working smart and turn these insights into something powerful, get in touch with RBH by contacting joeh@rbh.co.uk