



# COVID-19 and the New Normal

How Consumer Fitness Habits Have  
Changed in Australia

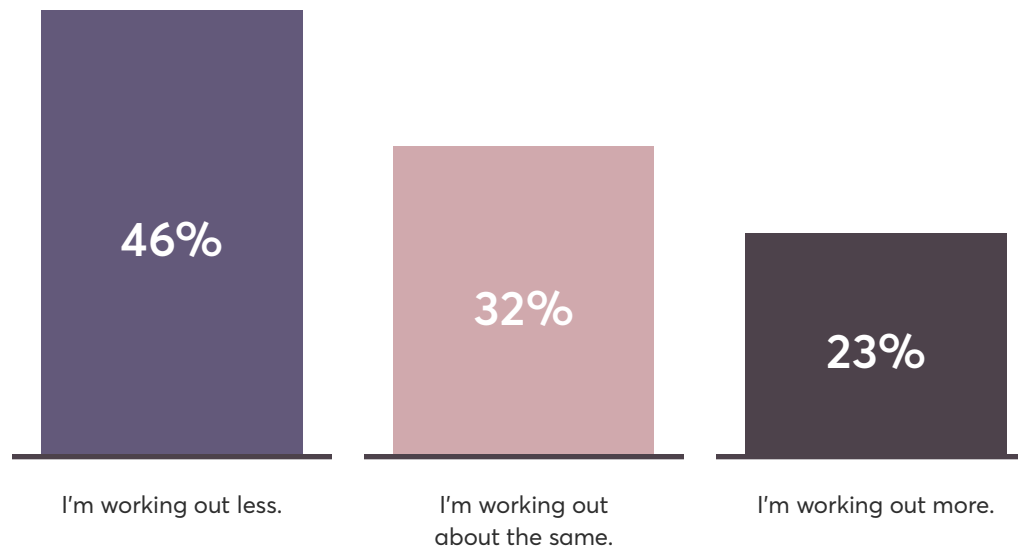


COVID-19 has prompted immense change and an exciting era of digital fitness. So, how are consumers responding?

We surveyed Australian Mindbody app users to find out. Here's how Aussie fitness habits have changed—and how they'll continue to evolve.

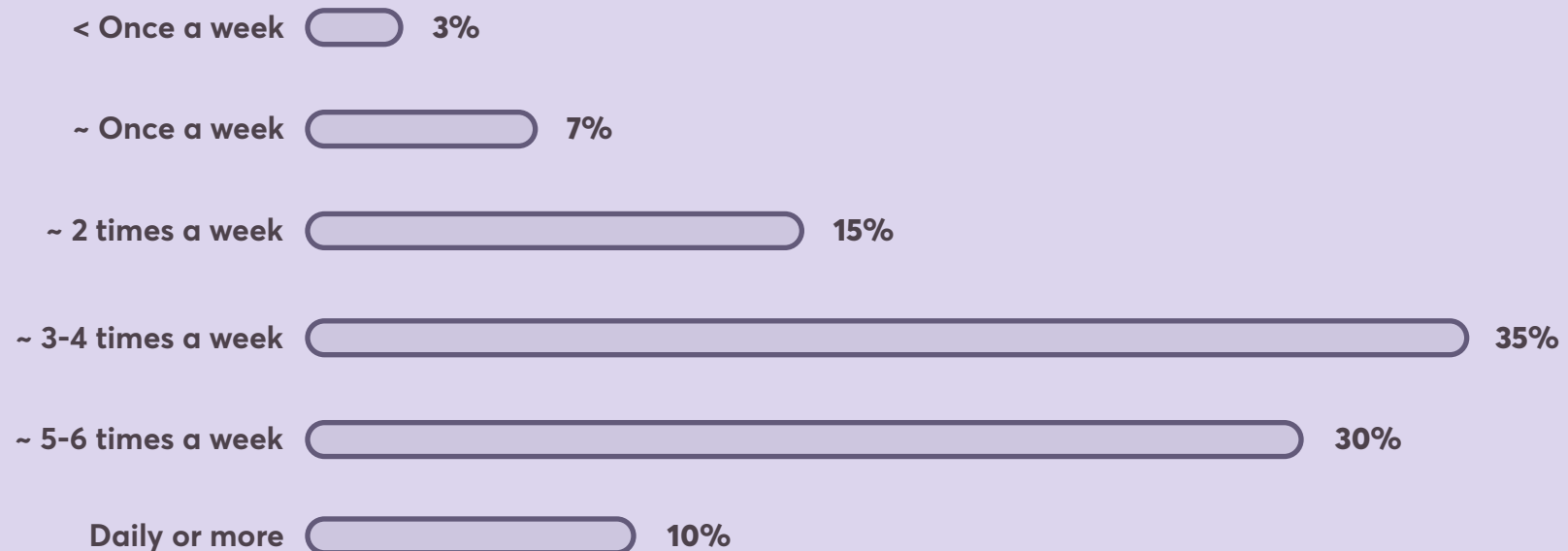
# Business closures impacted fitness routines

46% of Australians in closed communities reported working out less.



# Once reopened, most Australians got back to fitness

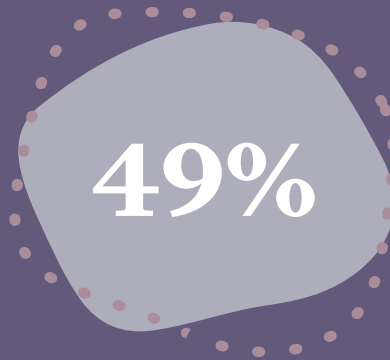
**75%** work out about the same or more than before shelter-at-home, with **75%** working out at least three times a week.



# For those who are working out more, here's why:



More access to virtual content



More free time



Stress

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# For some, however, the pandemic has had a lasting impact

25% of Australians admit to working out less, even in reopened communities.

Here's why:

56% Lack of motivation

25% Stress

25% Limited access to equipment

# How Australians are moving



During COVID-19 closures, the most popular **virtual workouts** were:

- 01** Yoga
- 02** Pilates
- 03** HIIT/Tabata/Bootcamp and Weight/Strength training



Since gyms and studios have reopened, the most popular **in-person workouts** are:

- 01** Pilates
- 02** Weight/Strength training
- 03** Yoga

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# Australians may prefer in-person workouts...

**71%** of Australians say they prefer in-person classes to live stream workouts.

**Here's why:**

**76%** Sense of community

**73%** More motivation

**69%** Feedback from instructor



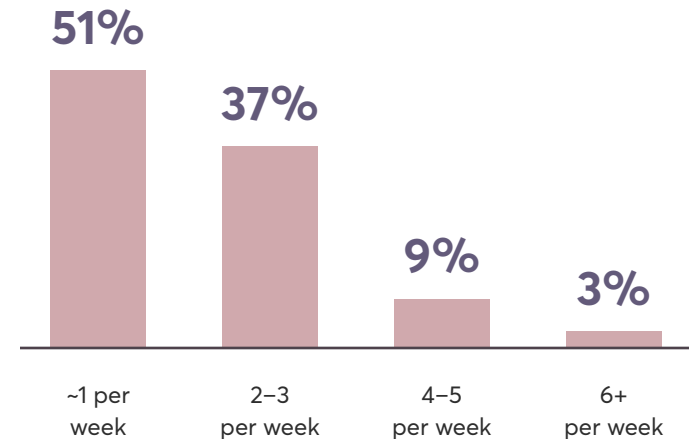


# ...but virtual is here to stay

59% of Australians say they plan to continue virtual workouts moving forward.

Over half (51%) anticipate doing virtual workouts once per week and more than a third (37%) expect to work out virtually 2-3 times per week.\*

## Number of anticipated virtual workouts\*



\*Among those who indicated virtual workouts will remain part of their routine



# *...really* here to stay

When it comes to virtual, Australians are loyal—**51%** of consumers attend virtual workouts from the local gyms or studios they attended prior to COVID-19.

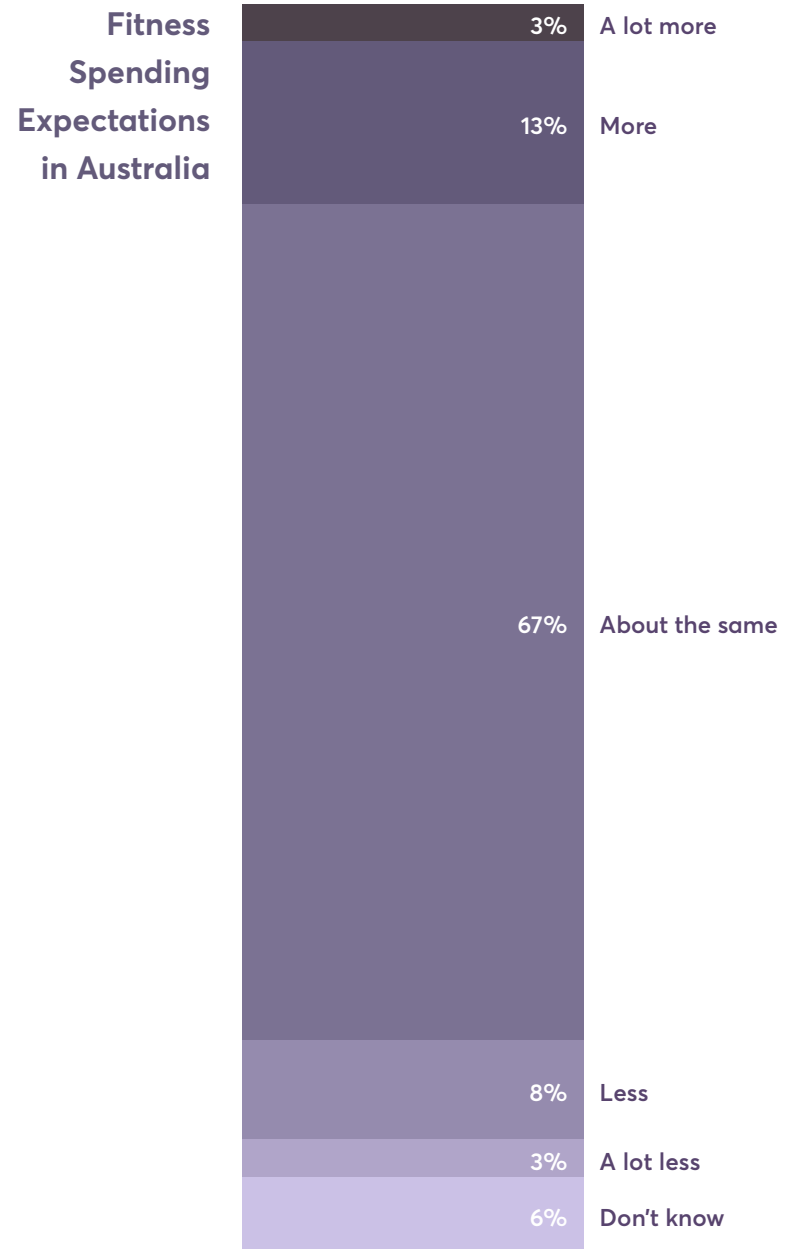
For those who prefer live streamed workouts to in person, their top reasons are:

- 01 No commute
- 02 More convenience
- 03 More flexible schedule

# Australians are ready to spend on fitness

67% of Australians anticipate their spending to remain the same as before COVID-19.

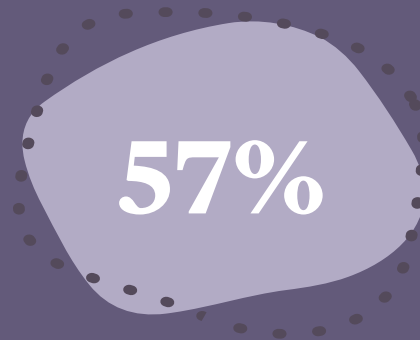
16% anticipate their spending to increase more or a lot more.



# Why the increase in spend?



Prioritising  
fitness



Increased frequency  
of classes



Supporting  
local business

# These days, Australians are looking for heightened sanitisation and social distance...

As businesses reopen, Australians say the following are most important\*:

- 87%** Strict sanitisation guidelines
- 77%** The business is COVID-19 safe
- 73%** Physical layout facilitates social distance

\*Rated as important or very important







## ...and prefer boutique studios to health clubs

73% of consumers are comfortable visiting boutique fitness studios versus just 54% who are comfortable visiting gyms and health clubs.\*

\*Rated as comfortable or very comfortable

In this new normal, Aussies are leaning on fitness—especially virtual fitness—for continued self-care. That means your business is needed more than ever.

Adapt and thrive during this time by taking your classes online with Mindbody.

**Get a demo.**

