



COVID-19 and the New Normal

How Consumer Fitness Habits Have
Changed in New Zealand

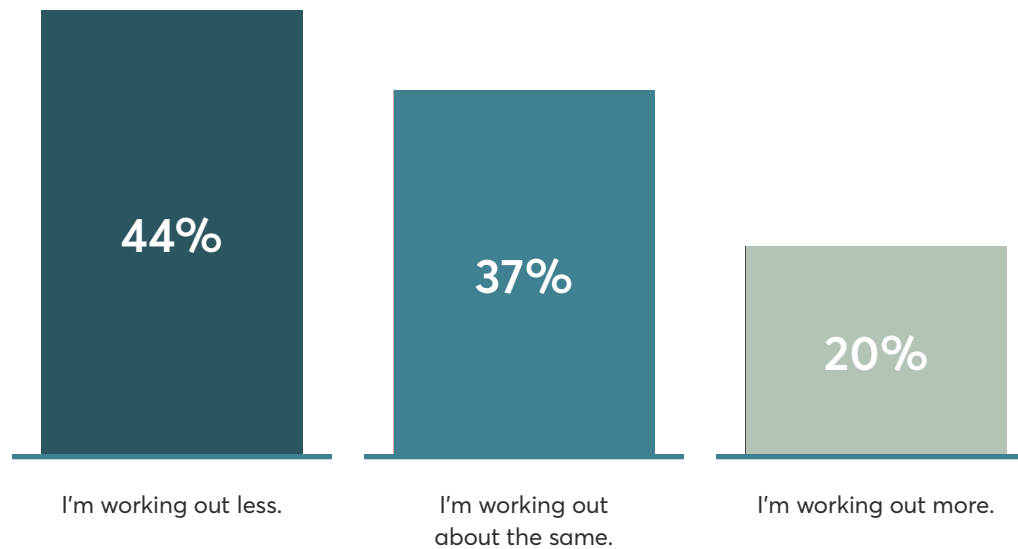


COVID-19 has prompted immense change and an exciting era of digital fitness. So, how are consumers responding?

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

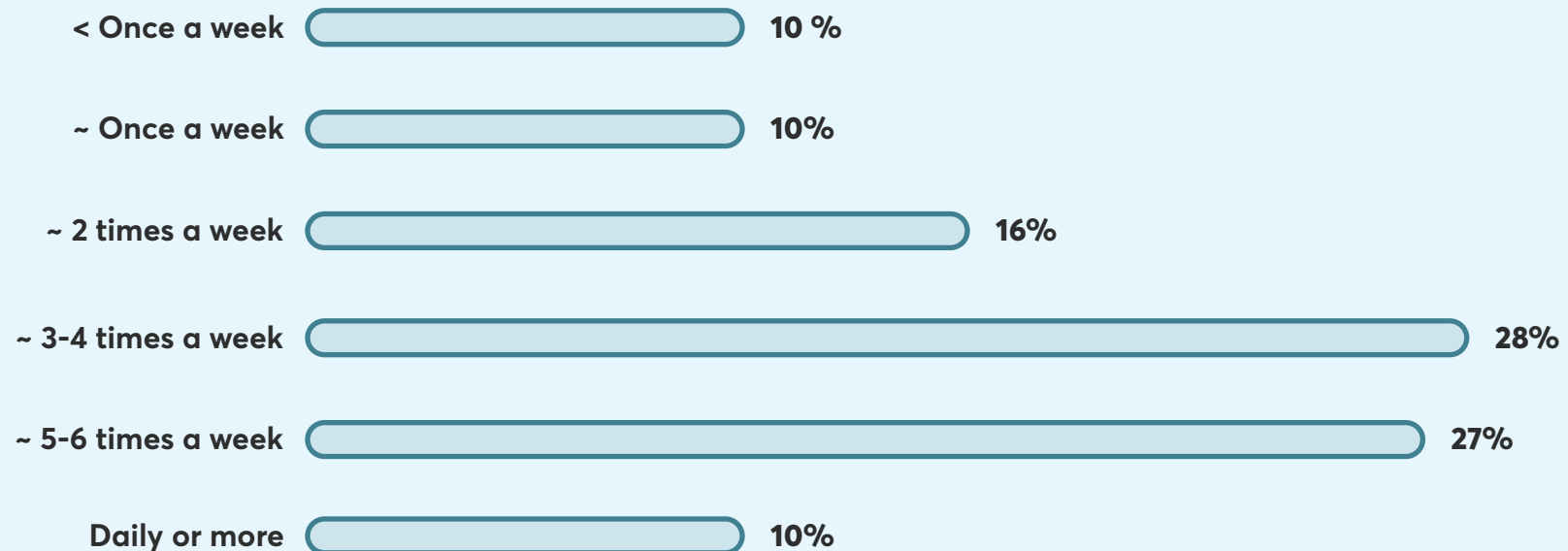
Business closures impacted fitness routines

44% of New Zealanders in closed communities reported working out less.



Once reopened, most New Zealanders got back to fitness

74% work out about the same or more than before shelter-at-home, with 65% working out at least three times a week.



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

26% of New Zealanders admit to working out less, even in reopened communities.

Reasons why:

68%

Lack of motivation

46%

The place I used to go to is closed

41%

Stress

How New Zealanders are moving



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

- 01 Yoga
- 02 Pilates
- 03 HIIT/Tabata/Bootcamp



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

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

New Zealanders may prefer in-person workouts...

80% of consumers say they prefer in-person classes to live stream workouts.

Here's why:

88% More motivation

82% Sense of community

77% Feedback from instructor

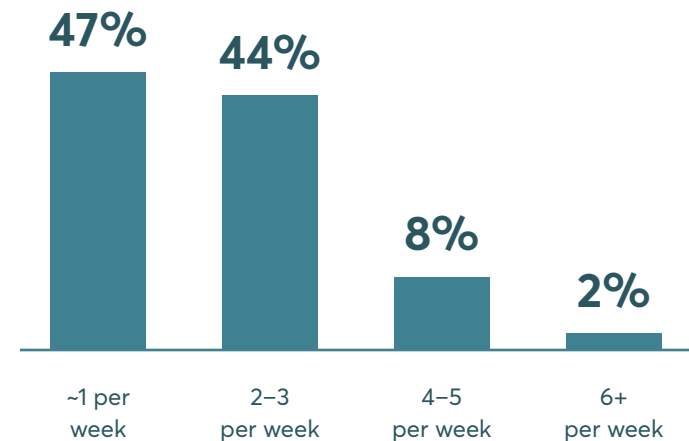


...but virtual is here to stay

60% of New Zealanders say they plan to continue virtual workouts moving forward.

About half (47%) anticipate doing virtual workouts once per week and more than half (54%) expect to work out virtually 2-3 times per week or more.*

Number of anticipated virtual workouts*



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



And when it comes to virtual, New Zealanders are loyal—49% of consumers attend virtual workouts from the local gyms or studios they attended prior to COVID-19.

These days, New Zealanders are looking for heightened sanitisation and social distance...

As businesses reopen, New Zealanders say the following are most important*:

- 93%** Strict sanitisation guidelines
- 72%** Physical layout facilitates social distance
- 65%** The business is a COVID-19 safe business

*Rated as important or very important





...and prefer boutique studios to health clubs

73% of New Zealanders are comfortable visiting boutique fitness studios versus just 55% who are comfortable visiting gyms and health clubs.*

*Rated as comfortable or very comfortable

In this new normal, New Zealanders 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.

