



COVID-19 and the New Normal

How Consumer Fitness Habits Have
Changed in Singapore

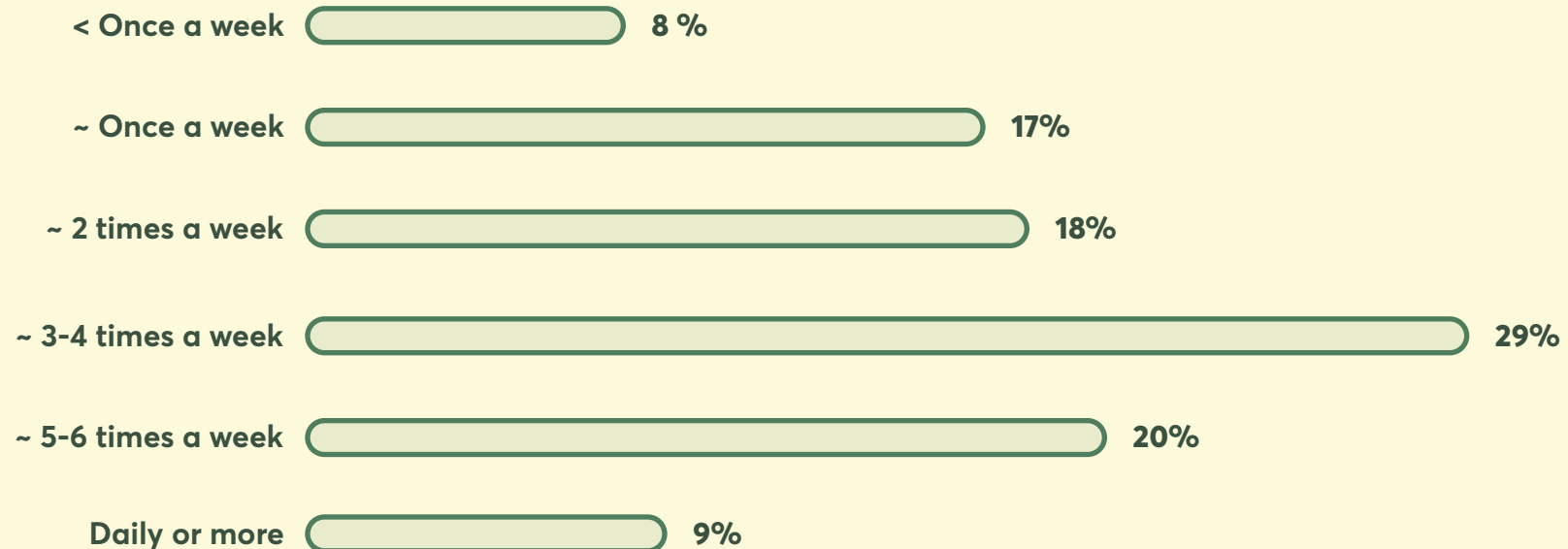


COVID-19 has prompted immense change and an exciting era of digital fitness. So, how are consumers responding?

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

Once reopened, about half of Singaporeans got back to fitness.

54% work out about the same or more than before shelter-at-home, with **58%** working out at least three times a week.



However, the pandemic has had a significant impact on Singapore

46% of Singaporeans admit to working out less, even in reopened communities.

Here's why:

62%

Limited access to space to work out

60%

Lack of motivation

41%

The place I used to go to is closed

How Singaporeans are moving



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

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



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

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

Singaporeans may prefer in-person workouts...

73% of consumers say they prefer in-person classes to live stream workouts.

Here's why:

78% More motivation/
Feedback from instructor

56% Better space

52% Sense of community

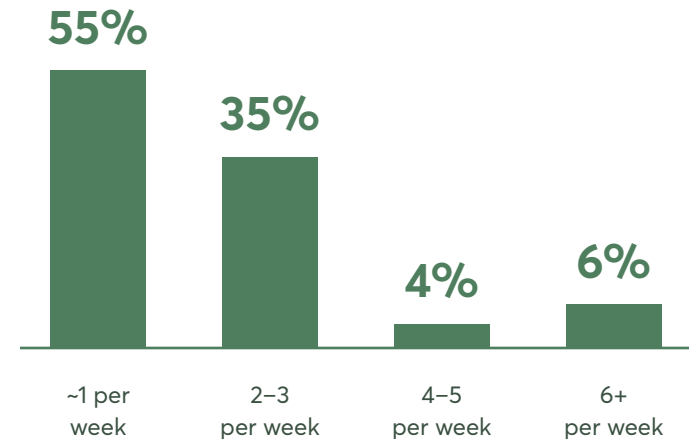


...but virtual is here to stay

77% of Singaporeans say they plan to continue virtual workouts moving forward.

About half (45%) anticipate doing virtual workouts 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, Singaporeans are loyal—56% of consumers attend virtual workouts from the local gyms or studios they attended prior to COVID-19.

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

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

- 89%** Allowing members to schedule workouts to limit the number of people in the business
- 86%** Strict sanitisation guidelines
- 83%** Physical layout facilitates social distance

*Rated as important or very important





...and prefer boutique studios to health clubs

70% of Singaporeans are comfortable visiting boutique fitness studios versus just 58% who are comfortable visiting gyms and health clubs.*

*Rated as comfortable or very comfortable

In this new normal, Singaporeans 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.

