MARKET ANALYSIS REPORT: DIGITAL FITNESS TRENDS

Period: 2018-2023 Project: Demand Evaluation and Growth Opportunities
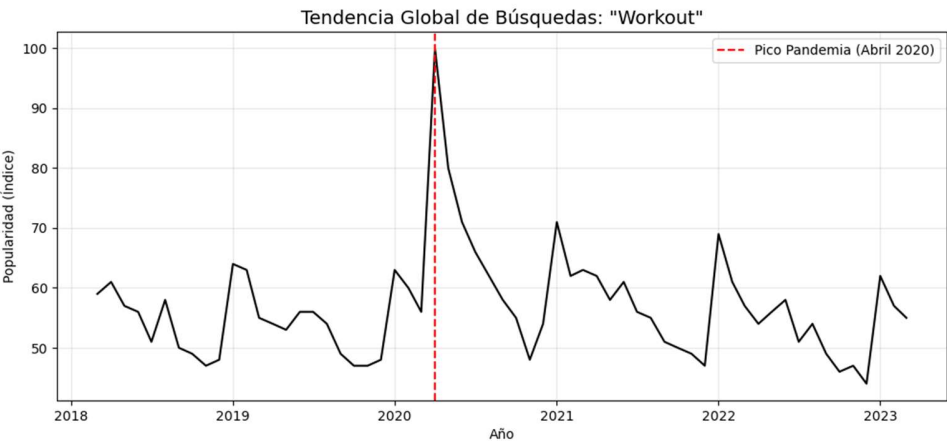
Analyst: Jorge C.

1. Executive Summary

The objective of this analysis is to identify global search trends related to fitness to determine the feasibility of new digital services. A structural shift in consumer behavior was identified starting in 2020.
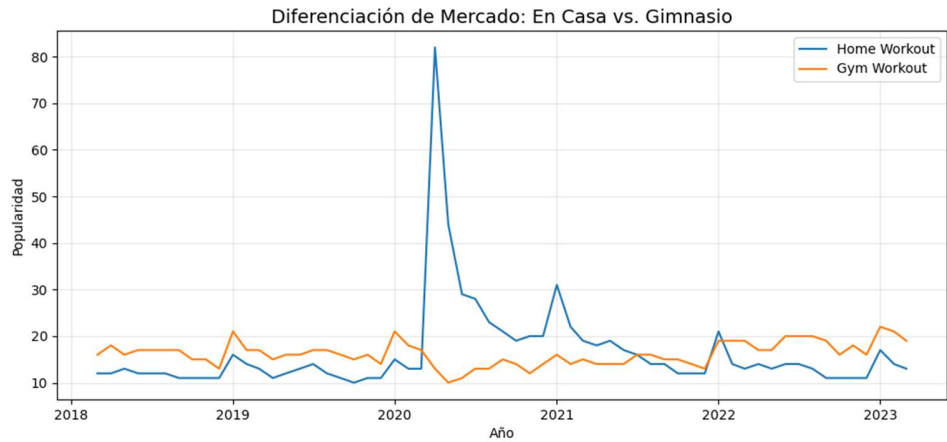
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2. Historical Trend Analysis

Interpretation: A massive spike in interest (Index 100) is observed in April 2020. Although interest stabilized afterward, current levels remain above 2018 records, confirming that digital fitness has transitioned from a temporary fad into an established habit.
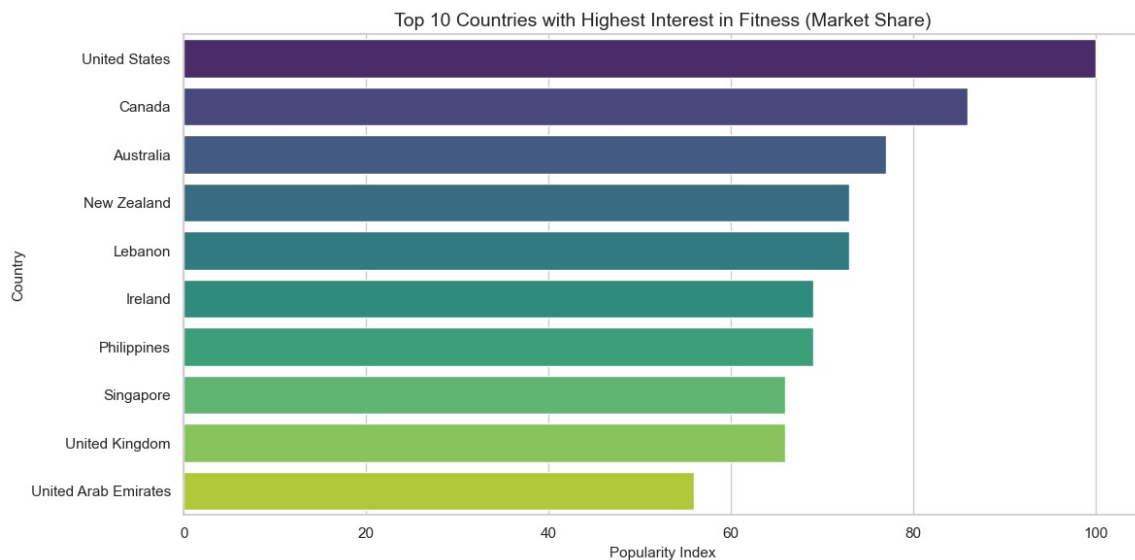
3. Segmentation: Home Workout vs. Gym

Findings:

- During the lockdown period, interest in "**Home Workout**" dominated the market.

- Starting in 2022, interest in "**Gym Workout**" has regained ground, but there is latent demand for hybrid solutions (home and gym).

4. Expansion Opportunities (Geography)

Top 10 Countries with Highest Interest in Fitness (Market Share)

Verdict: The markets with the highest search volume and potential return on investment (ROI) are the **United States, Australia, and Canada**. It is recommended that any digital product launch prioritize these English-speaking regions, where the popularity index is at its peak.

5. Conclusion

The digital fitness market is robust. The recommended strategy is to focus marketing efforts on the "**Home Workout**" segment within the identified leading countries, leveraging the user base that consolidated following the 2020 peak.