

# Fitness

## Brand Name Options

- Fitness
- Lifestyle
- Workout
- Satsuma
- Lean Heavy

## Tagline Options

- Nasty, mean, low-level, stupid
- I want to eat healthy vegetables.
- Stupid, mean, low-level, stupid

## Key Insights

- Growing demand in adults segment
- Emerging fitness sector with high growth potential
- Digital transformation accelerating in fitness

## Market Trends

- fitness: 75.5/100
- fitness app: 62.3/100
- mobile apps: 80.0/100