

Secondary Research

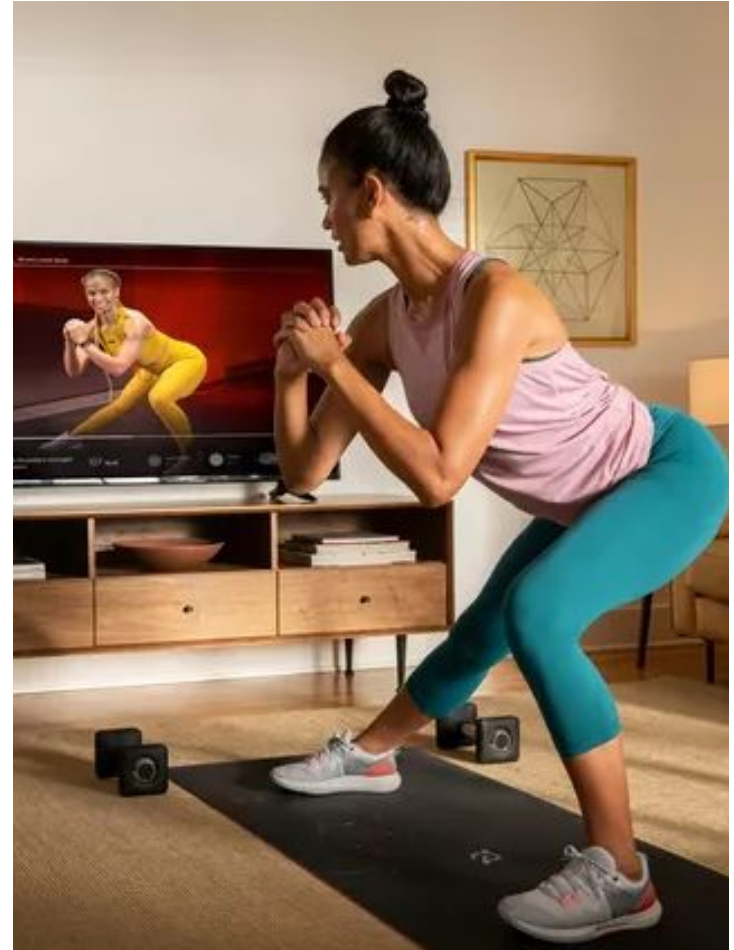
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Overview

Indoor fitness has always been the target for many companies and with COVID-19 this is even more true. Many companies attempt to break into this market but most require the use of third party physical accessories and other things needed to purchase on top of standard equipment found in most homes. For this research we will try to evaluate the current state of indoor fitness and the gap that might exist in the current offerings.

Indoor Fitness

Indoor fitness covers the concept of working out at home; and the ability to complete cardio and/or strength training workouts without needing to leave your home or pay for a gym. This can be done via workout videos, physical equipment (same as what can be found at a gym) or more modern tracking tools.



Lacking Features

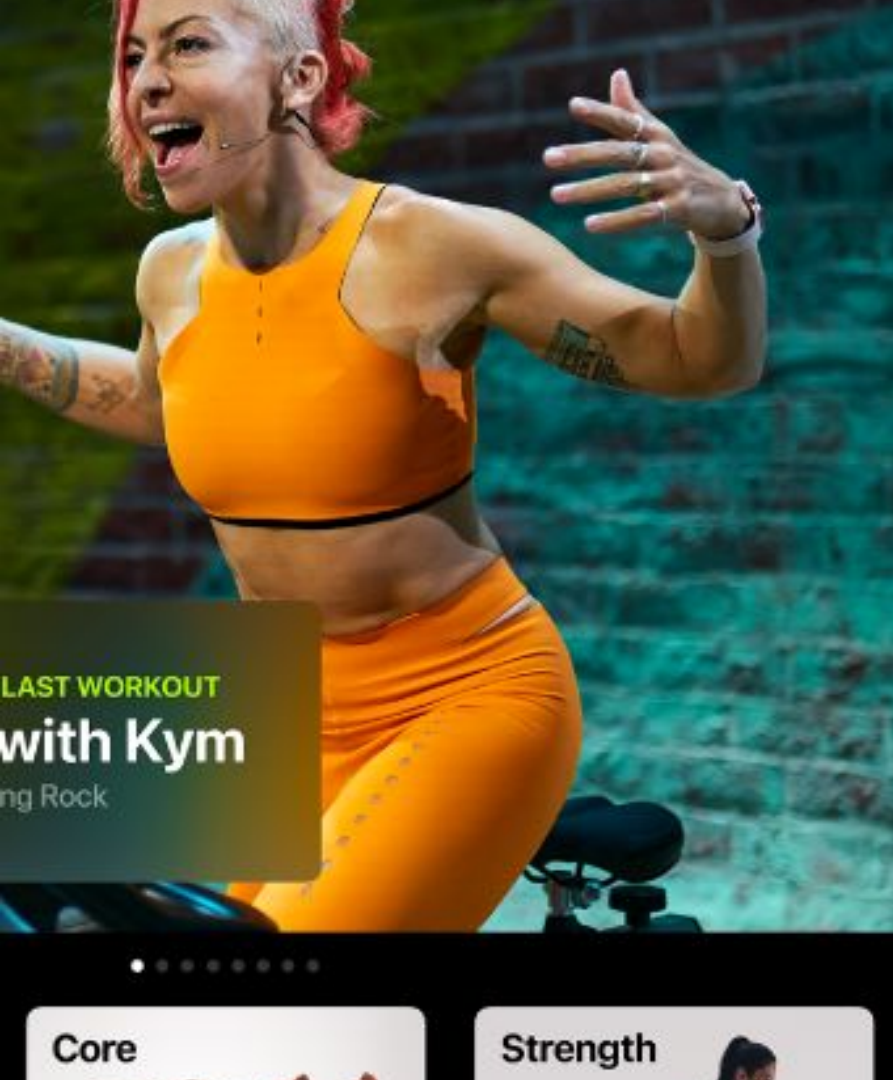
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- Not being able to filter down to what equipment you need for a workout is a concern to many; as not wanting to browse through stuff that they will not be able to do without certain physical items.
- Lack of displays or requiring certain devices to stream the workout.
- Not wanting to purchase specific equipment or other expensive features for their home (either due to monetary or physical restraints)

Sources:

<https://www.theverge.com/22299628/apple-fitness-plus-review-price-classes-features>

<https://www.cnet.com/health/fitness/apple-fitness-plus-vs-peloton-which-exercise-streaming-service-is-better/>



Industry Trend

As of now the industry continues to focus on subscription service on top of physical hardware. Most services for cardio want you to purchase a physical machine that can be in the thousands of dollars and then on top of that pay a monthly subscription fee for using the interactive features of the device.



Gym vs Home

As the world changes and starts to open again we should see a trend of people returning to real gyms or outdoor workouts as masks are no longer required. However; for some the fear of COVID-19 may linger encouraging staying at home more; because of this gyms may be slower to rebound for some people.

Summary

Staying fit is important for all people and having multiple avenues to choose from when working out will be important for the health of the nation. From physical gyms, to at home or outside there is plenty of space for innovation and finding unique ways to bring the best workouts into people's lives.