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# Competitive Analysis

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# Competitor Types

For our competitive analysis we will focus on services that integrate working out with on-demand videos or live streaming and integrate tracking mechanisms to understand how a user is doing on the exercise.

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## Peloton

The ultimate cardio + strength experience. The Peloton Bike+ complements your cardio with the full body workout you crave. Add classes like strength, stretching, yoga and more to your routine and get the most immersive fitness experience right from the comfort of home.



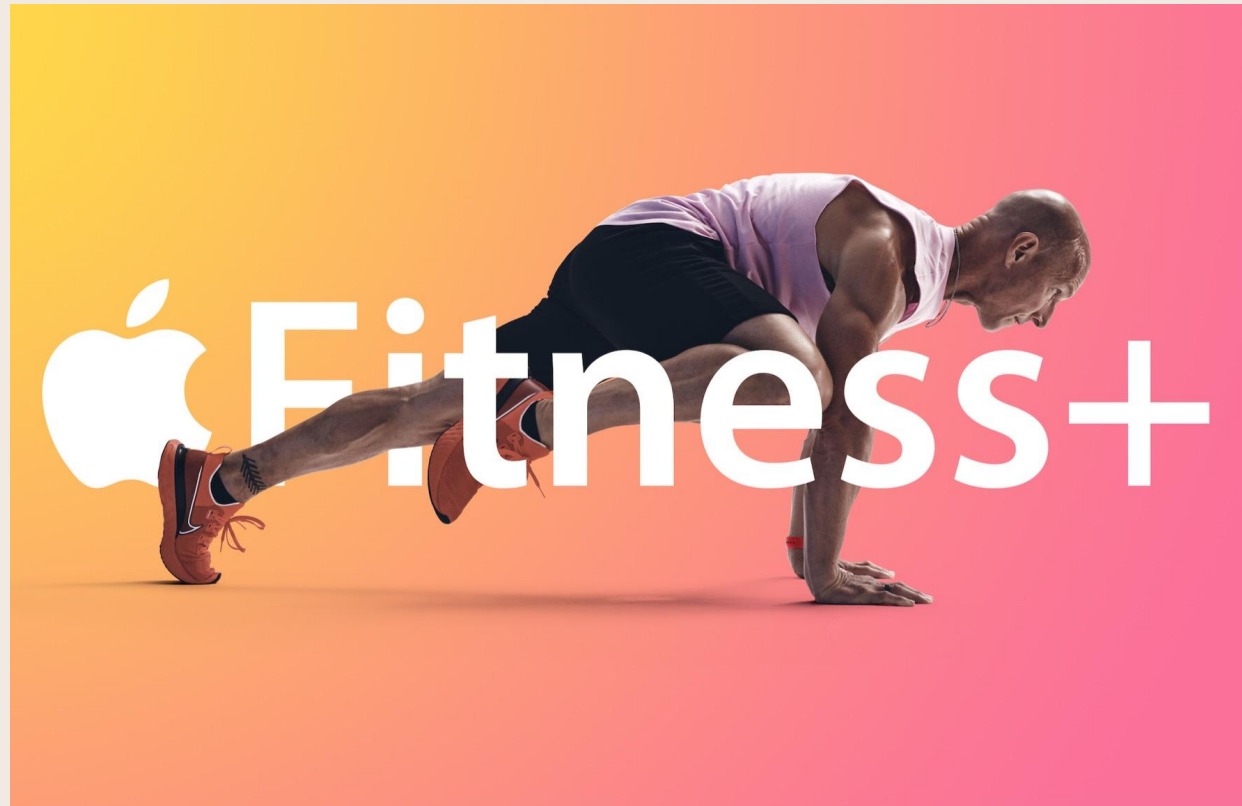
LIVE STUDIO CYCLING FROM HOME

[OnePeloton.co.uk](https://OnePeloton.co.uk)

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## Apple fitness

Make your move. A new fitness experience for everyone, powered by Apple Watch. World-class workouts by the world's best trainers. New workouts added every week. Now with Time to Walk, an audio walking experience.



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## Nike Training Club

Nike Training Club provides 185+ free workouts from bodyweight-only sessions, invigorating yoga classes, targeted training programs, and full-equipment home workouts.

The Nike Training Club App gives you the tools, the motivation, and the support you need to become a better athlete. Join us to reach your fitness goals—no matter what they are.

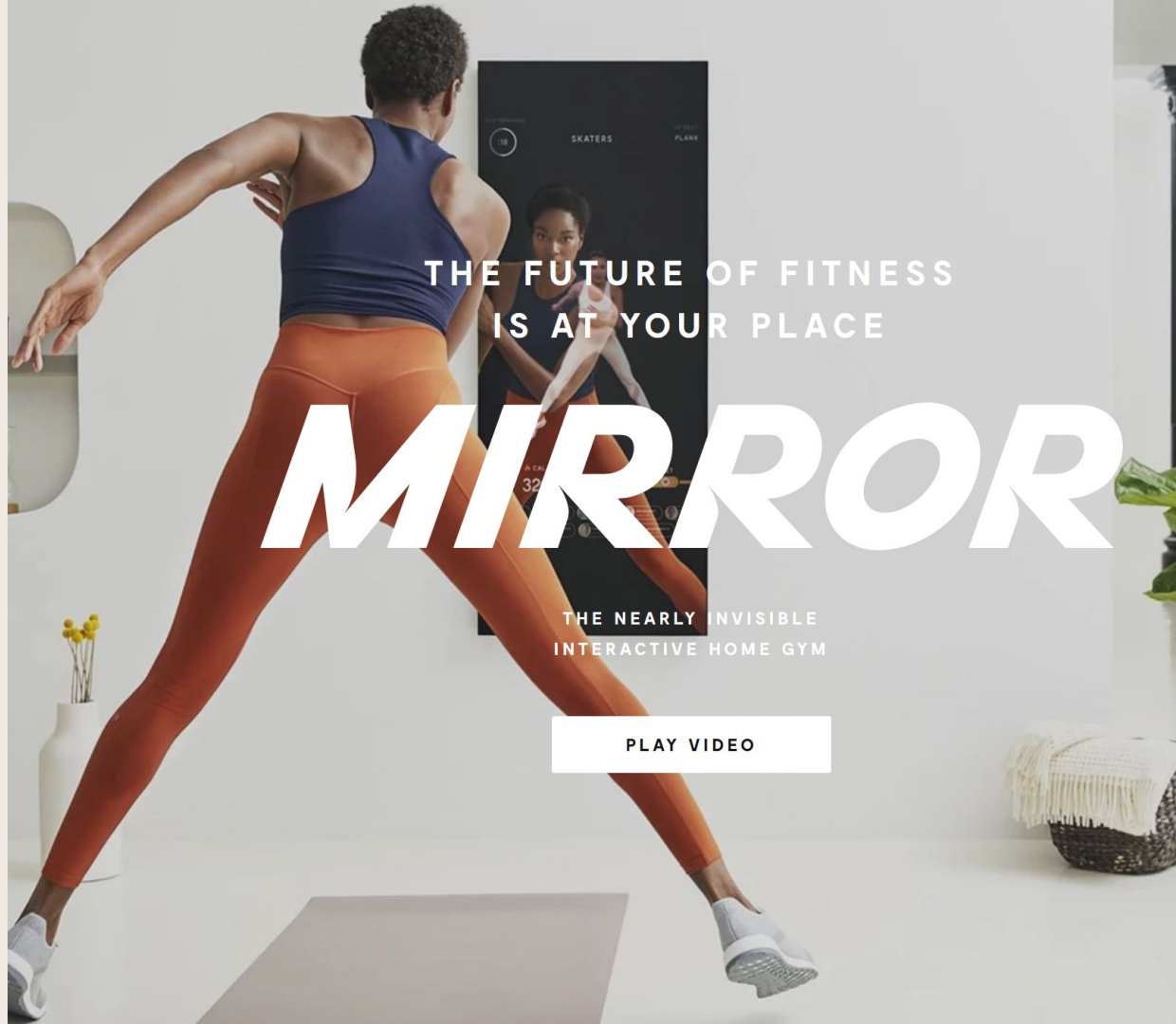


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## Mirror

With a small footprint and elegant design, The Mirror blends seamlessly into your home. All you need is two feet of wall space to turn any room into a complete home gym.

With 50+ genres, 5-60 minute classes, and absolute beginner to expert levels, we have the perfect workout for everyone. Enjoy new live classes daily, or choose from our library of thousands of on-demand classes anytime.





# Peloton Overview

- Equipment and Subscription business model
- Live workouts and pre-recorded
- Can compete with friends and family
- Supports Cardio, Strength and others
- Has companion app to record outside workouts
- Primary focus is on cycling
- Equipment price: \$2,495 (base)
- Subscription: \$39 for all-access or \$12.99 for basic (monthly)
- Bike will still work but will be a basic stationary bike without subscription

# Apple Fitness Overview

- Subscription business model
- Pre-recorded workouts
- Tracking progress and level growing
- Requires Apple Watch (Starts at \$199)
- Can work across equipment; but some workouts may require equipment you do not own.
- Integrates with Apple Ecosystem (Apple Workout/Health/Music)
- Subscription: \$9.99 a month



# Nike Training Club Overview

- Pre-recorded workouts
- Tracks progress and growth
- Works across Nike ecosystem (Nike Running Plus)
- Can share workout completions
- Can be in meetups in Nike Club (some cities)
- Free for all; works on iOS and Android

# Mirror Overview

- Equipment and Subscription business model
- Live workouts and pre-recorded
- Can compete with friends and family
- Supports Cardio, Strength and others
- Equipment price: \$1,495
- Subscription: \$39 a month
- Does not work (other than a mirror) if not paying for subscription

	Peloton	Apple Fitness	Nike Training Club	Mirror
Price	\$2,495	Apple Watch Req	\$0	\$1,495
Subscription	\$39/\$12 basic	\$9.99	\$0	\$39
Workout types	All	All	All	All
Has camera	Yes	No	No	Yes
Required equipment	Yes	Yes	No	Yes
Live workouts	Yes	No	No	Yes
Pre-recorded workouts	Yes	Yes	Yes	Yes
Compete with others	Yes	No	Yes	No
Meet/Share with others	Yes	Yes	Yes	No
Ecosystem	Peloton	Apple	iOS/Android	--
Track bio data	Yes	Yes	Yes	Yes
Works without paying	Yes	No	Yes	No

# Overview

From the comparison we can see that the only truly free option is the Nike Training Club (which was recently made free during 2020). NTC and Apple are the most similar offering pre-recorded workouts that the user can do; both can make use of sensors or Smartwatches to track workout.

Peloton and Mirror both require expensive equipment in order to work as well as continuously paying a subscription to use it. Mirror is the only one that becomes completely unusable (other than mirror) if you do not pay. Peloton has a large following and is already a dominant competitor in the cycling industry; but has recently attempted to enter the other fitness areas as well.