Market Analysis Report:
Digital Fitness Demand

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Data-Driven Product Management

Exploring Online Interest in Gyms, Workouts, Digital Services, and Web Applications.

Introduction

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Executive Summary

This report presents a **market analysis** of **digital fitness demand** using **Google Trends data**.

Our goal is to assess **consumer interest** in **online fitness programs** and identify potential opportunities for **product expansion.**

Data Sources & Methodology

We analyzed historical keyword search trends related to fitness and workout routines from multiple datasets:

- **workout.csv:** Worldwide search popularity for "workout" from 2018 to 2023.
- **three_keywords.csv:** Popularity indices for three fitness-related keywords.
- **workout_geo.csv**: Regional popularity of fitness-related searches.

Data preprocessing, analysis, and visualization were conducted using Python (Pandas, Matplotlib).

Key Findings

3.1 Overall Trends

- Search interest in **"workout"** peaked in **2020**, reaching its highest recorded popularity index of **100**.
- During the COVID-19 pandemic, **"home workout"** was the most searched keyword, but interest has since shifted towards **"gym workout"**, which is now the dominant search term.
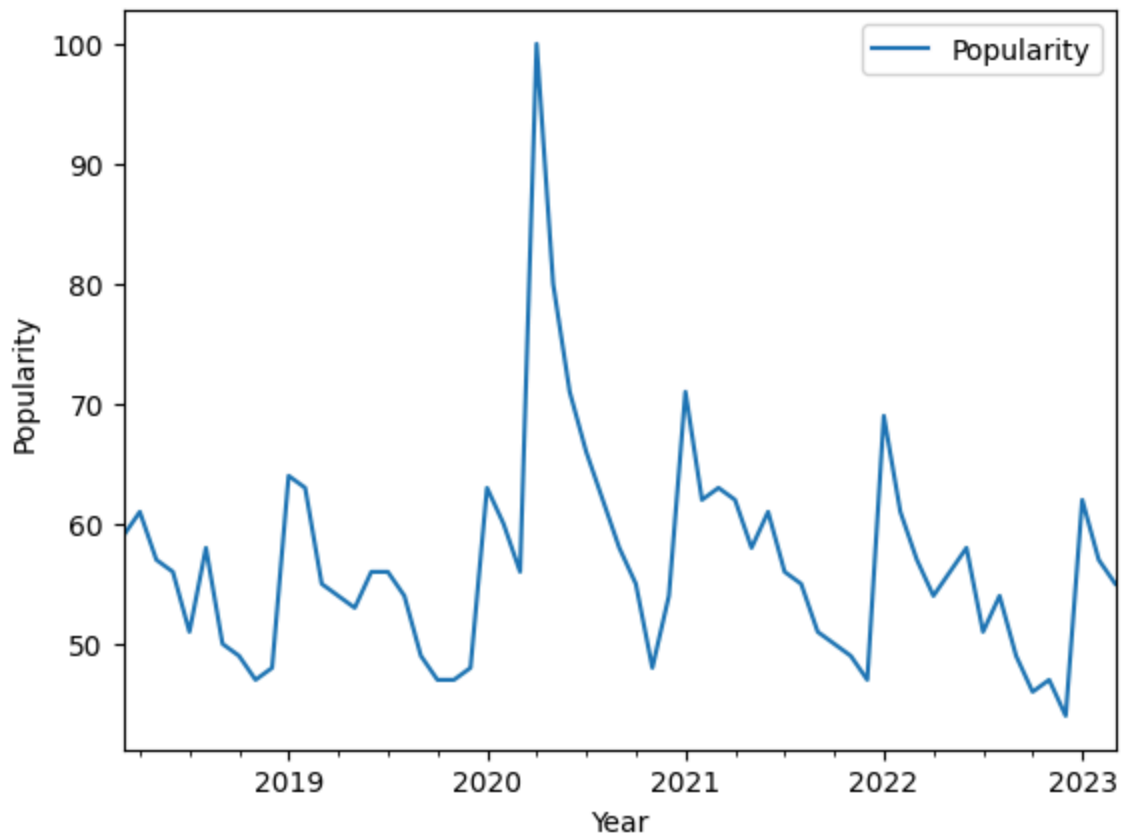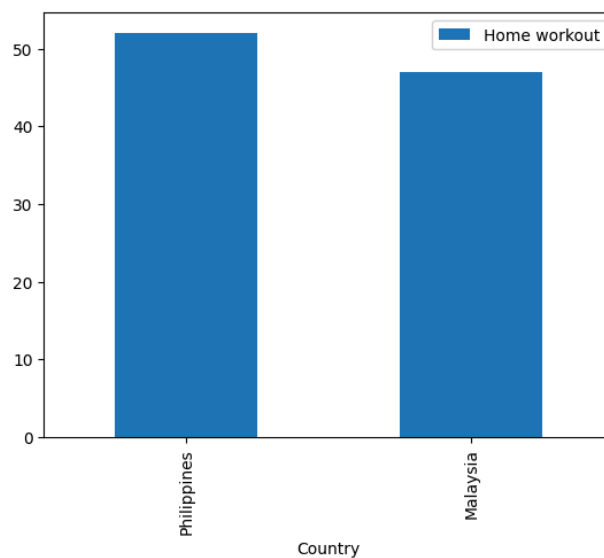
3.2 Geographical Analysis

● The **United States** showed the highest interest in workouts, with a popularity index of **100**, followed by **Australia (77)** and **Japan (1)**, indicating significantly lower interest in Japan.
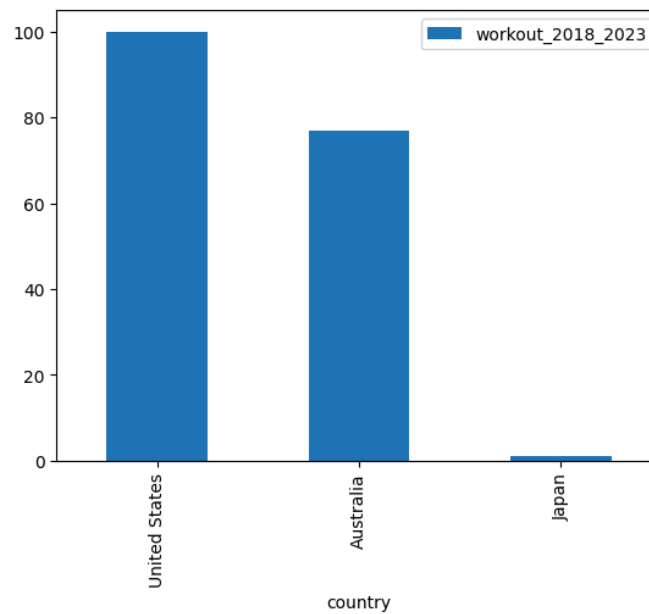

● Among Southeast Asian countries, the **Philippines (52)** exhibited a greater interest in home workouts compared to **Malaysia (47)**.

- The **top 10 countries** with the highest search interest in workouts (2018-2023) and their respective popularity indices were:
    1. United States - **100**
    2. Canada - **86**
    3. Australia - **77**
    4. New Zealand - **73**
    5. Lebanon - **73**
    6. Ireland - **69**
    7. Philippines - **69**
    8. Singapore - **66**
    9. United Kingdom - **66**
    10. United Arab Emirates - **56**

Top 10 countries where keyword 'workout' was popular 2018-2023
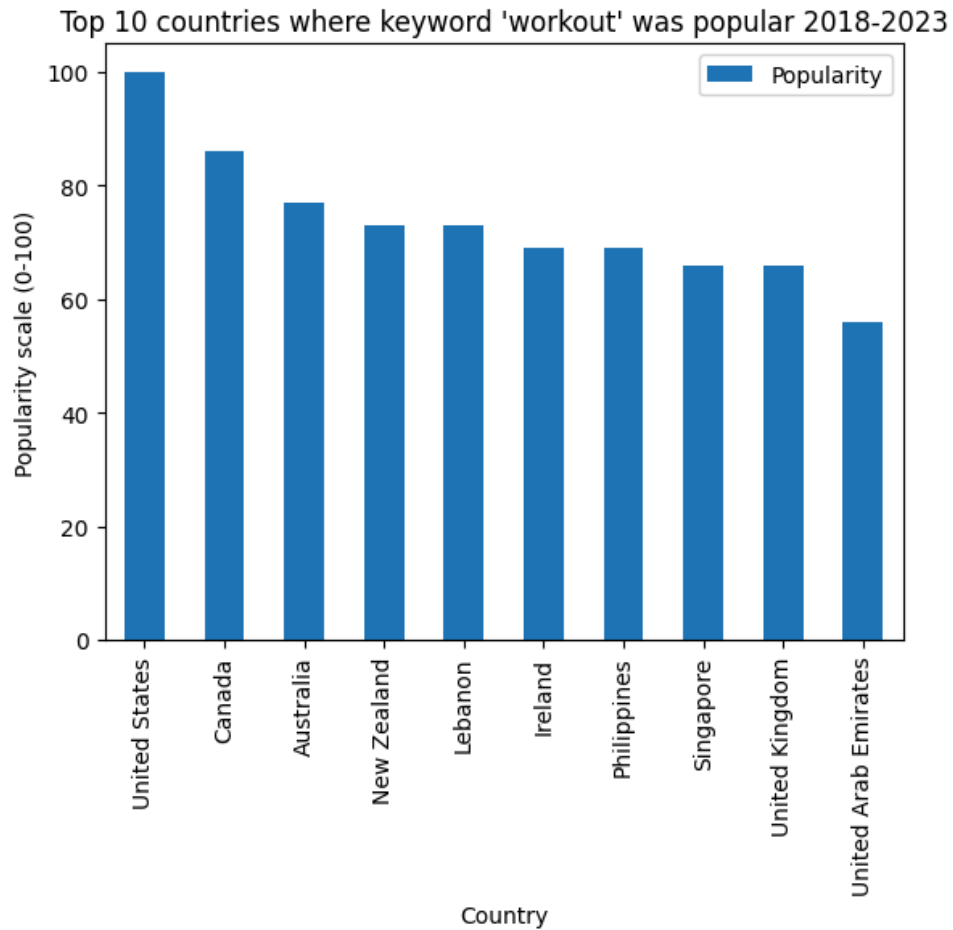
3.3 Popular Keywords

- **"Home workout"** had the highest search volume during the COVID-19 pandemic, but **"gym workout"** is now the most popular keyword.
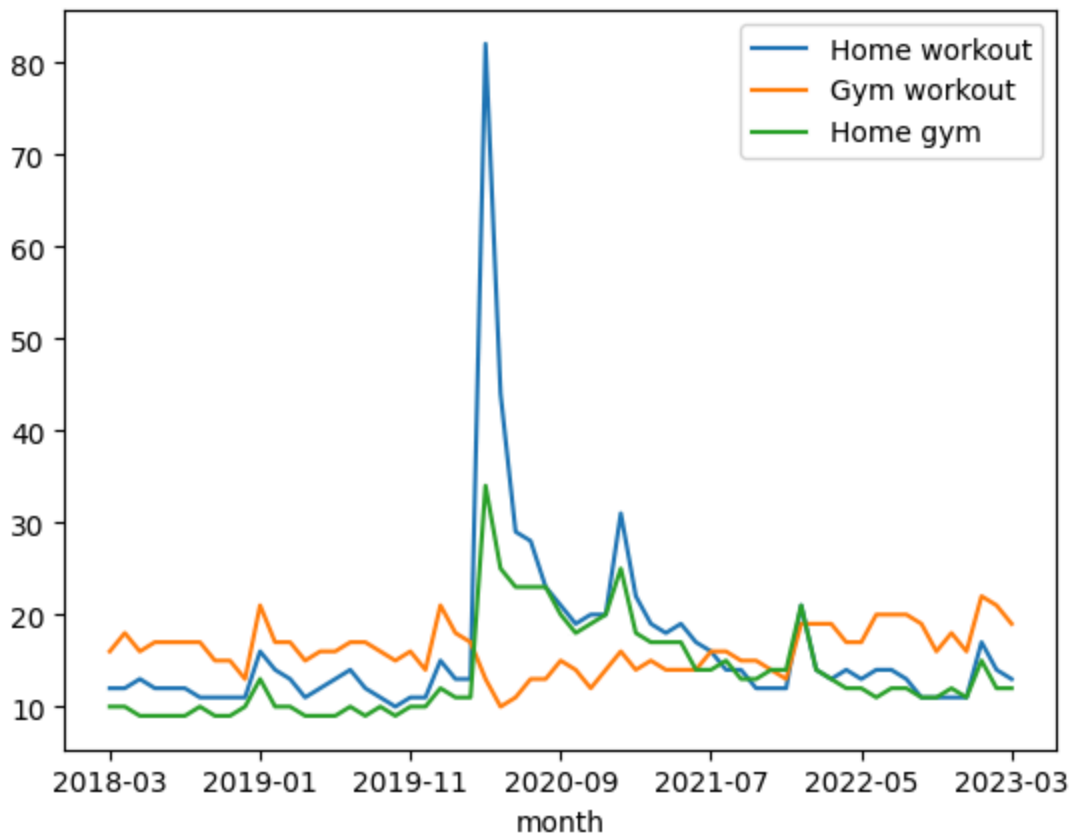
Business Recommendations

Based on our findings, we recommend:

- **Investing in digital fitness solutions**: The increasing search trends indicate a promising market for online fitness classes and apps.
- **Targeting high-demand regions**: Focus marketing efforts on the **United States (100)**, **Canada (86)**, **Australia (77)**, and the **Philippines (69)**, where interest in workouts is strong.
- **Expanding virtual home workouts**: The **Philippines (52)** presents a greater opportunity for virtual home workouts compared to **Malaysia (47)**.
- **Diversifying content**: Consumers are showing interest in both **home workouts** and **gym-based routines**, so offering varied content will cater to broader audiences.

Conclusion

The analysis highlights a strong and growing demand for digital fitness solutions. Strategic investments in this space can help capitalize on emerging market trends. Further data enrichment and periodic analysis are recommended to refine insights over time.