

# A Summary on The Sales Performance Analysis on The Competitive Products in The Fitness Industry Using The S.T.A.R Approach

## **The Situation / Project Overview**

Fitness apps provides users with instructions and examples of one or more types of exercise, physical activity, nutritional programs, it can be downloaded on any mobile device and used anywhere to get fit.

According to a report published by the American College of Sports Medicine (ACSM), it has been stated that fitness apps were ranked at number 13 in accordance with the 2019 fitness trends. To further expantiate on the rise in trend of fitness apps, in the recent years, we will refer to another article by the World Economic Forum in September 2020, it is stated that downloads of fitness and health apps increased globally by 46.0% due to the growing trend of online fitness training, which is driving the market globally. The growing awareness regarding fitness and mental well-being is also driving the market. So with this information on how fitness apps are currently driving the market globally, we decided to carry out an Analysis assessing the fitness app market to know where the industry products currently stand and where it would be in the future. This analysis is to help us identify the top competitive products, and top players in the industry. To gain insights and market trends to consider while building FIT-STAT(our fitness app)

## **Task**

- To discover where the industry products like; Exercise & weightloss, Diet & Nutrition, and Activity Tracking Device, currently stand and where it would be in the future.
- To identify the top competitive products and the top players in the industry.

## **Approach / Methodology**

We carried out an exploratory analysis ,using a dataset obtained from Kaggle. This data is the market analysis performance for fitness trackers, we narrowed it down to the sales analysis for fitness trackers, smartwatch and fit bands.

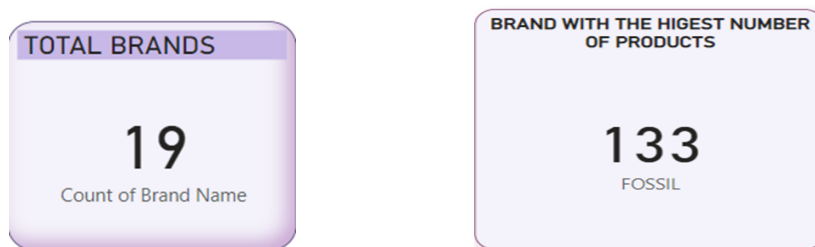
Then we investigated the following;

1. the price by device and the average selling price
2. The top brands in the fitness industry

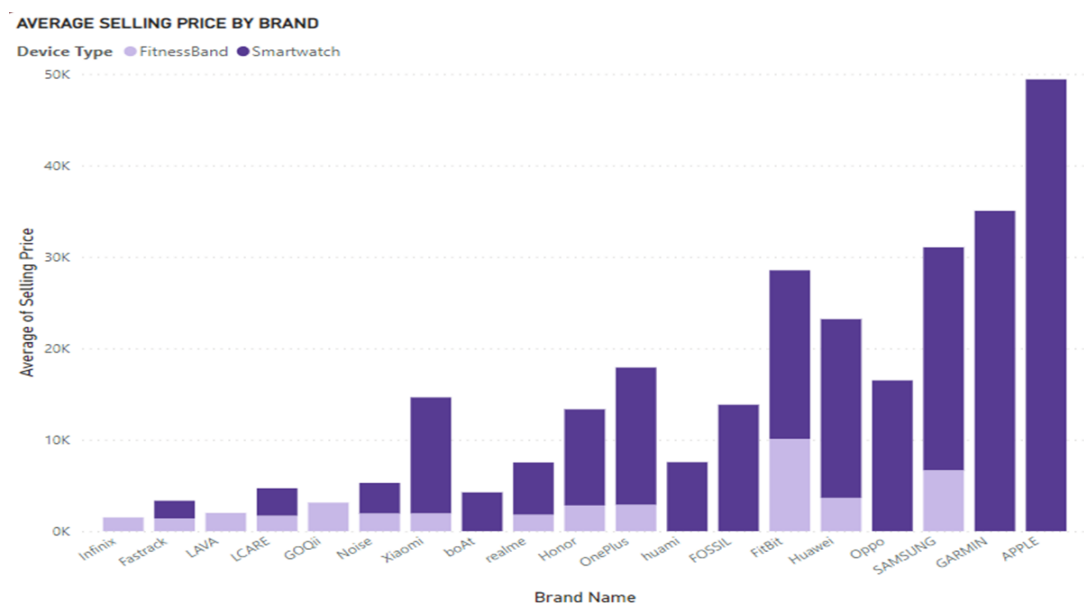
We extended our research using an analysis carried out by [Grand View Research](#) which covered other competitive products like Diet & Nutrition, and exercise & weight loss, because of the inability to obtain open data on these products.

## Results

- 19 brands were involved in this analysis and Fossil was the brand with the highest number of products.

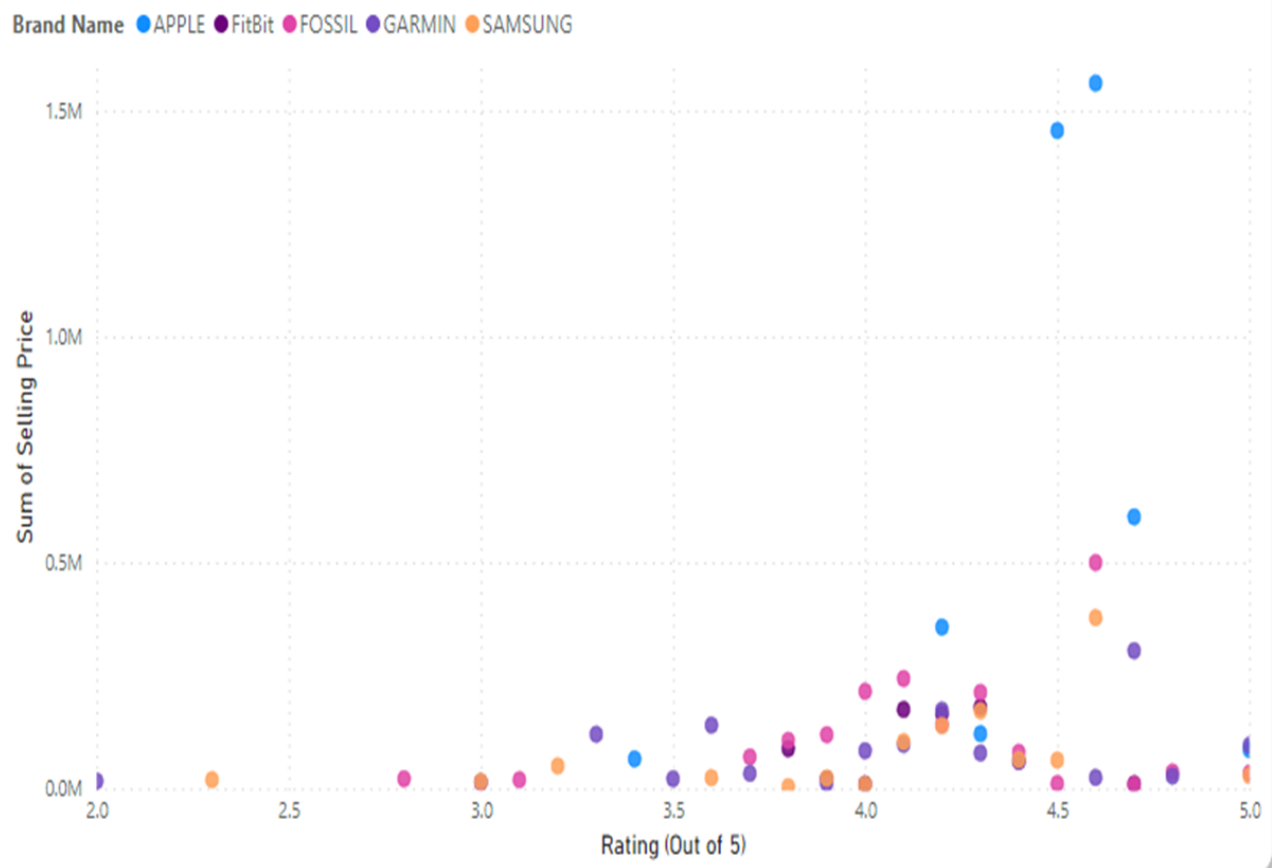


- The brand with the highest average selling price was Apple, and smartwatch is the most common device type sold by this brand, followed by Garmin.



- We also discovered that smartwatches are the most common device type, with the highest selling price.
- Further into our analysis we found out that Apple is the brand with the highest rating out of 5, and it is also the most expensive brand

### TOP 5 BRAND NAME RATINGS



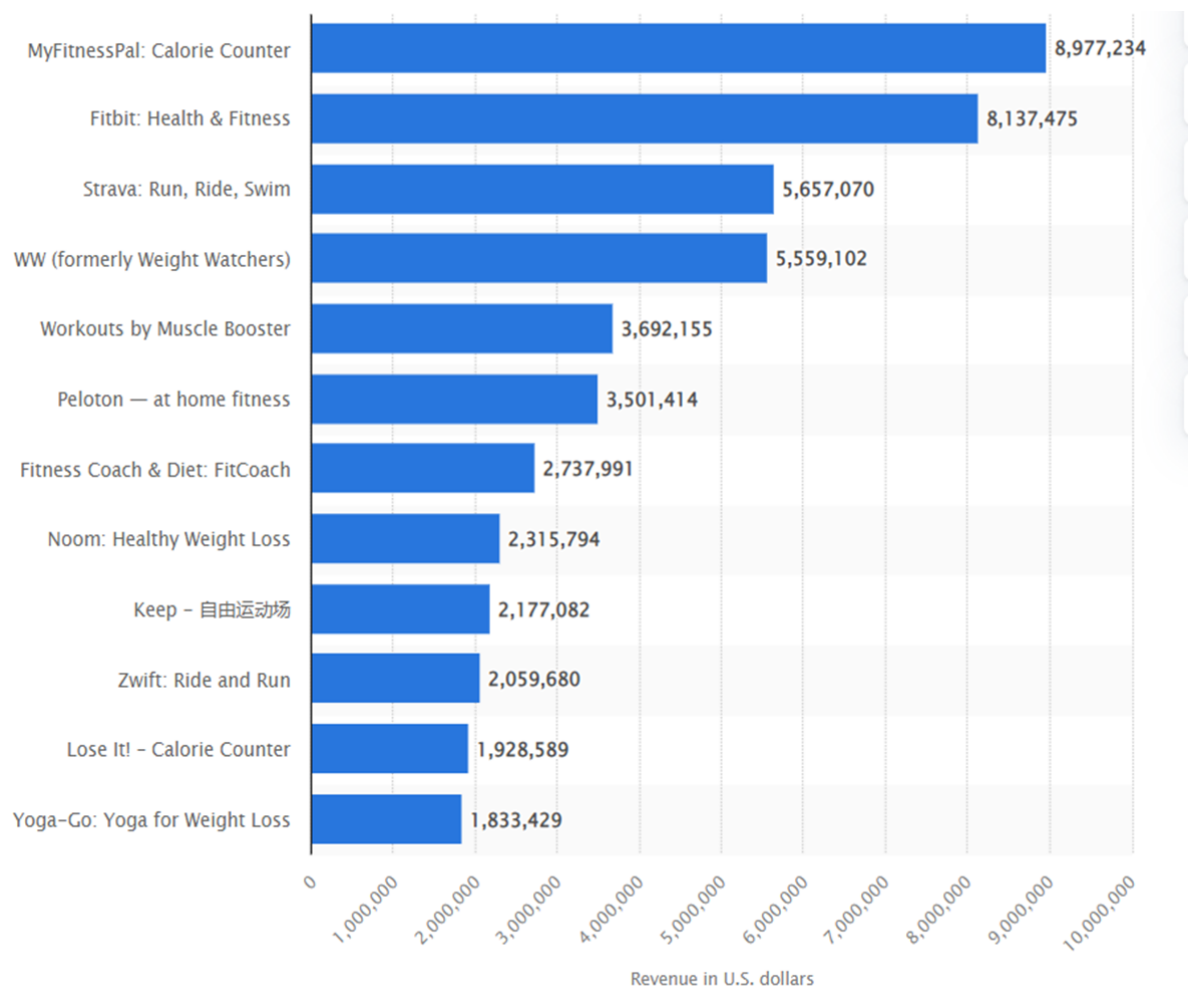
- Lastly we looked into the leading fitness apps by Revenue in March 2022 and we discovered that;

MyFitnessPal was the leading fitness and sport mobile app, generating in-app revenues of more almost nine million U.S. dollars.

Fitbit ranked second, with roughly 8.1 million U.S. dollars in combined revenues via Google Play and Apple App Store.

Strava accumulated around 5.6 million U.S. dollars in revenues.

Peloton, the mobile app eponymous of popular stationary bikes and treadmills, generated IAP revenues of roughly 3.5 million U.S. dollars during the month.



From the data and insights derived from the grand view research , the major competitive products are segmented into 3 parts

- Exercise & weightloss
- Diet & Nutrition
- Activity Tracking Device

Exercise and weight loss segment held the largest revenue share of over 50.0% in 2021.

## Recommendations

In our FIT-STAT app we encourage users to exercise often with the help of scheduled notifications and ease modify the step/process of tracking/monitoring calorie intake (daily) to a macronutrient level, such as fats and carbohydrates, as well as provide a customized lifestyle plan based on user feed data with the following features;

- audio cues
- video demos
- fitness tracking to maintain exercise routine.

We also recommend that Smartwatches should be focused on as wearables to aid fitness individuals track their exercise routines.

Further analysis should be carried out on the Apple products, to investigate device features that will help in producing fitness trackers for the FIT-STAT app.

Finally as seen from the investigation carried out on the leading fitness apps by Revenue in March 2022, MyFitnesspal with the feature of a calorie counter generated the highest in app revenue, so we recommend that a calorie counter should be one of the fitness features of the FIT-STAT app.