

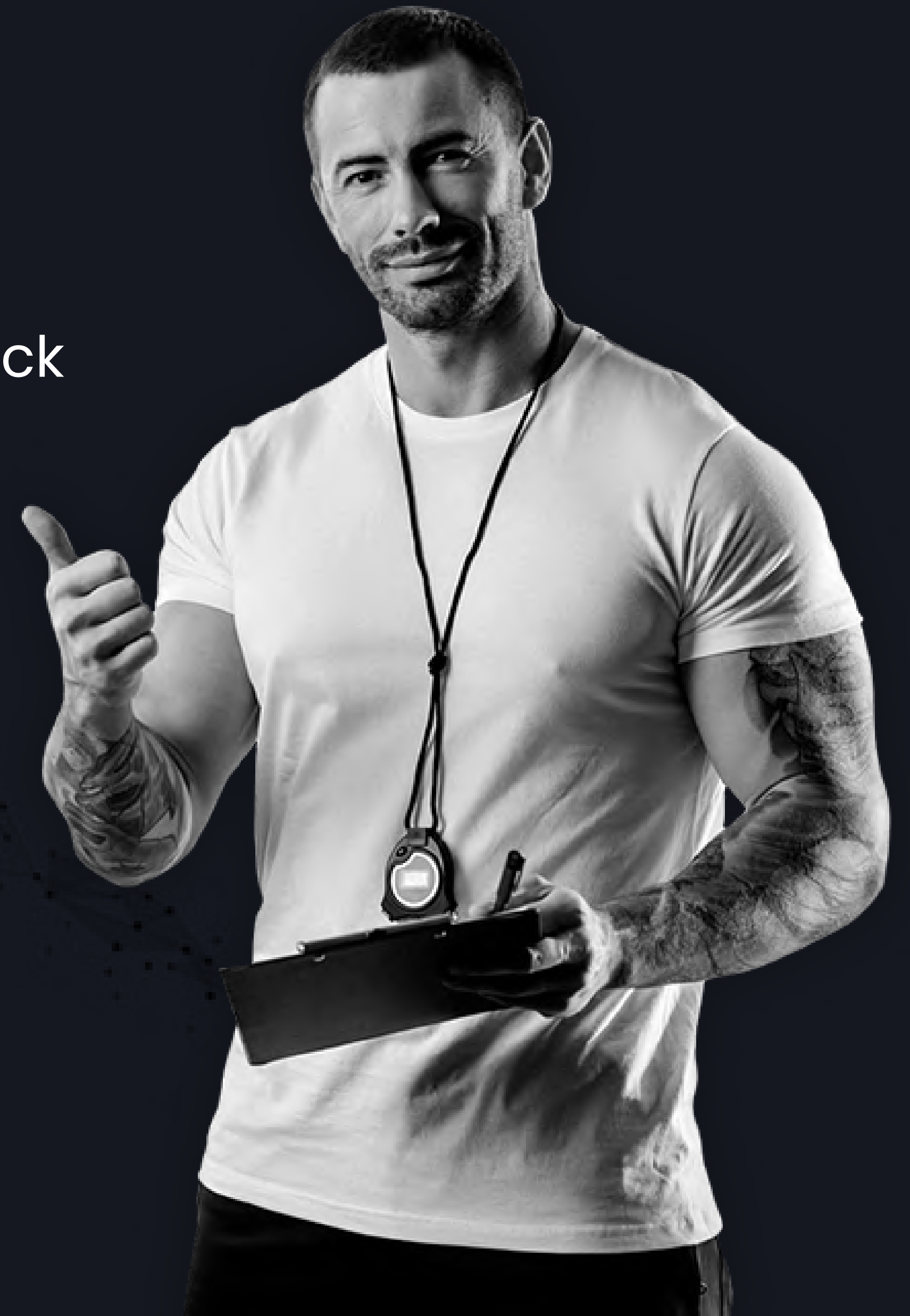
FITNESS

Industry Report and Insights



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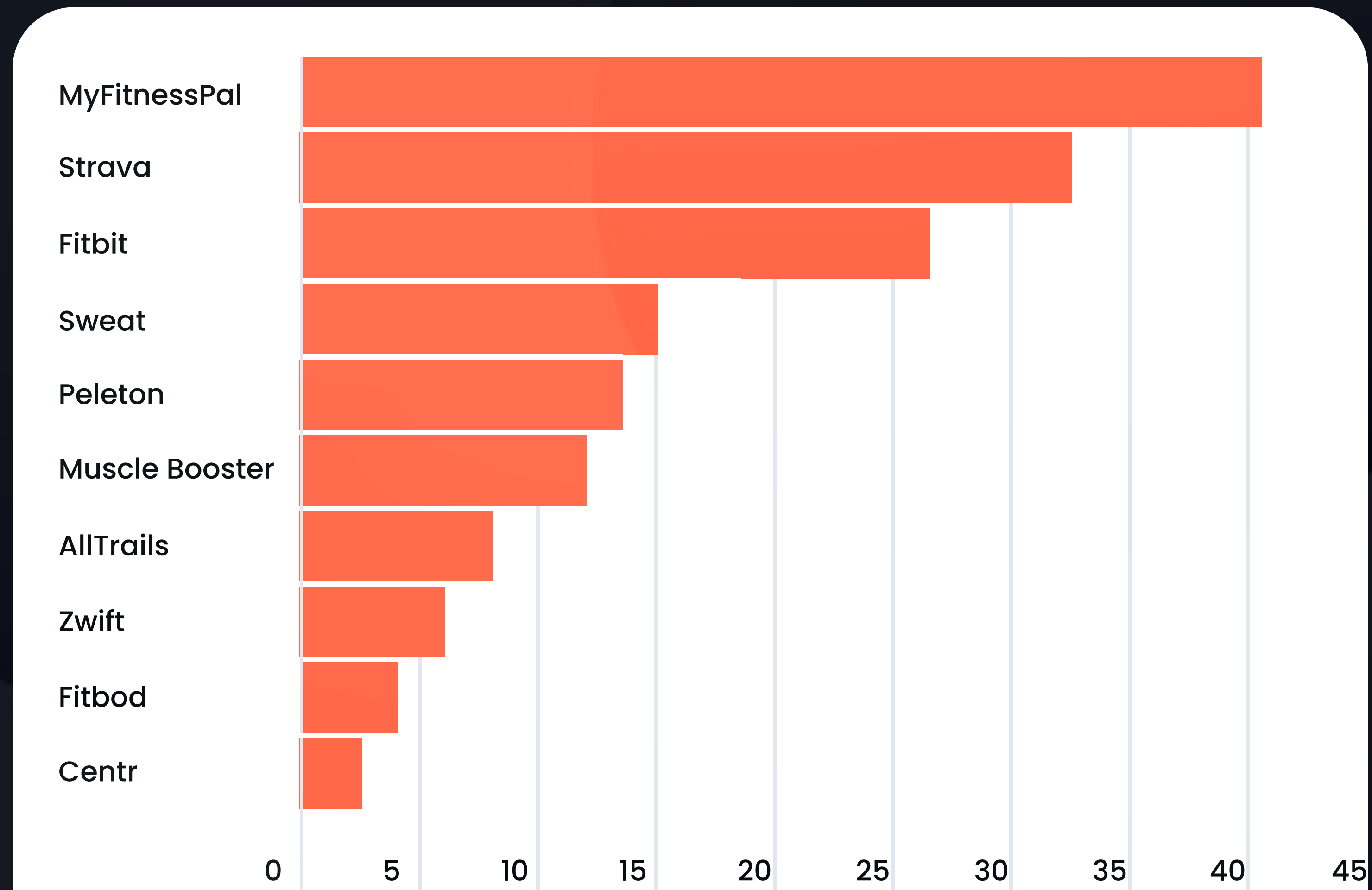
Fitness Industry at a Glance

As per GlobeNewswire, the Fitness App market size is estimated to reach **USD 15.2 billion** by 2028.

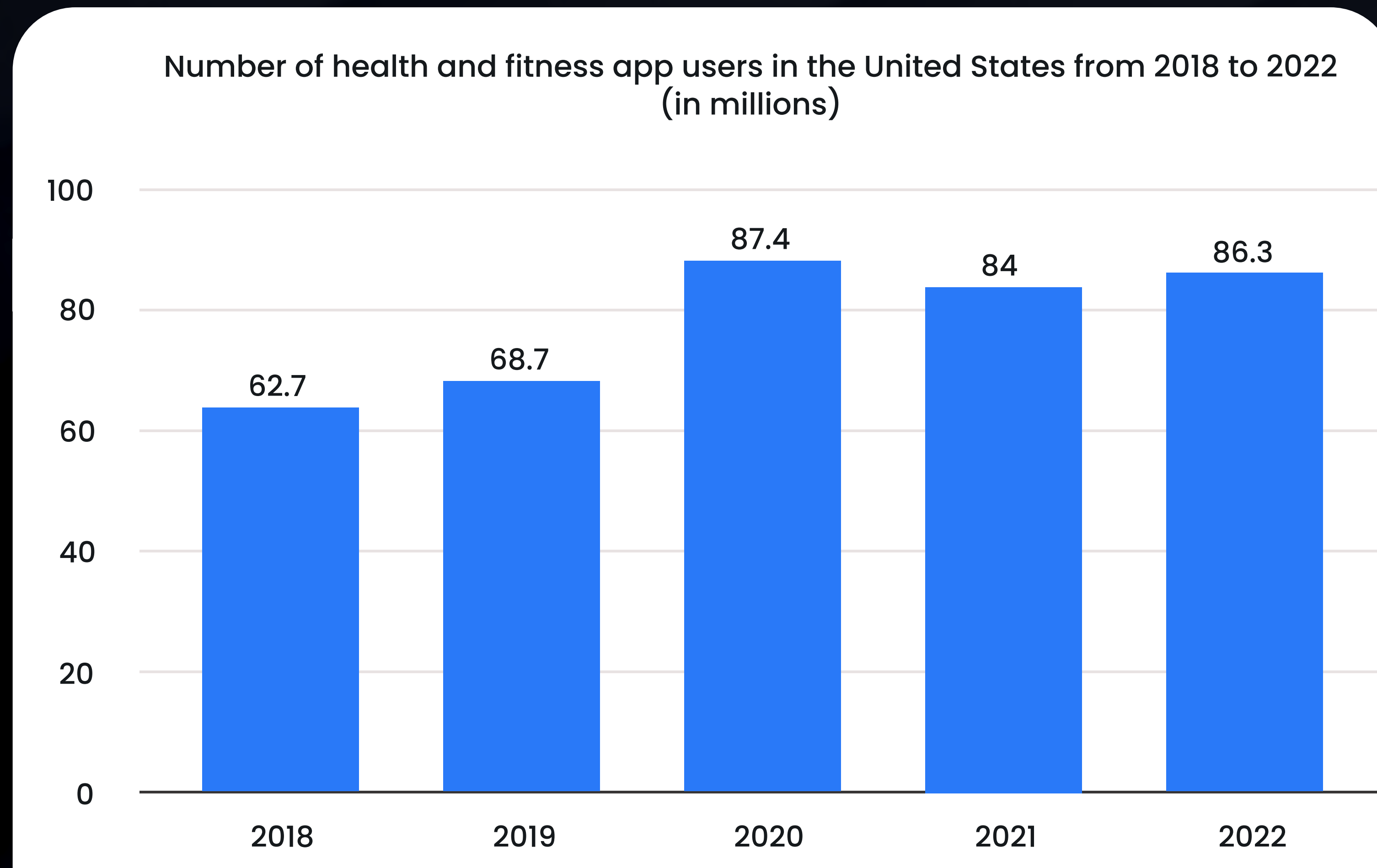
Fitness App Market Forecast Year:	2022 - 2028
Fitness App Market Historical Year:	2016 - 2021
Fitness App Market 2021:	USD 5.1 Billion
Fitness App Projected Market 2028:	USD 15.2 Billion
Fitness App Market CAGR:	17.6%
Fastest Growing Region:	Asia Pacific
Largest Region:	North America

Fitness Revenue by App





MyFitnessPal leads the pack in IAP revenue for both 2020 and 2021, with Strava second in both years. About 50% of IAP revenue for the fitness section comes from the US.

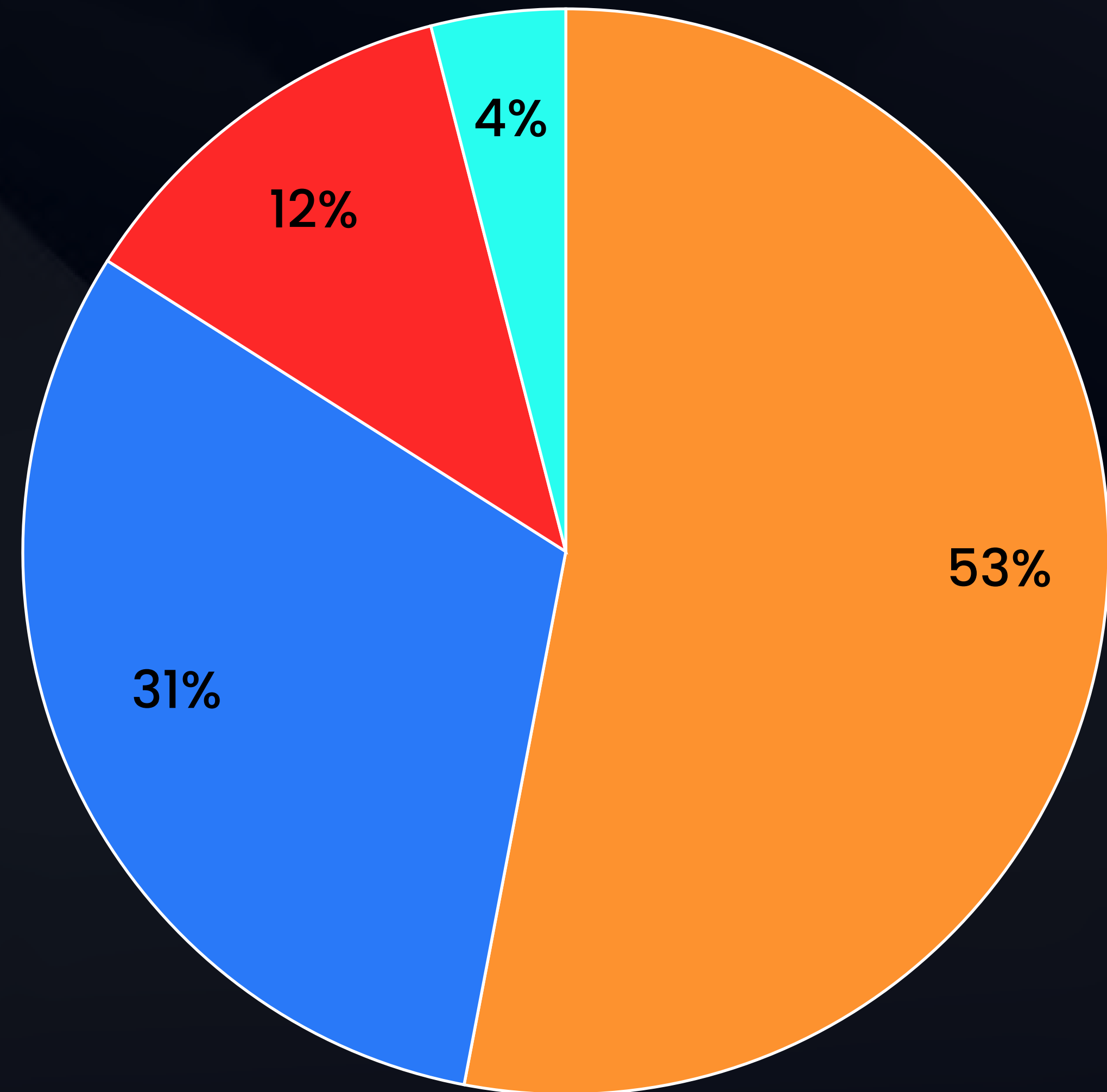


In the United States alone, the number of health and fitness app users rose from **62.7 million** in 2018 to **86.3 million** in 2022.



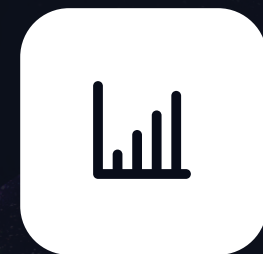
Further, the frequency of **workout sessions also increased** during the pandemic.

-  More than thrice a week
-  Thrice a week
-  Once a week
-  Twice a week



Why invest in a fitness app?

In the wake of the recent Covid-19 spread, stay-at-home orders and gym closures were mandated worldwide. So, it isn't surprising that there was a **sudden spike in home-based workouts**.



Strong spending, partially driven by inflation

Year-over-year growth at 11% vs pre-COVID-19 growth trajectory: millennials show greatest increase in spend (18%)



Omnichannel is ascendant

60-70% of consumers are shopping in an omnichannel way: social media is the new window shopping



Loyalty shake-up continues

In the past 3 months, over 60% of consumers faced out-of-stocks: only 13% of them waited for the item to come back in stock



A tentative return to out-of-home

Almost 50% of consumers are engaging in "normal" out-of-home activities: investment in home continues



Strong and merry holidays

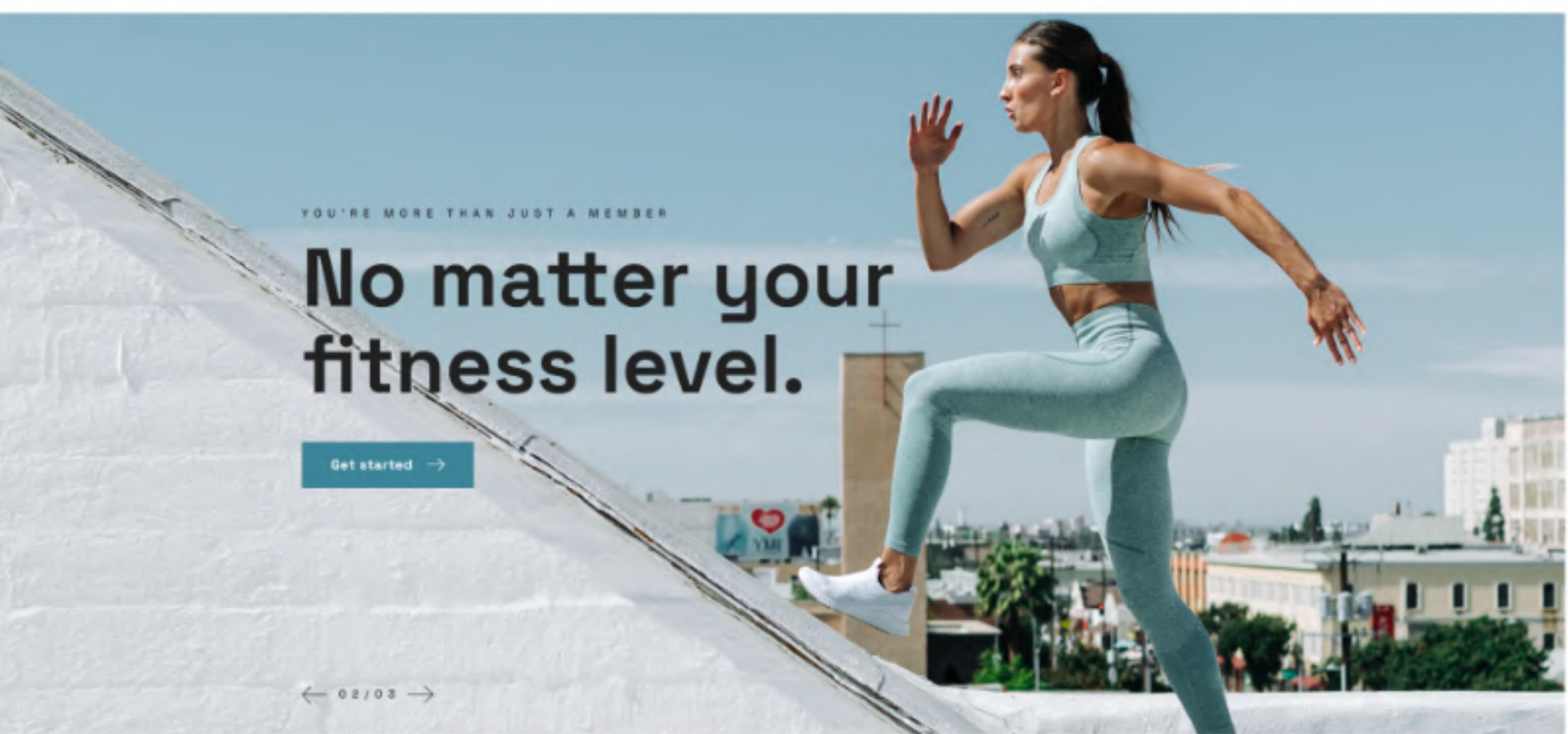
A strong holiday season is expected, with overall spend expected to grow 7%

But what's interesting is that the trend stayed on even after COVID.

New habits were formed. A majority of those who polled in a fitness survey said they plan to continue exercising at home even after they feel comfortable returning to a gym.



So, there isn't a better time to take the plunge.



YOU'RE MORE THAN JUST A MEMBER

No matter your fitness level.

Get started →

← 02 / 03 →

01 Motivate

It's one of the best methods of combining the independence and initiative of individual ownership.

→

02 Workout

It's one of the best methods of combining the independence and initiative of individual ownership.

→

03 Results

It's one of the best methods of combining the independence and initiative of individual ownership.

→



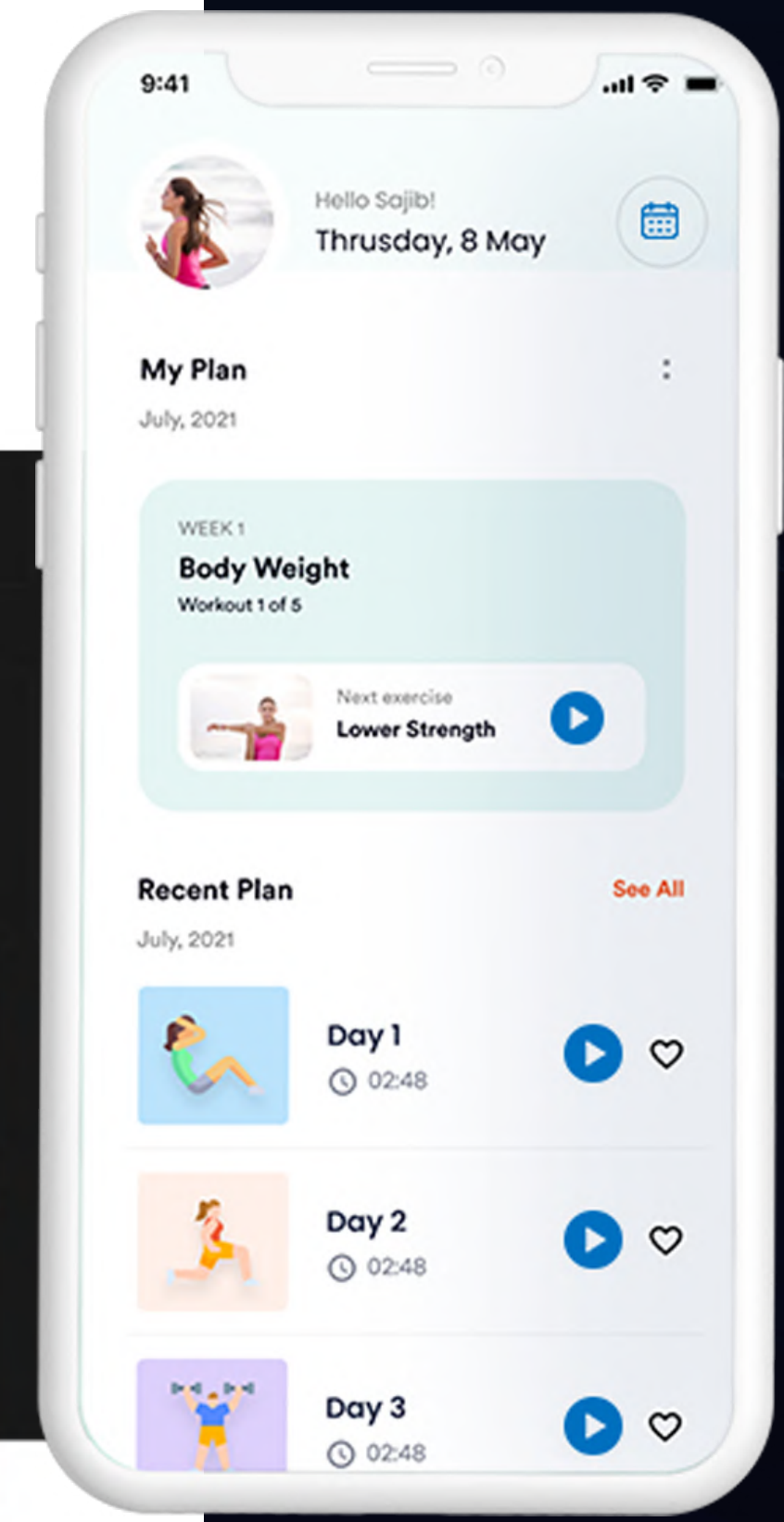
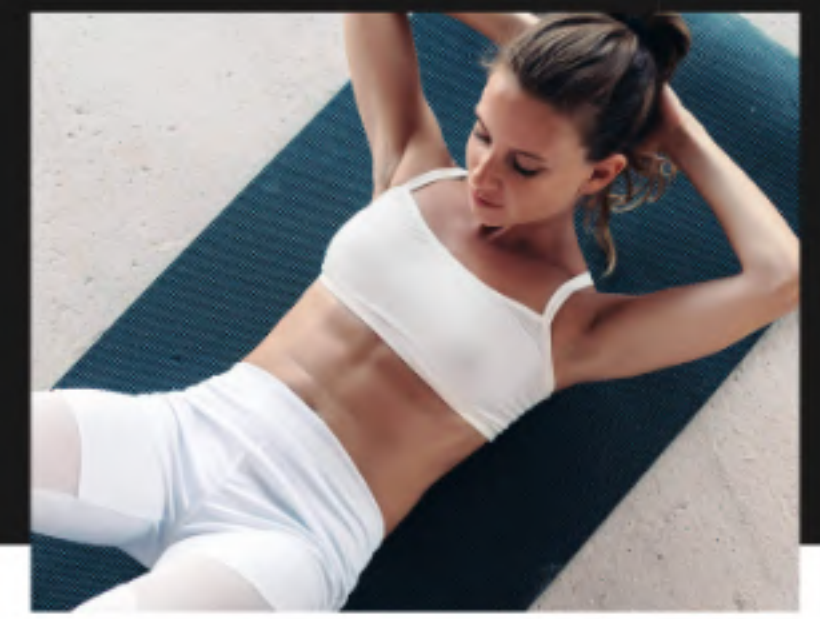
OUR BENEFITS
Unlimited group & personal trainings anywhere.

• Personal trainings →

As the absolute opposite of clean and mess free moderation, rooms are crammed with mixed.

• Group trainings →

As the absolute opposite of clean and mess free moderation, rooms are crammed with mixed.



Did You Know?

The most common reason to skip the gym is a lack of time.

With a

FITNESS APP OR WEBSITE AS A TOUCHPOINT

you give your customers convenience.

Successful Fitness Apps Giving Users a Bang for the Buck

1. Aaptiv

2. Strava

3. MyFitnessPal

4. Nike Training Club

5. Fitbit Coach

6. Sworkit

7. FIIT

8. Charity Miles

9. Couch to 5K

10. Peloton Digital

11. Asana Rebel

12. Endomondo

13. Pear Personal Coach

14. JEFIT Workout Planner

15. Runkeeper

What gave these fitness apps a level playing field?

The Business Model

Customers lie at the center of these brands' philosophy.

Let's take MyFitnessPal as an example. Soon after founding the company, MyFitnessPal's CEO Mike Lee's first move was to form a **"customer happiness team"**.

The idea was to make the clients feel that they are on the MyFitnessPal team's top priority.





The MyFitnessPal team well understood their consumer pain points.

To give you an idea, one user gave the feedback that he liked the app as it allowed him to track foods that caused his eczema to flare up.

Customer Pain Points the App Solves

The app zeals to build better customer relationships primarily by offering them **convenience**.

Workout sessions can be attended whenever it suits the users, as per their schedule.



MyFitnessPal has an in-built barcode scanner.

Using their smartphone's camera, the app can scan the barcode of any food item and log it for the user.

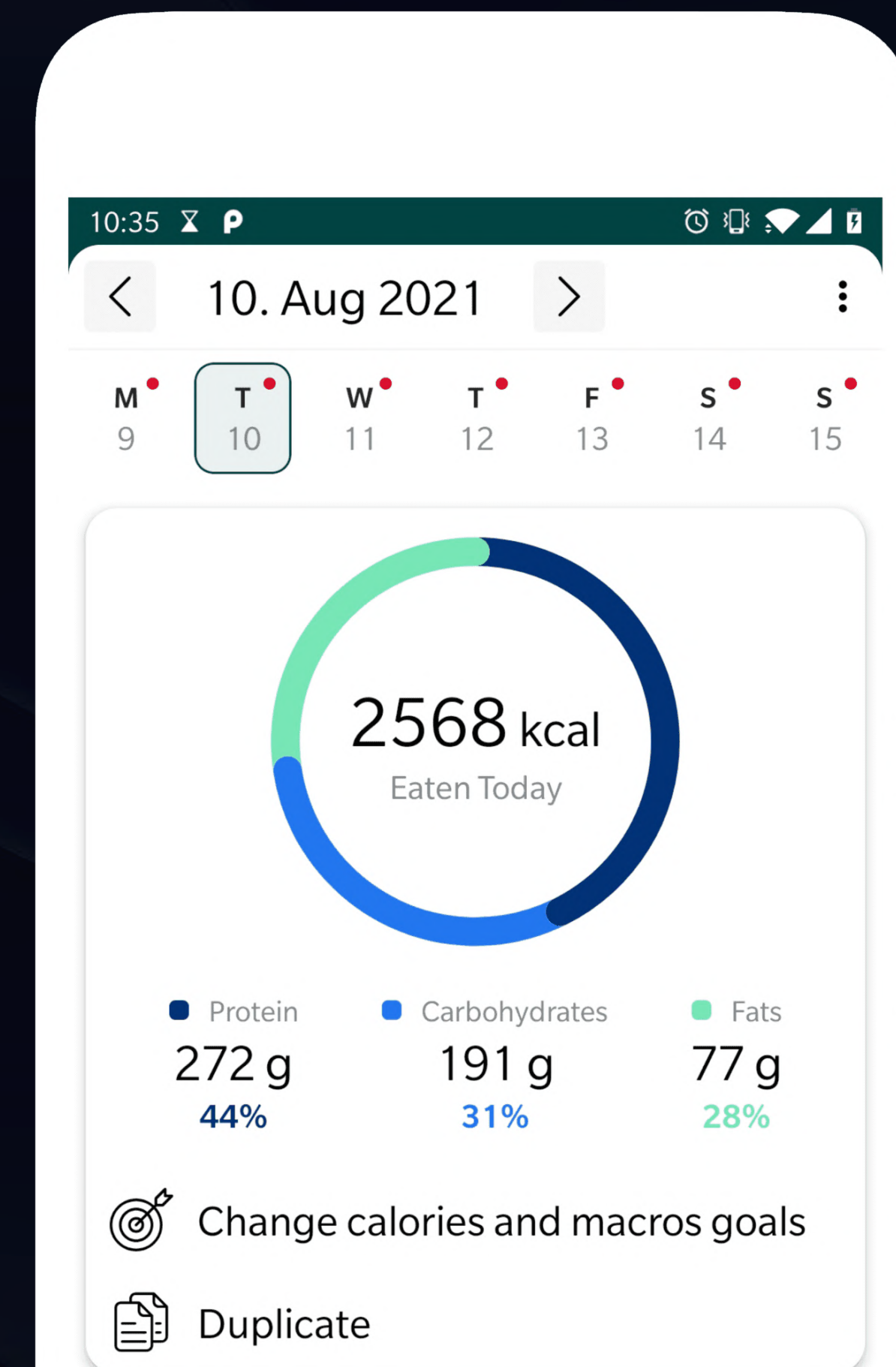
What's more? The entire process takes only a few seconds.



The app also features a robust calorie tracking option. It asks for personal metrics (like height and weight) to form a new user profile.

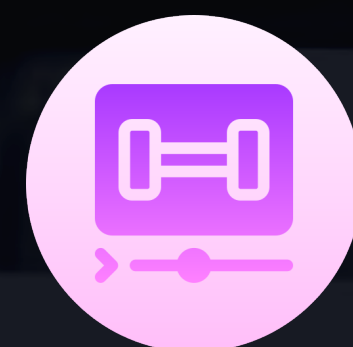
Accordingly, it suggests entering health goals & automatically sets parameters for the user to accomplish those goals.

The platform also tells the user the approximate time in which the goal will be accomplished.



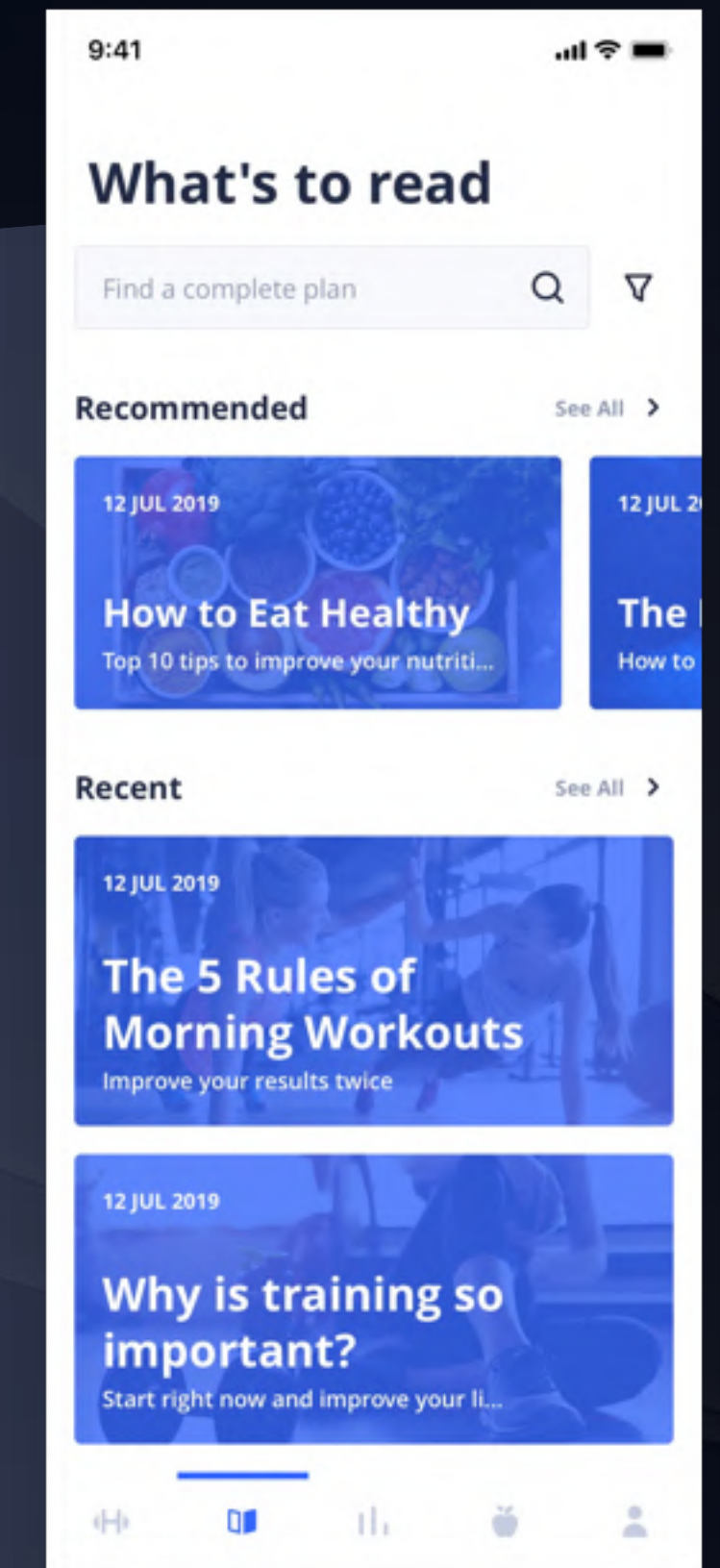
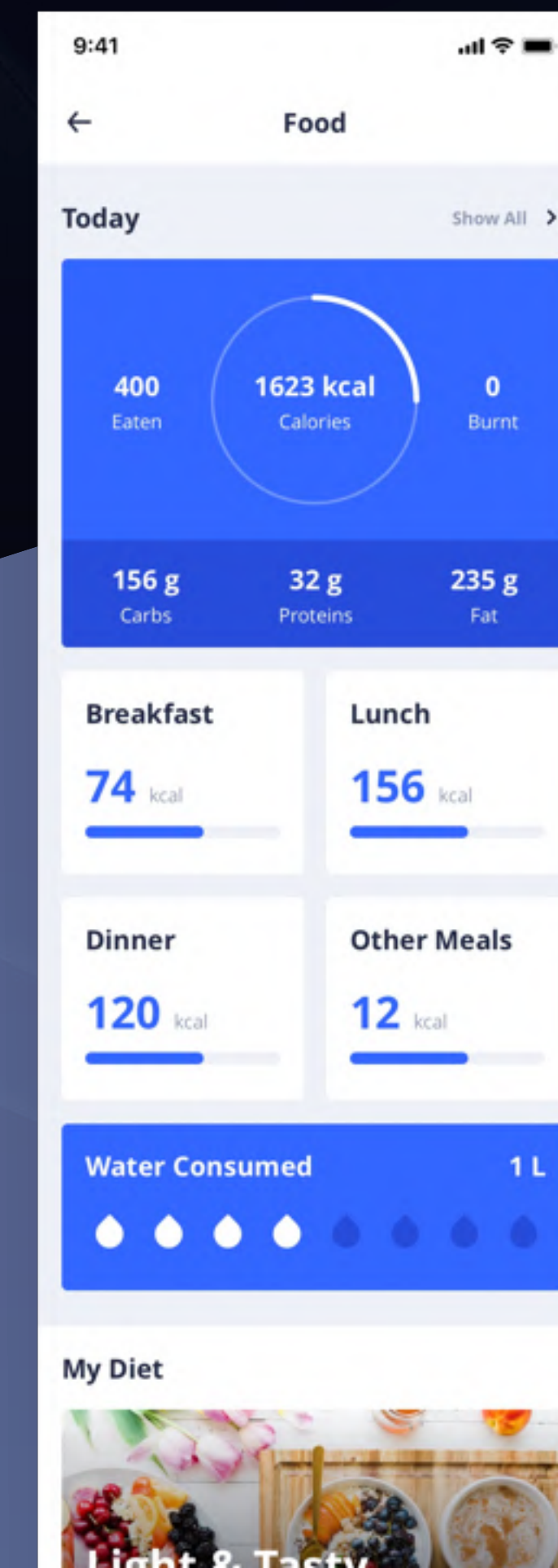
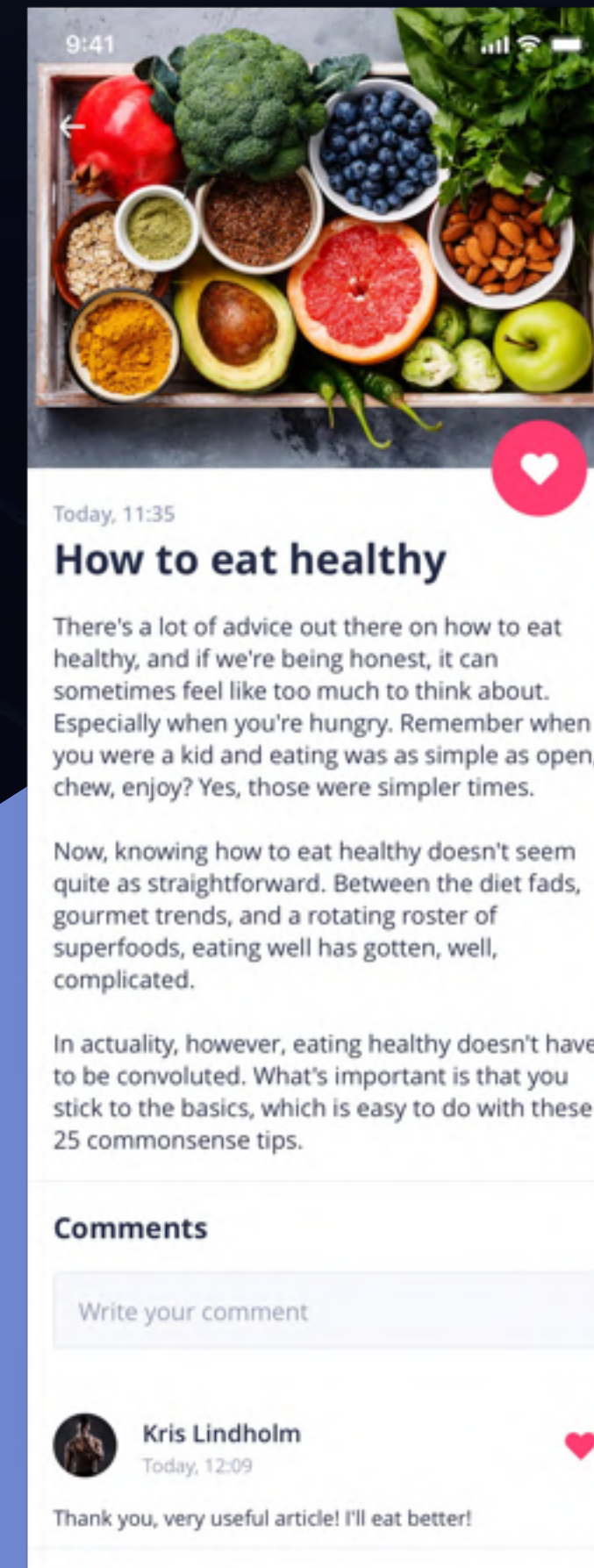
The makers of MyFitnessPal recognized that everyone has different fitness goals.

On the app, besides losing (or gaining) weight, lowering cholesterol level or increasing stamina, etc. could also be a user's goal.



The app's home screen features the MyFitnessPal blog. It works like a social media news feed but for personal health goals.

Users can get to know new recipes, workout tips, and motivational stories.



MyFitnessApp integrates with almost every popular fitness device including Fitbit & Samsung Gear.

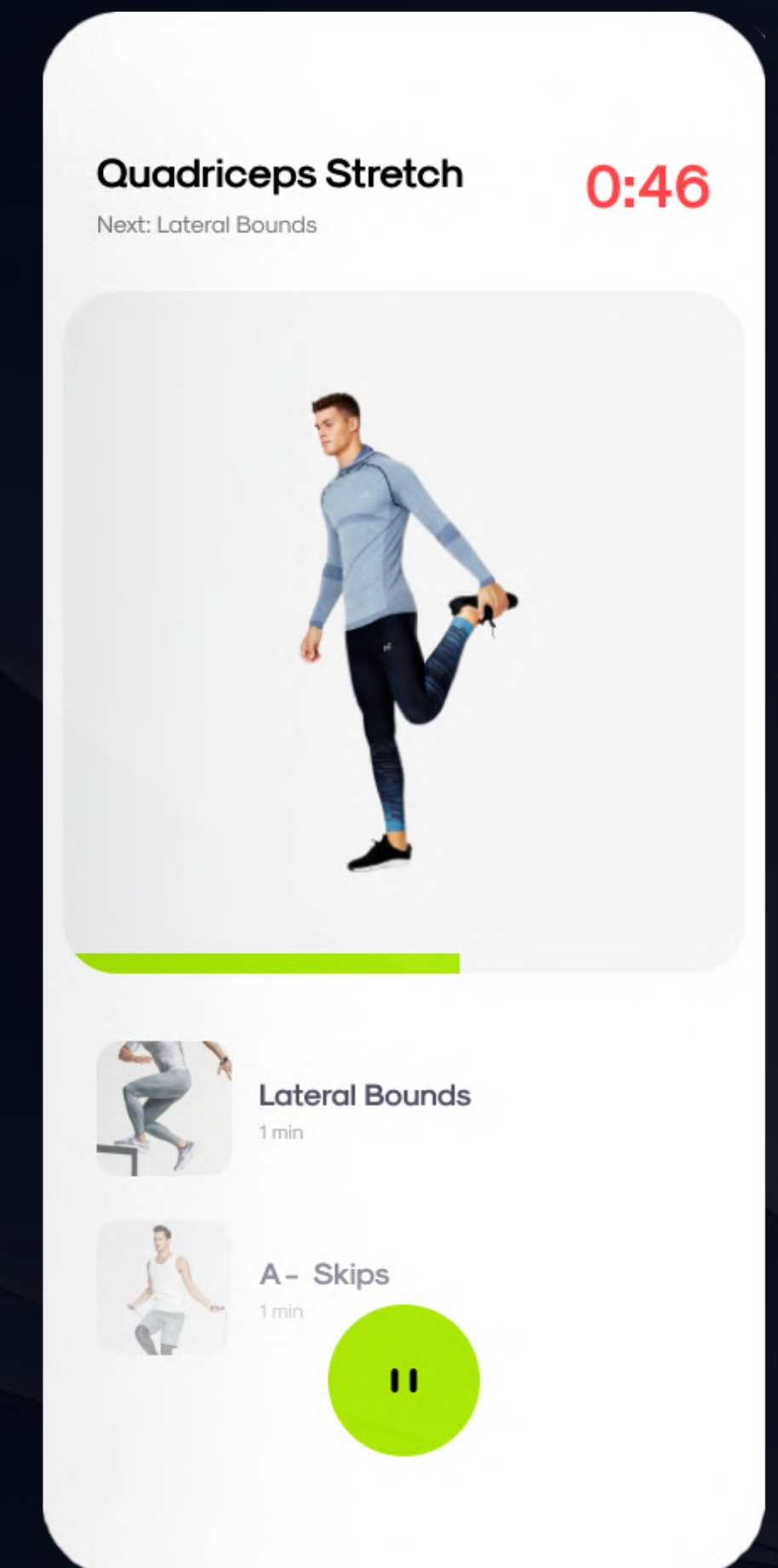
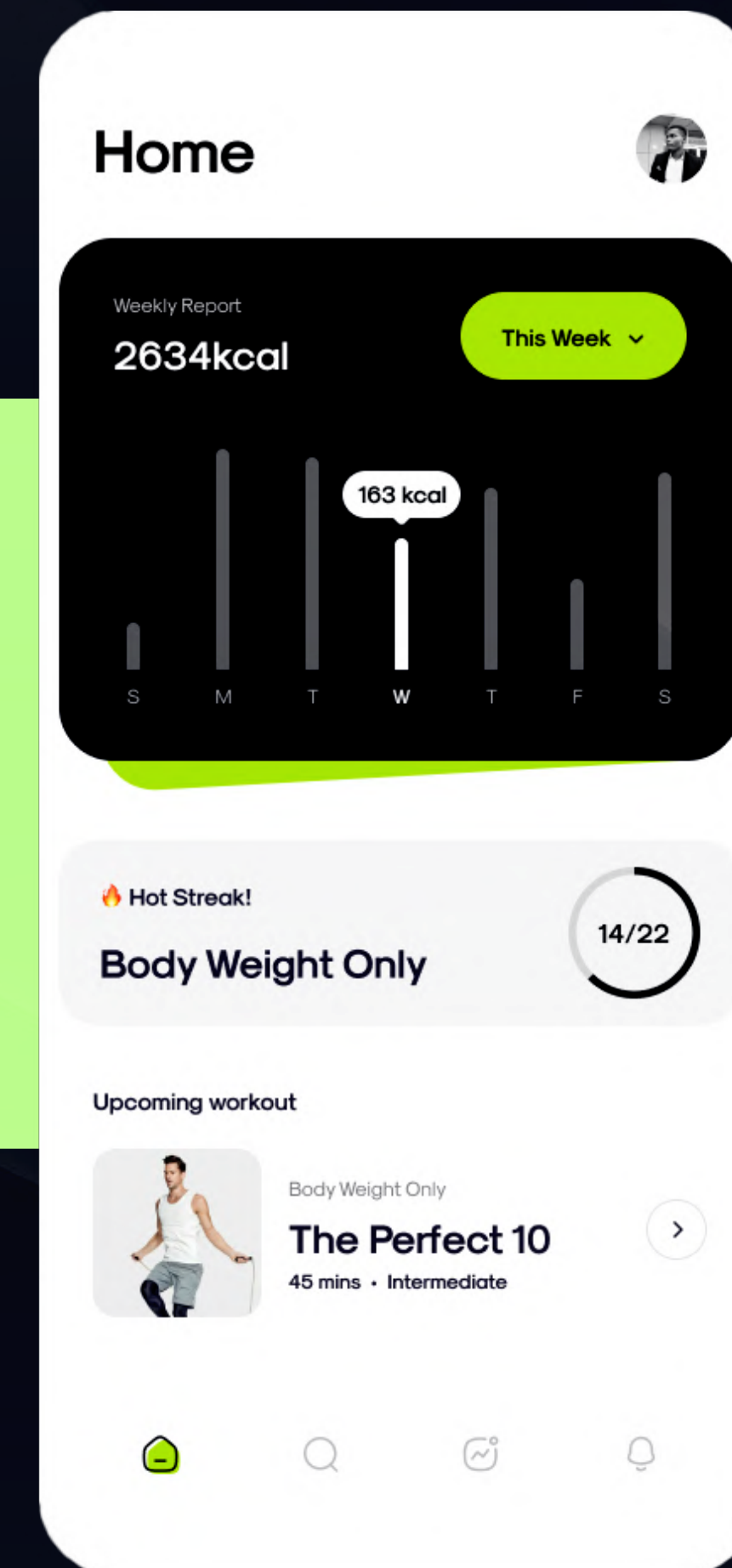


Once MyFitnessPal is linked to these devices, it automatically updates daily caloric goals.



MyFitnessPal also organizes quantifiable habits like daily steps into charts and graphs.

So, a user can understand their performance data even if they are not very tech savvy.



What comprises MyFitnessPal's revenue stream?



Free website and mobile app use



Ad revenue



Premium features for paid subscribers (no ads, custom reports, granular insights into nutritional composition of food, customized measurements for meals).



MyFitnessPal Premium even offers advanced tools for tracking nutrition & exercise.

The company has greatly benefited from its freemium model.

Under this, the users get access to basic features for free while running ads. Typically, users get accustomed to these features. So, they are willing to pay a small fee every month to avoid the ads.



Our Fit Suite of Offerings

FOR CUSTOMERS

Branded App & Website

If your business is online, your clients don't need to come to a physical location to know about all you have to offer.

By using the app, they get to know all your brand has to offer within a few minutes.

Fitness App Features

- Choose workout/diet plan
- Advanced filters to search for trainers
- Set reminders for sessions
- Social integration
- Easy subscription
- Multiple payment modes

FOR TRAINERS/ HEALTH EXPERTS/ GYM INSTRUCTORS

Besides customers, trainers and guides also lie at the center of your business model. They add the human element to what your app has to offer.

Fitness App Features

- Create workout schedules
- Manage profile & availability
- Upload workout/diet plans
- Seamless payments & tracking
- Manage trainees & activities
- Set session reminders

FOR ADMIN

Get a single-point access to all client and trainer activity. Track and monitor their behavior to get insights about platform updates.

Fitness App Features

- Manage users & subscriptions
- Respond on time to customer queries
- Manage interactions with fitness experts/trainers
- Save and organize client data
- Manage offers and discounts
- Manage notifications & payments to trainers

Give your users a one-stop solution to all their fitness woes.

LIVE Video Classes & Expert Guidance

- Allow your users to attend LIVE classes across various categories—workout sessions, talks by health industry experts, etc.
- Enable your trainers/health experts to upload videos sharing workout & diet intake instructions.

Share Workout Regime & Diet Plans

- Empower the trainers to create & share personalized workout routines with the users.
- Let health experts share diet plans based on the users' fitness needs.
- Calculate & track their daily calorie intake.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Warm Water With 1 Tsp Ginger Juice 1 Tbsp Lemon Juice, 1/4 Tsp Cinnamon Powder	Warm Water With 1 Tsp Ginger Juice 1 Tbsp Lemon Juice, 1/4 Tsp Cinnamon Powder	Warm Water With 1 Tsp Ginger Juice 1 Tbsp Lemon Juice, 1/4 Tsp Cinnamon Powder	Warm Water With 1 Tsp Ginger Juice 1 Tbsp Lemon Juice, 1/4 Tsp Cinnamon Powder	Warm Water With 1 Tsp Ginger Juice 1 Tbsp Lemon Juice, 1/4 Tsp Cinnamon Powder	Warm Water With 1 Tsp Ginger Juice 1 Tbsp Lemon Juice, 1/4 Tsp Cinnamon Powder	Warm Water With 1 Tsp Ginger Juice 1 Tbsp Lemon Juice, 1/4 Tsp Cinnamon Powder
Brown Rice Poha With Sprouts And Veggies	Gluten Free Rolled Oats With Almond Milk And Jaggery/ Dates	Ragi Dosa With Coconut Chutney And Sambhar	Jowar Veg Paratha With Oil Free Tpickle	Rolled Oats Upma With Green Chutney	Veg Brown Rice Idli With Chutney	Gluten Free Granola With Almond Milk
2-3 Fruits (Any Of Your Choice)	2-3 Fruits (Any Of Your Choice)	2-3 Fruits (Any Of Your Choice)	2-3 Fruits (Any Of Your Choice)	2-3 Fruits (Any Of Your Choice)	2-3 Fruits (Any Of Your Choice)	2-3 Fruits (Any Of Your Choice)
Salad (2-3 Raw Veggies) + Dry Sabji + Dal + 1-2 Jowar/ Ragi/ Any Millet Roti	Salad (2-3 Raw Veggies) + Rajma + 3/4 Cup Cooked Brown Rice	Salad (2-3 Raw Veggies) + Milltet Veg Khichdi + Dal	Salad (2-3 Raw Veggies) + Dry Sabji + Dal + 1-2 Jowar/ Ragi/ Any Millet Roti	Salad (2-3 Raw Veggies) + Palak Sabji + Brown Rice/1-2 Millet Roti	Salad (2-3 Raw Veggies) + Brown Rice Pulao/biryani	Cheat Meal
Green Juice (Pineapple, Spinach, Mint, Basil, Pan Patta, Ginger)	Coconut Water With Malai	Red Smoothie (Carrot, Beet, Tomato, Mint, Lemon, Ginger)	Green Juice (Pineapple, Spinach, Mint, Basil, Pan Patta, Ginger)	Coconut Water With Malai	Red Smoothie (Carrot, Beet, Tomato, Mint, Lemon, Ginger)	Coconut Water With Malai

Fitness Tracker & Send Timely Alerts

- Track fitness activities like running, walking, cycling, etc. using GPS.
- Also know the time duration, speed, distance, heart rate, and much more.
- Help your users inculcate working out as a habit; send regular notifications & for upcoming workout videos or LIVE training sessions.



Real-Time Audio/ Video Chat

- Help users get expert consultation via in-app chat or audio/video call.
- Simultaneously, enable the trainers to provide guidance in real-time.
- Users and trainers can benefit from app integration with wearable devices.



What will work out in the fitness industry in future?

Wearable Technology

- Devices like fitness trackers, smartwatches, and heart rate monitors that count steps and track heart rate, calories, sitting and sleep time, blood pressure, and respiratory rate.

Home Exercise Gyms

- Use of minimal exercise equipment or treadmills and bikes at home for solo or family events.

Outdoor Activities

- Includes small group walks, group rides, and organized hiking groups.

We build a fitness app customized to your user needs.

The Process We Follow:

- We gather insights about the marketing goals you seek to achieve through the app.
- Considering your budget, we list out the features that will best benefit you and your app users.
- After having a word with our developers, we tell you the approximate timeline of building the app.
- The Code Brew team identifies the pain points and designs the app functionalities accordingly.
- We conduct a demo testing to ascertain that all functionalities and features are working properly.
- Your app is now ready to go LIVE on App Store & Play Store!



But it doesn't all end here. We also fix your app bugs (if and when they occur) and make the necessary updates.

Why Choose Us?

When we say we offer complete hand holding in building your fitness app from scratch, we mean it.

Ready to exponentially scale your business growth?

Partner with us and see it soar.

**Code Brew Labs, where we make
your dreams a reality.**