

27.04.2022, United Kingdom

appinio hype train

Your fast track to consumer insights

01

Weekly Insights

This week —

[Sport & Fitness Routines](#)

How many Brits exercise and why? How often and why do they do it? Are parents more likely to exercise? What sport is the most popular? And what brands come to mind when it comes to sportswear?

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02

Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

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03

Consumer Behavior Tracker

Products, brands and passion points – What are consumers using and thinking about? What's on top of mind for the average shopper and what are the brands they're loving? Our biweekly tracker gives you the lowdown.

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01

Weekly Insights

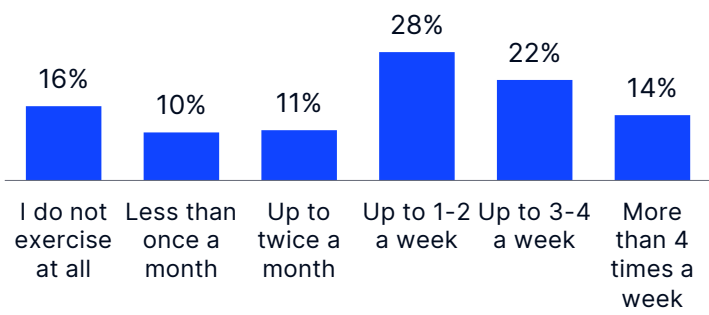
This week —

Sport & Fitness Routines





Weekly Insights — Sport & Fitness Routines

How often do Brits exercise?

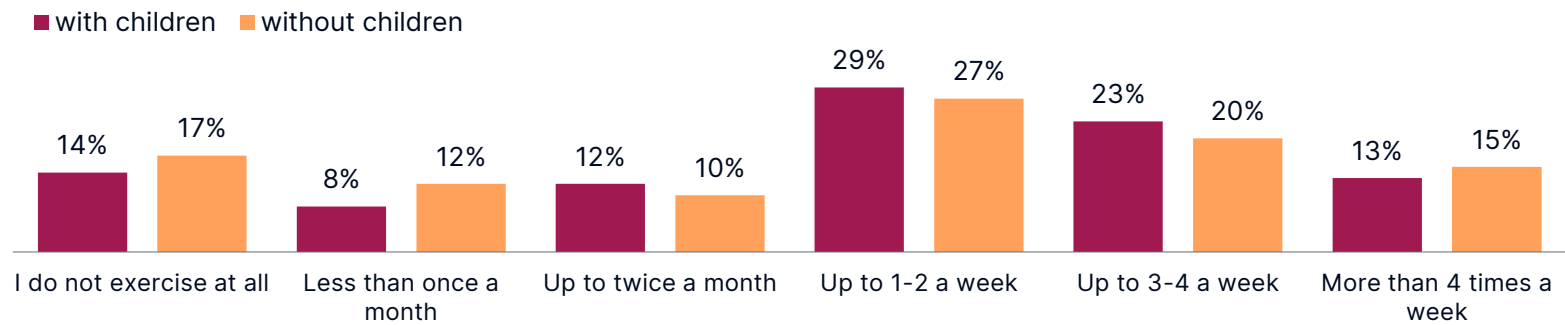


“I do not exercise at all”

 say 20% of the women surveyed

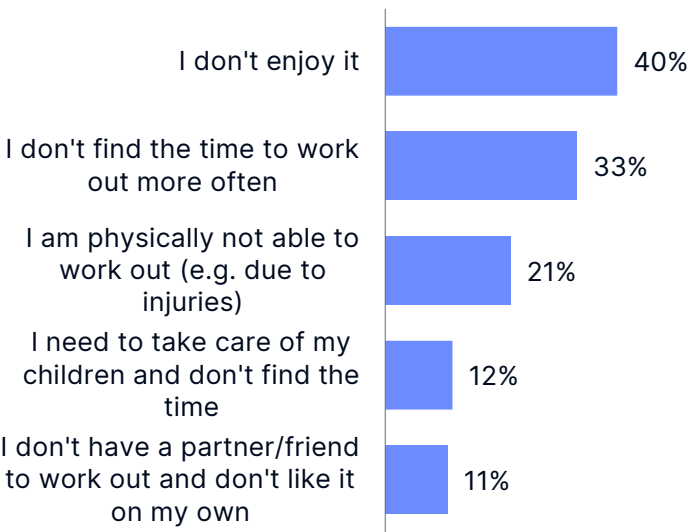
 say 12% of the men surveyed

Do parents exercise less?
Respondents with children under 18 vs. respondents with no children



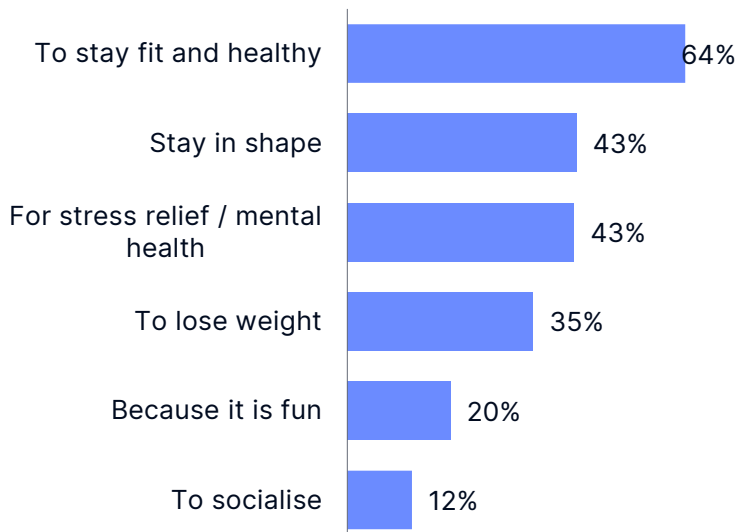
Reasons why people **do not exercise**

Respondents who do not exercise

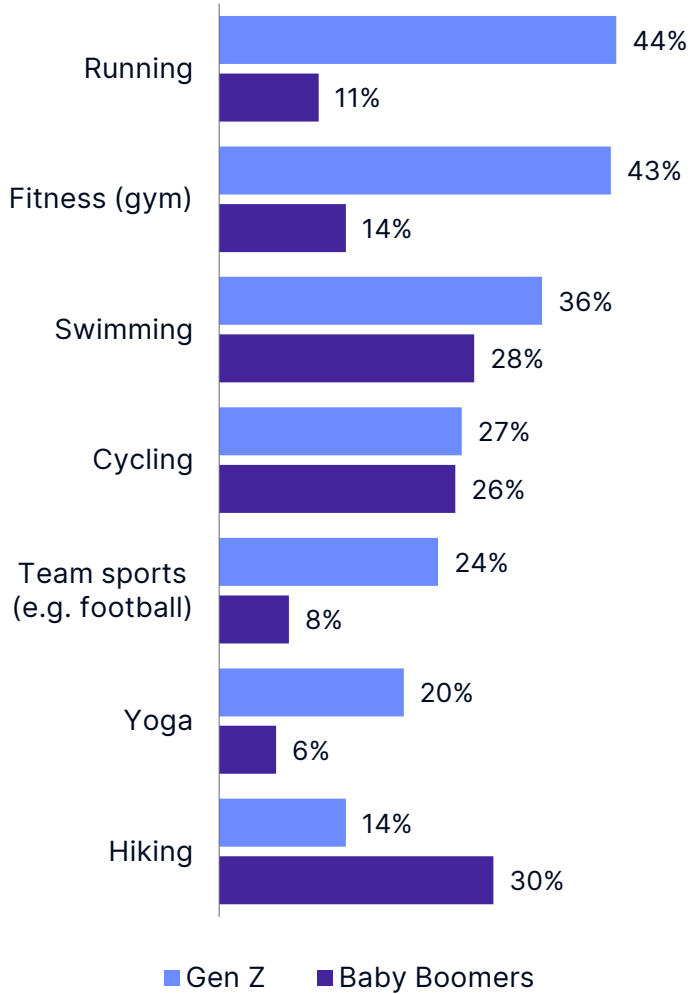


Reasons why people **exercise**

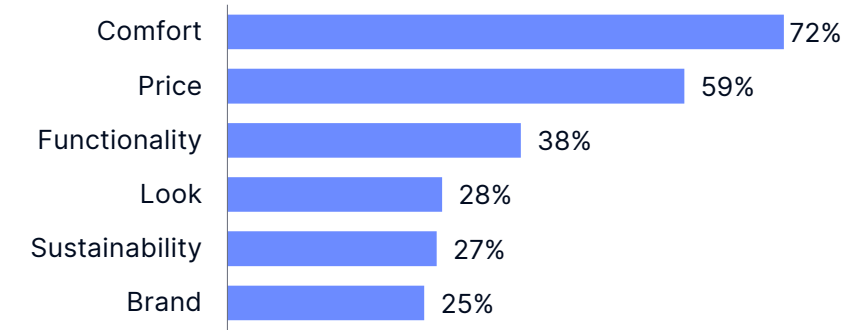
Respondents who exercise



Most preferred sports:
Gen Z (16-24) vs. Baby Boomers (55-65)
Respondents who exercise

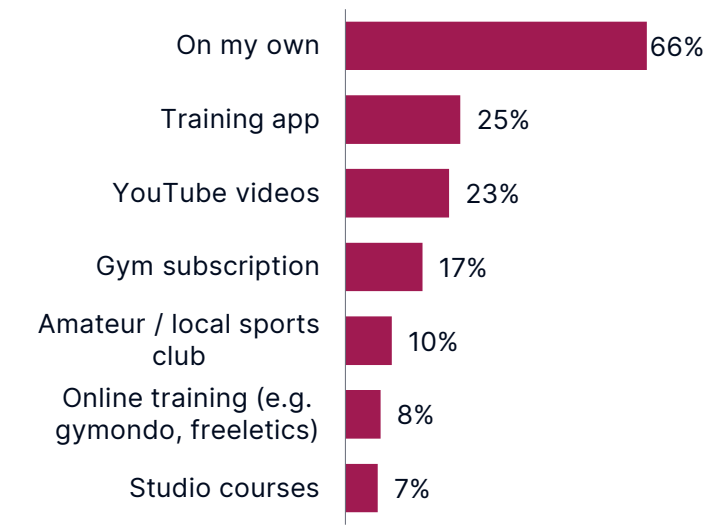


What do people look for when buying sportswear?
Respondents who stated that they do sports

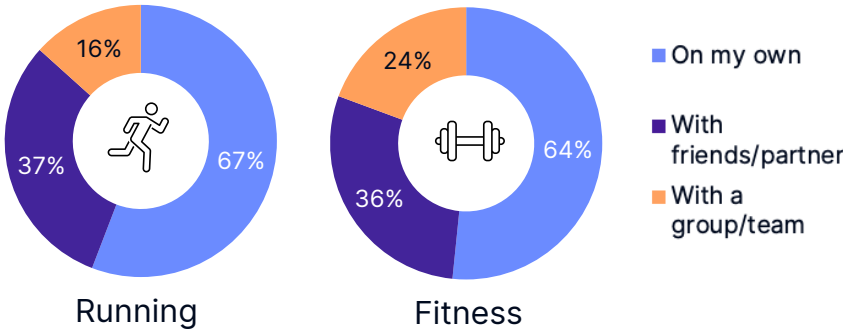


Men are more likely than women to consider whether a brand is sustainable when buying sportswear (34% vs. 19%).

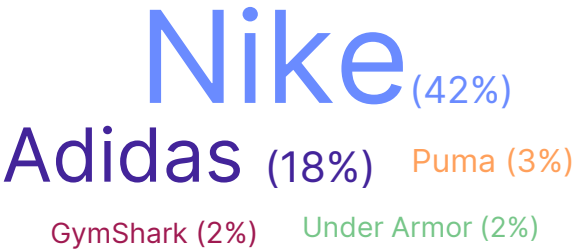
Brits' sports routine
Respondents who exercise



Who do people do sports with?
Respondents who indicated that they go running and Respondents who indicated they do fitness workouts.



Most preferred brands



02

Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

Fad, fashion or here to stay? We check out the state of play for both established and emerging categories to determine the reach of some of the biggest noisemakers on the ground.



Coachella

The Coachella Valley Music and Arts Festival (or simply Coachella) is an annual music and arts festival held at the Empire Polo Club in Indio, California, in the Coachella Valley in the Colorado Desert. The event features musical artists from many genres of music, including rock, pop, indie, hip hop and electronic dance music, as well as art installations and sculptures.

Gua Scraper

A Gua Scarper (also called Gua Sha scarper) is a flat tool, made of semi-precious stone, that is used to massage the face. This modern-day face scraping technique is based on a traditional Chinese healing practice known as Gua Sha.

Invictus Games

The Invictus Games is an international sporting event for wounded, injured and sick servicemen and women, both serving and veterans.

Live Streaming Shopping

Livestreaming shopping is a business model in which retailers, influencers, or celebrities sell products and services via online video streaming where the presenter demonstrates and discusses the offering and answers audience questions in real-time

Marvel

Marvel Entertainment, LLC (formerly Marvel Enterprises) is an American entertainment company founded in June 1998 and based in New York City, New York, formed by the merger of Marvel Entertainment Group and ToyBiz. The company is a wholly owned subsidiary of The Walt Disney Company, and is mainly known for its comic books by Marvel Comics, as well as its forays into films, including those within the Marvel Cinematic Universe (MCU)

MoonSwatch

Two of the world's luxury watchmakers, Omega and Swatch, have collaborated to create a new Bioceramic Moonswatch collection of 11 watches.

Oculus

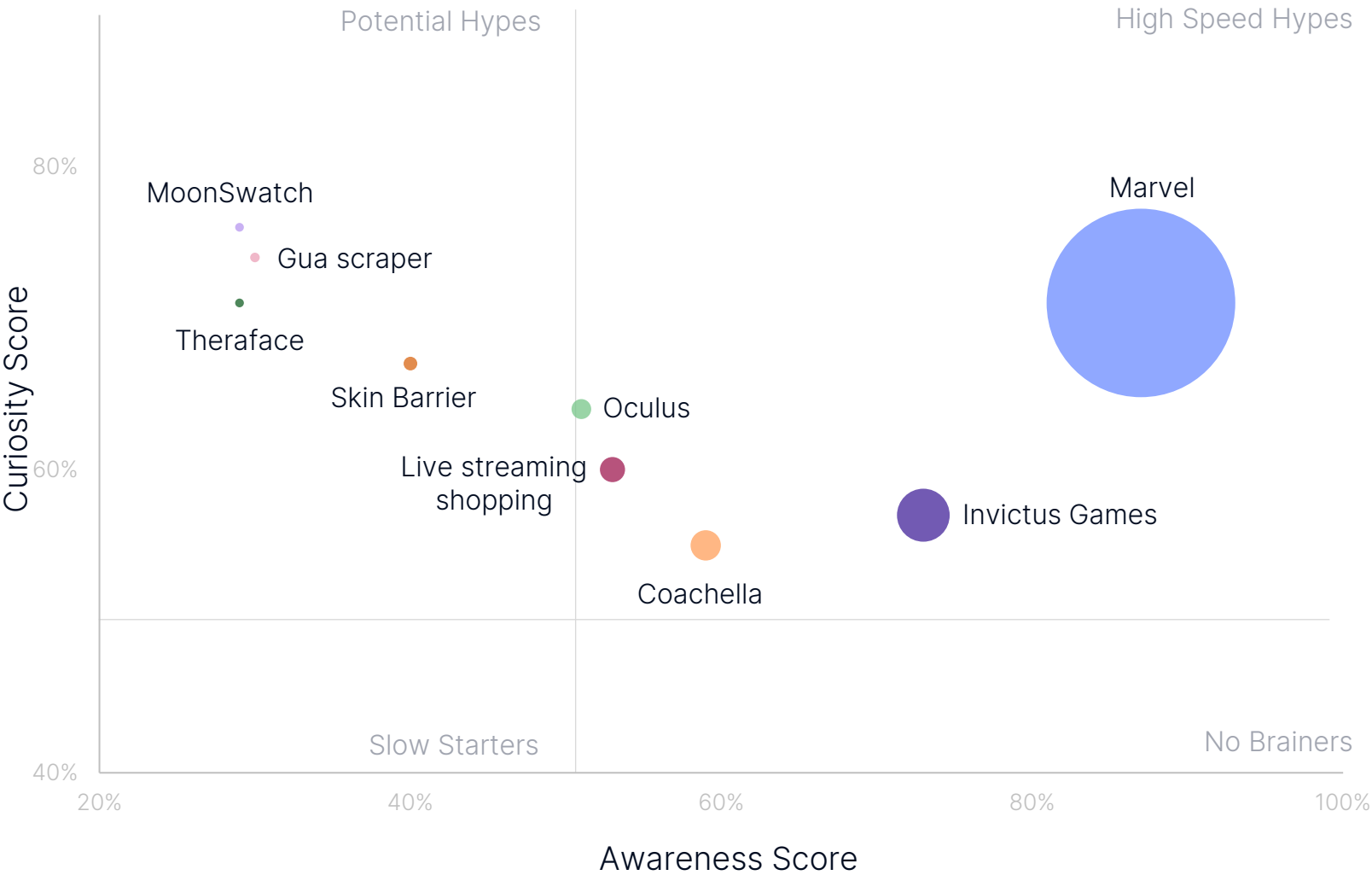
Oculus, a company that was founded in 2012 by Palmer Luckey, Brendan Iribe, Michael Antonov and Nate Mitchell to develop a VR headset for video gaming known as the Oculus Rift. Oculus was acquired by Facebook (now know as Meta) in March 2014.

Skin Barrier

The skin barrier is part of our skin's top layer called the stratum corneum. It is made up of corneocytes (skin cells) and a lipid interface that glued them together. In the past years, many product targeting the health of the skin barrier have been released.

Theraface

From the brand Therabody, Theraface is the world's first muscle-therapy device for the face, it combines LED, microcurrent, massage and more.



Awareness Score
How many consumers have heard about the hype?

Curiosity Score
Among those who have heard about the hype, how big is the share of those who find it interesting?

Appinio Buzz (Size of the bubble)
The bigger the size of the bubble, the more mainstream a product is. So, the smaller the bubble, the more niche it is. Buzz is calculated by the proportion of people who have heard about a particular topic to people versus those who have never heard about it.


03

Consumer Behaviour Tracker



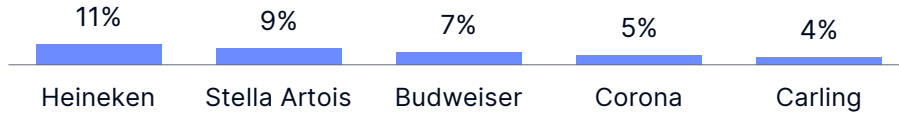
Top of Mind Brands

What brands do consumers spontaneously recall when prompted?

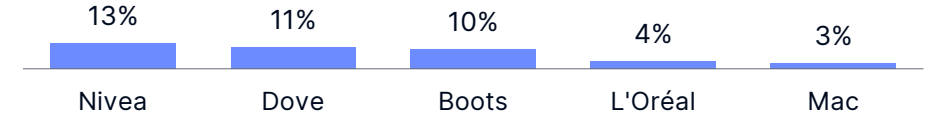
 Newcomer this week



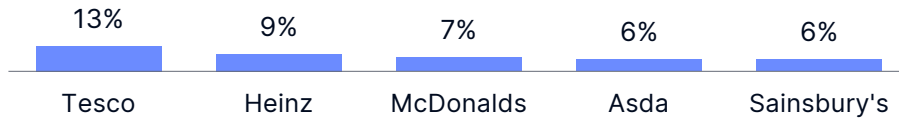
Beer



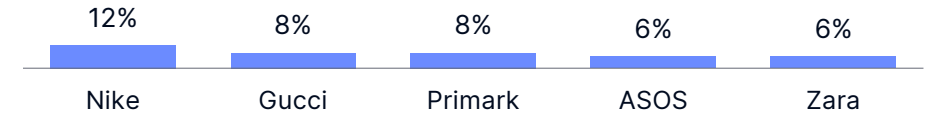
Beauty & Personal Care



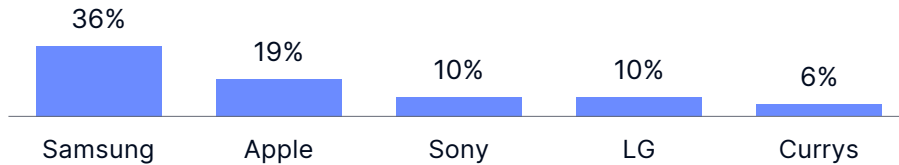
Food



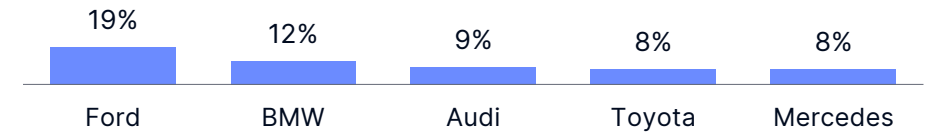
Clothing & Fashion



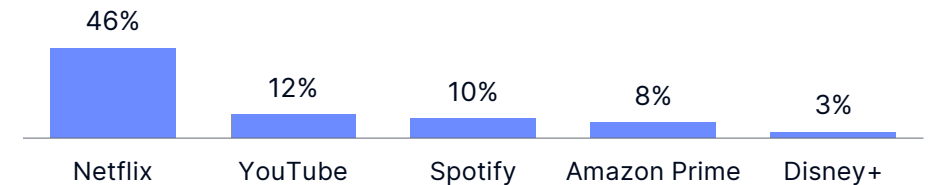
Consumer Electronics



Cars









Streaming Platforms & Apps









How often are product categories bought?

● total ● online ● offline

Rank	Product category	25 May	23 June	27 July	31 Aug	29 Sept	31 Oct	24 Nov	8 Dec	6 Jan	17 Feb	16 Mar	30 Mar	13 April	27 April
1.	 Groceries	92%	92%	93%	92%	93%	93%	92%	90%	90%	93%	95%	96%	95%	95% (=)
		19%	19%	20%	19%	21%	19%	18%	21%	21%	16%	15%	16%	16%	14%
		60%	60%	61%	60%	58%	61%	60%	53%	53%	59%	60%	61%	59%	57%
2.	 Non-alcoholic drinks	63%	67%	68%	67%	66%	64%	63%	67%	66%	69%	71%	71%	72%	77% (+5)
		13%	13%	13%	14%	13%	14%	13%	16%	14%	13%	13%	11%	11%	12%
		44%	46%	48%	46%	45%	44%	42%	44%	44%	47%	46%	51%	49%	47%
3.	 Personal care/ Hygiene	67%	66%	68%	67%	69%	68%	69%	72%	69%	70%	75%	71%	74%	74% (=)
		19%	18%	19%	17%	19%	16%	19%	22%	21%	17%	18%	16%	16%	18%
		41%	41%	41%	43%	41%	45%	41%	40%	40%	43%	42%	42%	45%	42%
4.	 Medicine	41%	43%	41%	43%	43%	47%	47%	49%	47%	48%	51%	47%	55%	57% (+2)
		10%	12%	11%	10%	10%	11%	10%	13%	12%	12%	12%	10%	12%	10%
		27%	26%	26%	28%	28%	31%	30%	30%	29%	29%	30%	30%	32%	35%
5.	 Clothes	48%	48%	49%	52%	49%	52%	50%	58%	52%	55%	55%	51%	59%	62% (+3)
		24%	24%	26%	27%	24%	23%	24%	32%	26%	24%	23%	17%	22%	20%
		16%	15%	15%	17%	16%	21%	17%	16%	16%	17%	19%	22%	21%	23%
6.	 Alcoholic drinks	52%	57%	54%	53%	54%	51%	52%	58%	50%	55%	54%	57%	57%	60% (+3)
		11%	12%	10%	11%	12%	11%	12%	13%	10%	10%	9%	8%	10%	10%
		36%	37%	38%	37%	37%	35%	35%	37%	34%	38%	36%	41%	37%	37%






How often are product categories bought?

● total ● online ● offline

Rank	Product category	25 May	23 June	27 July	31 Aug	29 Sept	31 Oct	24 Nov	8 Dec	6 Jan	17 Feb	16 Mar	30 Mar	13 April	27 April
7.	 Books/ Magazines	34%	32%	33%	38%	32%	34%	34%	42%	37%	41%	42%	38%	45%	49% (+4)
		16%	14%	14%	16%	15%	15%	16%	20%	17%	18%	14%	14%	14%	14%
		13%	14%	14%	17%	13%	16%	13%	15%	14%	15%	20%	16%	19%	20%
8.	 Beauty/ Make-up	35%	31%	33%	34%	32%	34%	35%	40%	35%	39%	39%	36%	47%	44% (-3)
		15%	11%	14%	12%	15%	15%	15%	20%	14%	12%	12%	12%	12%	11%
		15%	15%	14%	15%	14%	15%	14%	15%	15%	16%	18%	16%	22%	20%
9.	 Shoes	32%	29%	30%	34%	31%	32%	31%	38%	35%	34%	38%	36%	41%	45% (+4)
		17%	15%	16%	16%	14%	14%	15%	18%	17%	14%	15%	14%	14%	14%
		10%	10%	10%	13%	11%	14%	10%	14%	13%	12%	13%	14%	15%	16%
10.	 Electrical devices	26%	24%	26%	28%	24%	25%	30%	34%	29%	31%	37%	33%	39%	42% (+3)
		15%	13%	15%	15%	12%	13%	15%	18%	14%	14%	15%	16%	15%	14%
		7%	8%	7%	8%	8%	8%	9%	9%	9%	9%	14%	8%	13%	14%
11.	 Decoration	27%	24%	29%	25%	25%	27%	30%	39%	31%	34%	36%	32%	40%	40% (=)
		12%	10%	13%	11%	9%	11%	12%	15%	14%	12%	9%	10%	10%	19%
		11%	10%	11%	9%	11%	11%	12%	16%	12%	14%	17%	12%	18%	17%
12.	 Toys	26%	25%	27%	29%	28%	29%	35%	42%	31%	34%	34%	29%	39%	38% (-1)
		14%	11%	14%	13%	13%	13%	19%	22%	15%	13%	11%	12%	14%	11%
		8%	9%	8%	11%	10%	12%	10%	13%	10%	12%	13%	9%	15%	14%

How often are product categories bought?

● total ● online ● offline

Rank	Product category	25 May	23 June	27 July	31 Aug	29 Sept	31 Oct	24 Nov	8 Dec	6 Jan	17 Feb	16 Mar	30 Mar	13 April	27 April
13.	 Household devices	25%	23%	26%	27%	24%	26%	27%	30%	30%	33%	35%	31%	39%	42% (+3)
		12%	10%	12%	12%	11%	10%	11%	12%	14%	13%	11%	11%	11%	12%
		9%	9%	9%	9%	9%	10%	11%	13%	12%	12%	15%	11%	16%	16%
14.	 Furniture	19%	17%	18%	19%	16%	18%	19%	23%	23%	26%	29%	24%	33%	34% (+1)
		8%	7%	10%	8%	8%	7%	6%	10%	10%	9%	9%	10%	10%	7%
		6%	6%	5%	8%	5%	7%	7%	9%	9%	9%	13%	9%	12%	16%
15.	 Kitchen devices	22%	21%	21%	24%	21%	22%	24%	26%	26%	28%	31%	27%	35%	38% (+3)
		9%	10%	8%	10%	7%	8%	9%	13%	10%	10%	10%	8%	10%	9%
		9%	7%	9%	10%	10%	11%	9%	12%	11%	11%	13%	12%	15%	17%
16.	 Jewelry	18%	18%	19%	22%	18%	19%	23%	27%	24%	26%	29%	23%	33%	32% (-1)
		10%	10%	10%	10%	8%	9%	12%	13%	11%	9%	9%	8%	10%	12%
		6%	6%	7%	7%	6%	7%	7%	9%	8%	10%	12%	8%	12%	16%
17.	 Sport equipment	20%	20%	21%	21%	19%	19%	21%	26%	24%	27%	30%	27%	33%	33% (=)
		10%	9%	11%	11%	8%	10%	9%	12%	11%	11%	11%	11%	10%	10%
		7%	6%	5%	7%	6%	7%	8%	8%	8%	8%	9%	10%	11%	11%

Sample & Method

Sample	1.000 Brits
Country	United Kingdom
Age	16-65
Date of the survey	20-25 April 2022

Nationally representative – quoted by age
& gender based on the 2011 census

View and analyse the data
on research.appinio.com

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