

# eCommerce And Fitness / Athletic Gear & Equipment

## How Are Consumers Shopping For Their Fitness Needs Online?

Purchasing of fitness equipment & gear increased overall during the pandemic, with as many consumers purchasing online as offline.

### Online Preference – Health & Fitness Gear & Equipment

Health & Fitness Gear & Equipment Online Purchasers (Past 3 Months)



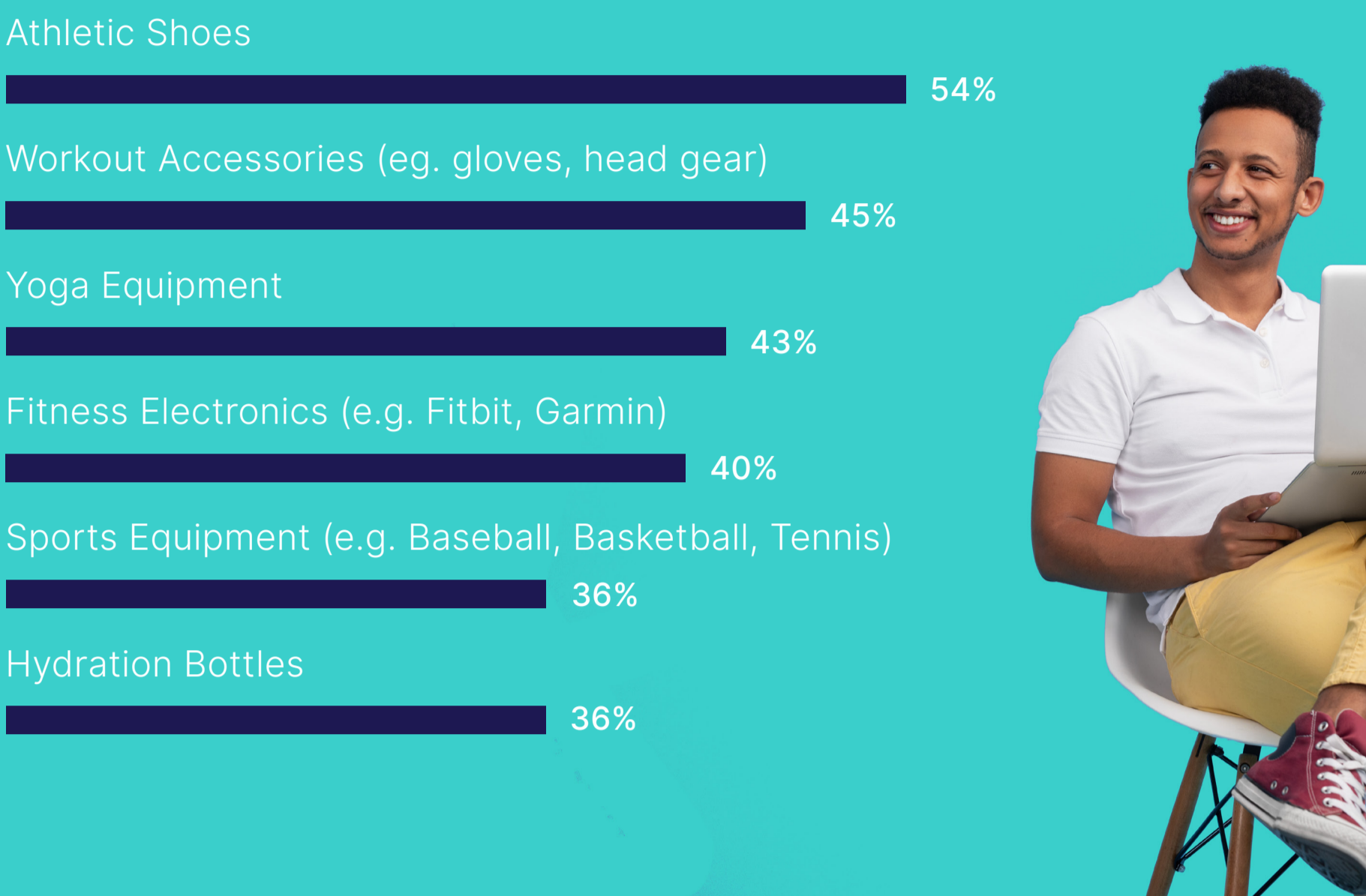
I've Only Purchased Fitness Gear or Equipment Once or Twice Online

- 8%

Athletic clothes, shoes and exercise equipment are the most popular items among online purchasers in this category.

### Type of Health & Fitness Gear & Equipment Purchased Online

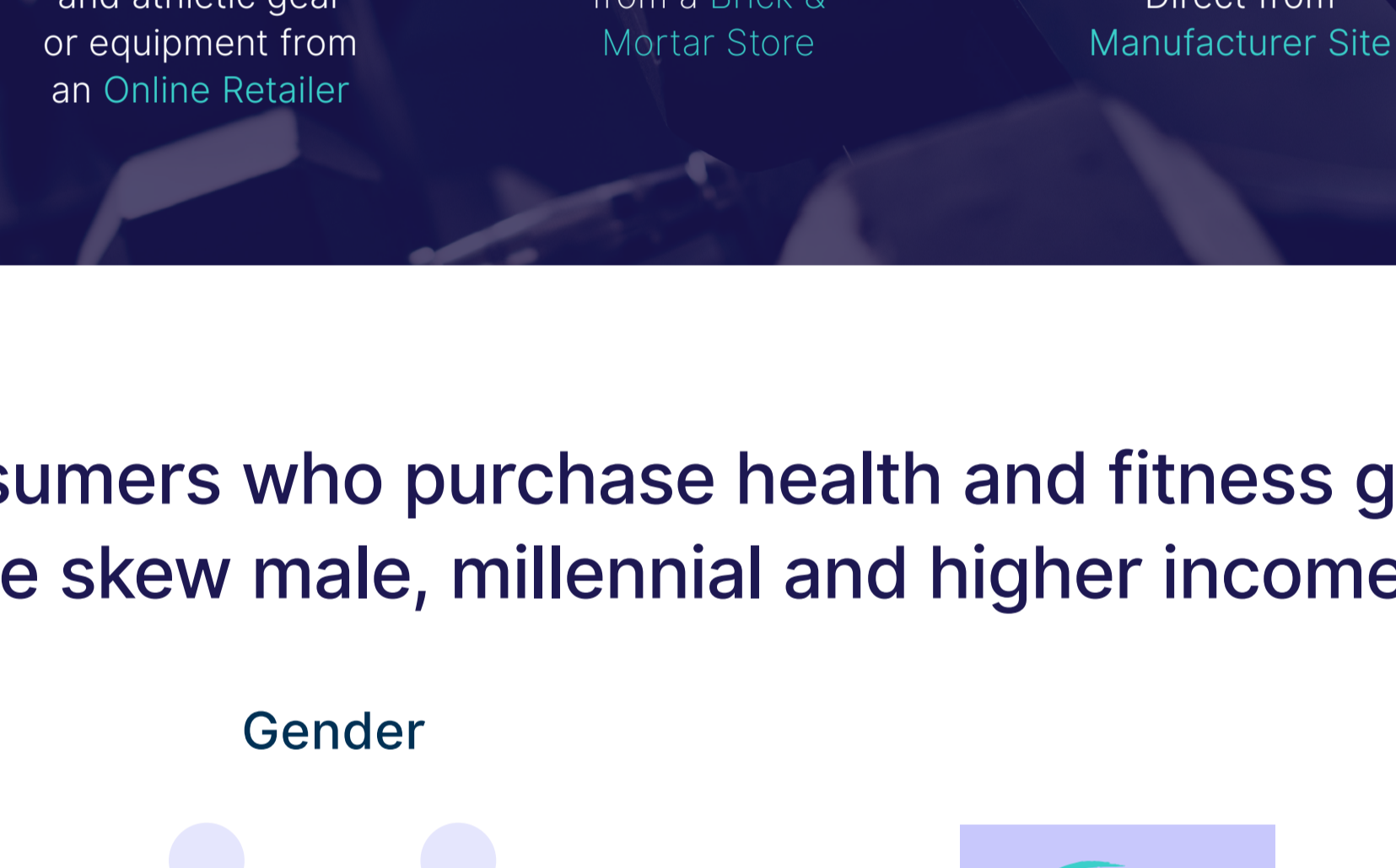
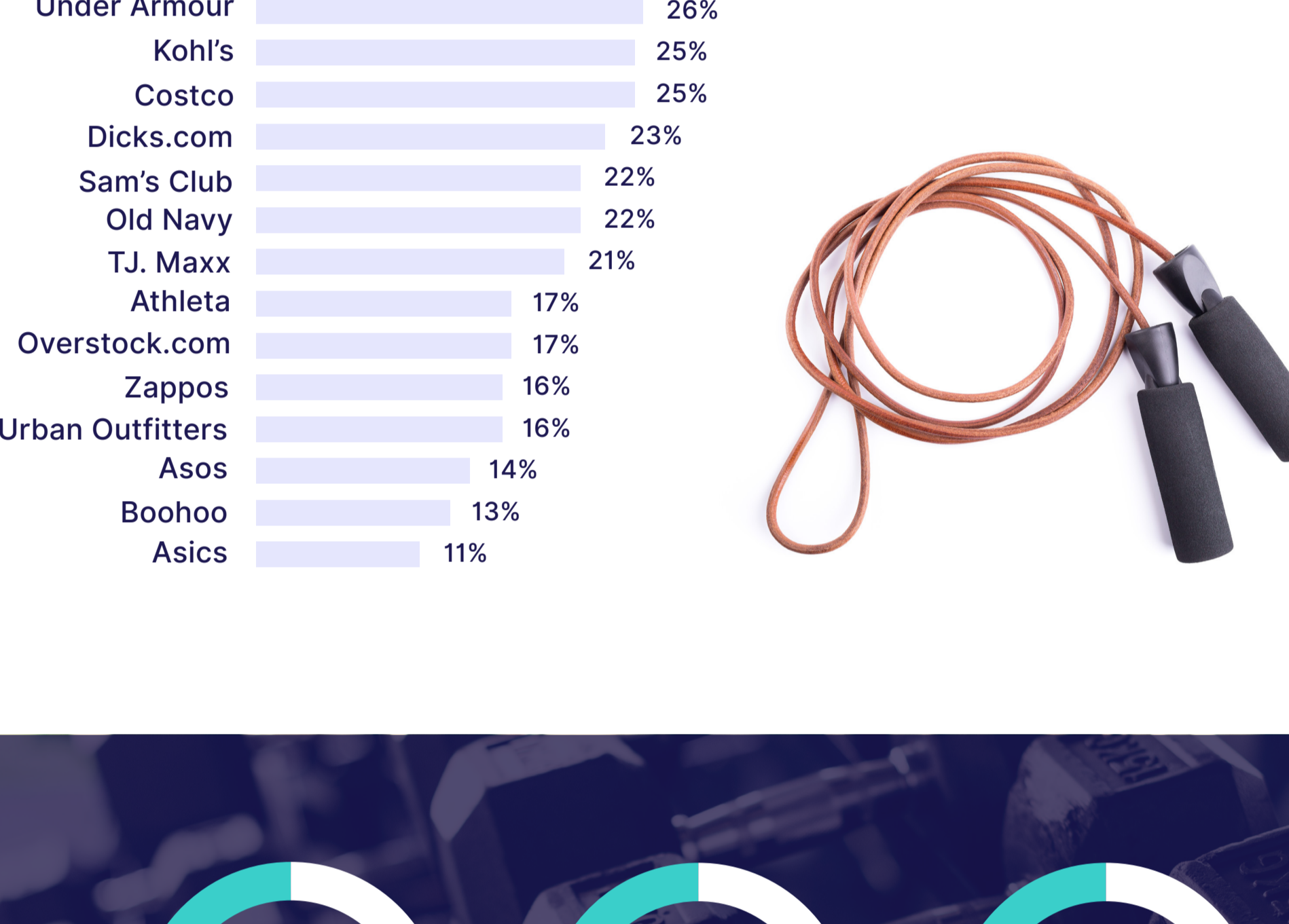
Health & Fitness & Equipment Online Purchasers (Past 3 Months)



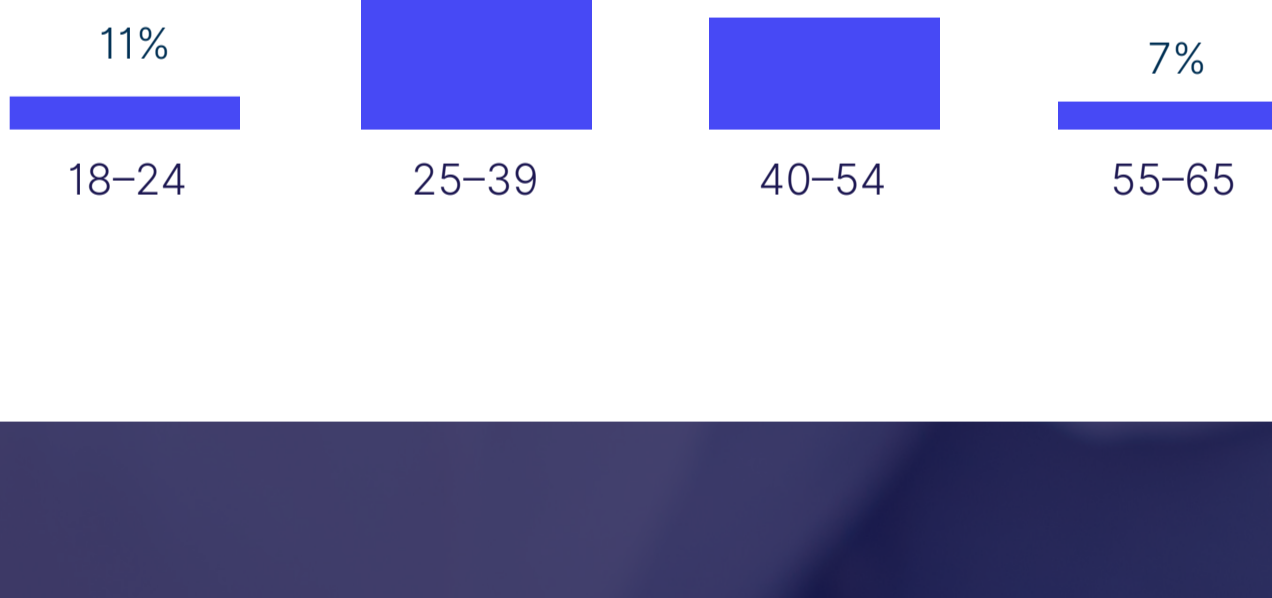
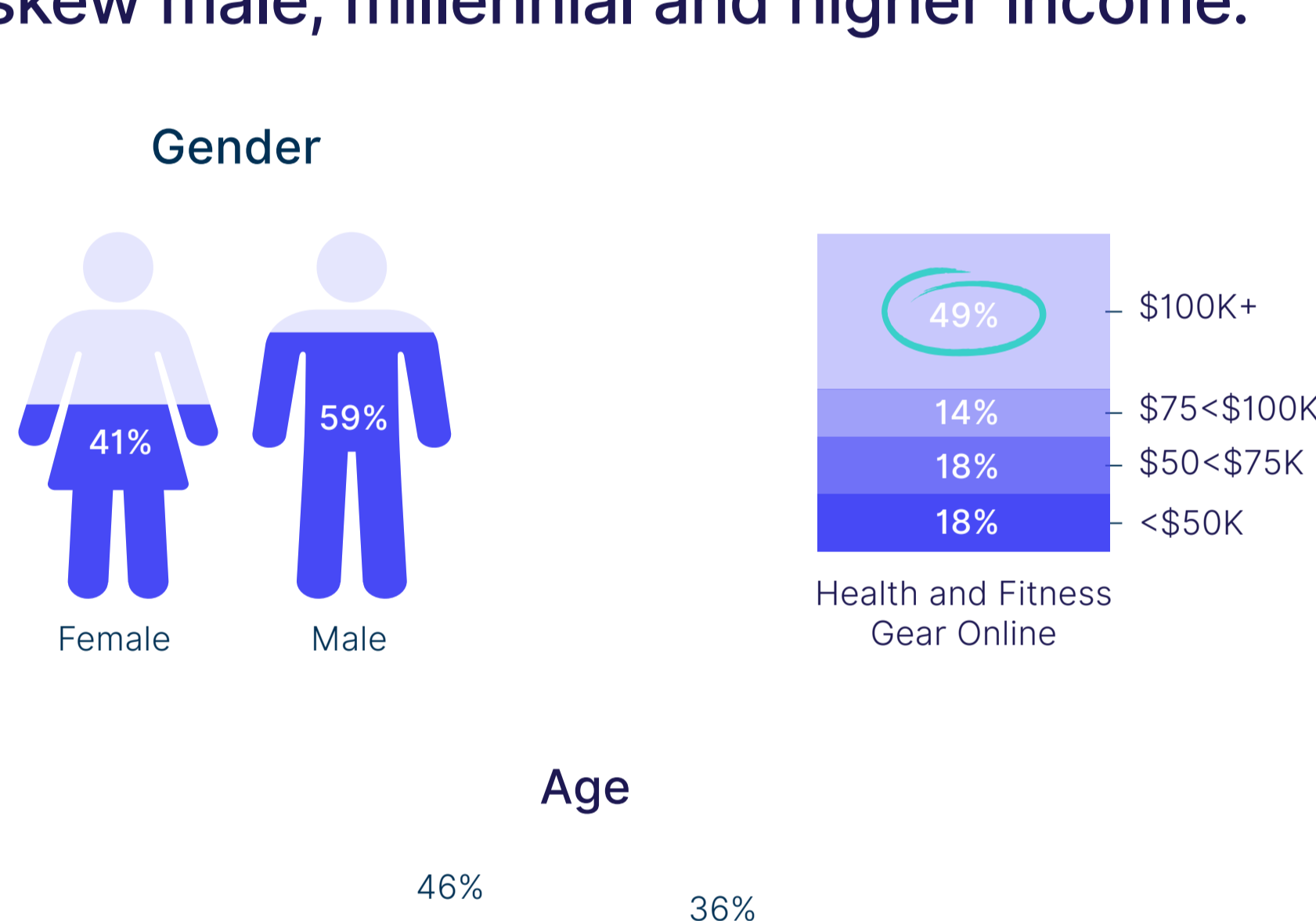
This category is dominated by Amazon, and consumers purchase from online retailers much more than traditional brick and mortar stores. Direct to consumer is strong as well, especially with well-known brands like Nike, Adidas, and Under Armour. Convenience, variety, price and reliability are the most mentioned reasons for a specific site preference.

### Where Health & Fitness Gear & Equipment was Purchased Online in Past 3 Months

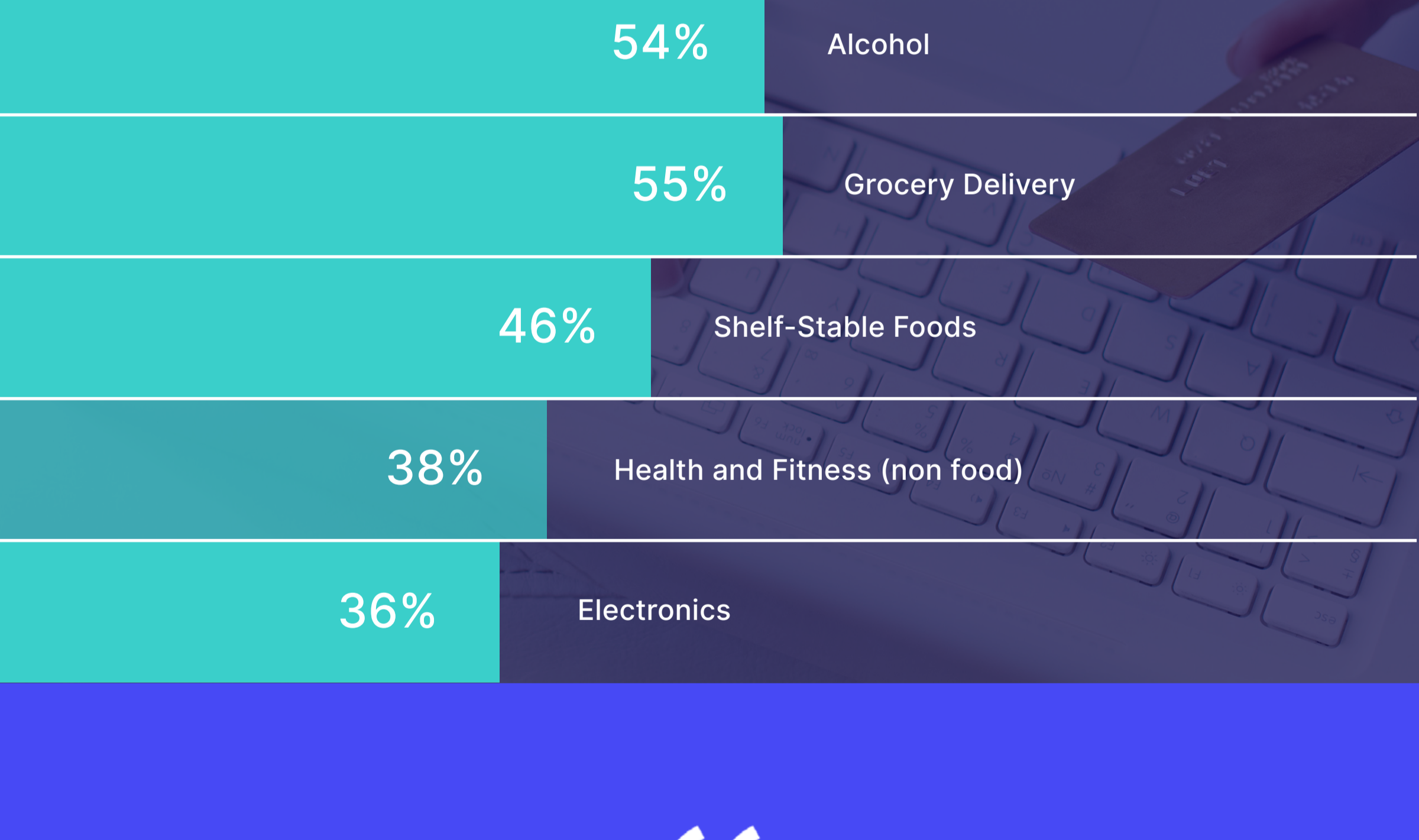
Health & Fitness Gear & Equipment Online Purchasers (Past 3 Months)



Consumers who purchase health and fitness gear online skew male, millennial and higher income.

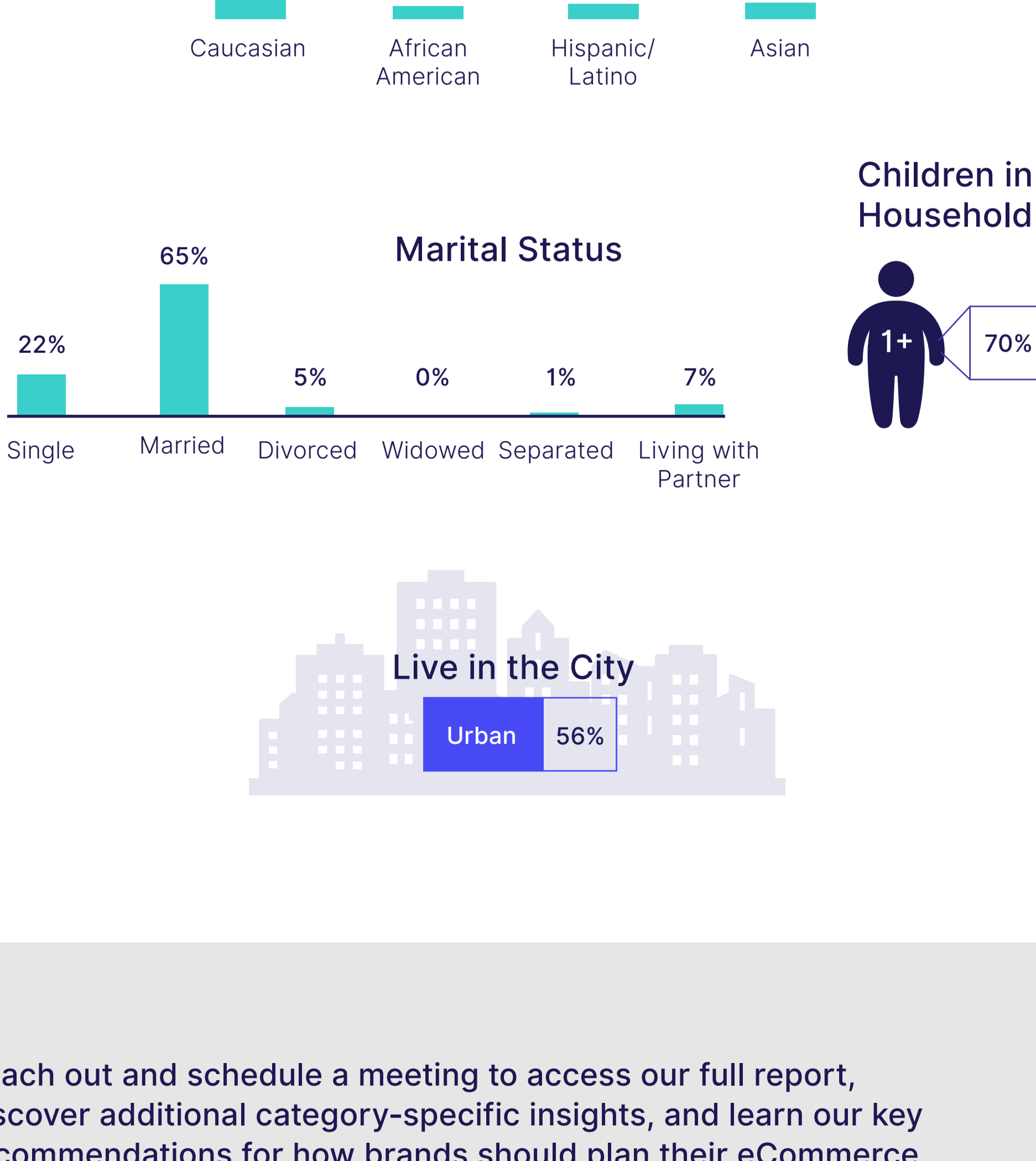


Online consumers of fitness gear and equipment are most likely to search across sites than seen in food categories. Researching across sites means comparing products and prices, which is more relevant in categories with higher priced items.



“I typically know which product I want to purchase and through which site, app, or retailer”

Purchasers of fitness and athletic gear and equipment are more likely to be Caucasian, married with children, and living in the city.



Reach out and schedule a meeting to access our full report, discover additional category-specific insights, and learn our key recommendations for how brands should plan their eCommerce strategy going forward.

[Contact Us](#)

**Study Details**  
 Online Interviews // 3,900 Respondents //  
 Sample Balanced By Gender, Age, Region and Income

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