COVID-19 effects on exercise and fitness trends

Category trend analysis
Sports and fitness equipment clicks have increased by 97% week over week (WoW) as consumers shift their fitness needs to home-based options.
Swimming and fitness equipment are experiencing the highest YoY click growth.

% category click performance

- Swimming & aquatic sports equipment: 142%
- Fitness equipment & accessories: 112%
- Fitness classes & instruction: 33%
- Yoga & pilates: 16%
- Hunting & shooting equipment: 15.9%
- Winter sports equipment: -37%
- Soccer equipment: -48%
- Baseball equipment: -58%
- Track & field equipment: -64.5%

Microsoft internal data, 2019-2020
75% of searches are focused on cardio equipment vs. strength training

% of exercise equipment queries, cardio vs. strength

Cardio equipment: 75%
Strength equipment: 25%

Microsoft internal data, January - March 2020
Home treadmills and elliptical machines make up 57% of equipment searches

% of exercise equipment queries by category

- Treadmills: 30%
- Elliptical machines: 27%
- Step machines: 19%
- Exercise bikes: 15%
- Weight training: 9%

Microsoft internal data, January - March 2020
High-tech interactive cardio machines & equipment account for the top fitness related searches
Top cardio and strength training queries 2020

As more consumers are looking for remote workout options, home gyms are becoming more and more popular.

The increase of home fitness equipment will continue to grow as the option to use fitness equipment at one’s own time and convenience has increasingly appealed to consumers.