

# wexer

**2023**

# Digital Fitness Insights

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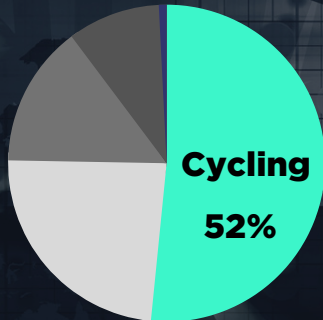
**MORTEN ANDERSON**

# Top Digital Fitness Insights

- 1. Virtual Indoor Cycling Dominates**
- 2. Strength and Cardio Still Strong**
- 3. Wellness Is Growing**
- 4. Shorter Virtual Content Trending**
- 5. Specific Content Focus**
- 6. Experiment With Virtual Content**

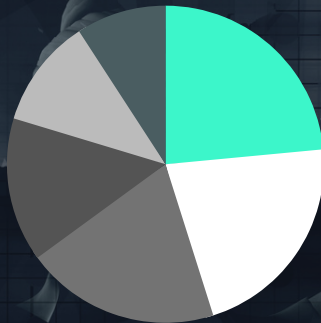
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# Most Popular In-Club Content



**Virtual Indoor Cycling**  
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# Most Popular Mobile Content



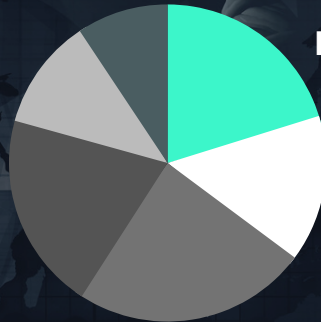
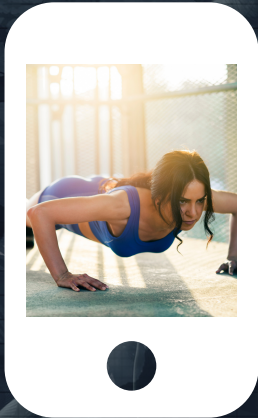
**Strength**  
**19.52%**

**Cardio**  
**17.96%**

**Virtual Strength & Cardio**  
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# Mobile Wellness Content Growing



**Stretch &  
Recovery**

**16.48%**

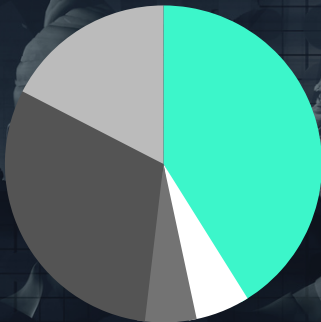
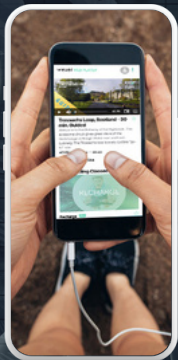
**cling**

**Yoga**

**12.22%**

**Stretch, Recovery & Yoga**  
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# Shorter Workouts In-Club & Mobile



**20-30 Minute Sessions**

**Trending**

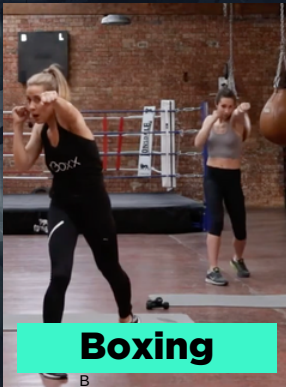
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# Keep Workouts Specific



**Yoga**



**Boxing**



**Strength**

**Limit Content - 1 Subject or Type**

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# Open to Experiment

***"Virtual Wexer users are experimenting with a wider selection of workouts.***

***Users may try shorter sessions, stack several workouts, or mix-and-match a variety of classes to accomplish their goal."***

***~ Morten Anderson ~***

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# More Insights



**8 PM IS THE MOST POPULAR TIME FOR WORKOUTS**



**SATURDAY & WEDNESDAYS ARE THE MOST POPULAR EXERCISE DAYS**



**THE 20-30 MINUTE CATEGORY MAKES UP 41% OF WORKOUTS PLAYED**



**CYCLING IS FAVOURED FOR VIRTUAL IN-CLUB WORKOUTS AT 52%**



**STRENGTH CONTENT IS THE PREFERRED CHOICE FOR MOBILE AT 20%**



**71% OF USERS ARE BEGINNER LEVEL**

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