

COUPLES AND EXERCISERS BEATING THE CRUNCH BY DITCHING THE GYM AND TRAINING AT HOME

Submitted by: 10 Yetis PR and Marketing

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Sales of protein and other supplements are rising despite the fact that gyms are losing customers, prompting the question – ‘where have all the exercisers gone?’

Research from the UK’s leading online sports supplement company shows that more people than ever are training at home in a bid to beat the Crunch and improve their physique on a budget, with a quarter of exercisers training with their partners.

Research of 1,327 exercisers has found that just 43% train in a gym now, as opposed to the same time last year when over two-thirds, 71%, confessed to doing so, meaning that gyms are emptier than ever before. Despite this, sports nutrition company www.myprotein.co.uk has seen a significant rise in sales of their supplements such as protein, creatine and fat loss tablets, all designed to help exercisers reach their goals.

The positive sales stats prompted the company to investigate further as many companies; including health clubs and gyms, have released details of sales losses. It was during this research that Myprotein noticed that a huge number of people have taken to training at home to avoid the high gym bills. When asked ‘Do you exercise at home?’, 89% of exercisers said ‘yes’, compared to the same time last year, when just 35% did.

Popular exercises without the use of a gym include bodyweight exercises such as press-ups, pull-ups, skipping and jogging. Nearly half, 47%, of the exercisers confessed to owning home-gym equipment such as treadmills, exercise balls and weights, which will have helped with the transition, according to Myprotein.

Men and women have equally taken to training at home and ditching the gym, with little separating the genders. 88% of men and just over 90% of female exercisers claimed to exercise outside of a gym, with a quarter of those questioned, 24% stating that they train with their partners.

Oliver Cookson, MD of Myprotein.co.uk said,

“We were happily shocked to see that despite the economy, our sales were increasing and decided to investigate. The fact that Brits are exercising at home now rather than at a gym shows that exercise is still a big part of our lives.

“It is great to hear that couples are training together at home, as exercising with a partner can provide more motivation to succeed, and ultimately achieve your goals. Home exercise is surely one way to both beat and feel the crunch!”

ENDS

For further information or to arrange an interview with Oliver Cookson, MD of Myprotein.co.uk, please

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EDITORS NOTES:

- Myprotein.co.uk is Europe's leading UK based online manufacturer and supplier of sports nutrition products.
- Myprotein.co.uk has been featured in the Daily Express, The Sunday Times, The Daily Mail, The Telegraph, Men's Fitness, Men's Health and more.
- Myprotein.co.uk won the Growing Business Awards 'Young Company of the Year' 2007 award, and reached the last 16 of the 2008 National Business Awards
- Myprotein.co.uk produces some of its products in-house and sells direct on the internet to the end user, also manufacturing to customer specification.