

2013 Sees Fittest January Ever as Fitness Searches Soar

Submitted by: 10 Yetis PR and Marketing

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According to site statistics released by the UK's leading discount website, 2013 saw the 'fittest' January ever, with searches for discounts relating to health and fitness reaching an all-time high.

Britons were more intent on getting fit in the new year this January more than ever, according to site statistics released by the UK's leading discount (<http://www.MyVoucherCodes.co.uk>) website; revealing that searches for health and fitness related terms were up 210% on the same time last year, and 271% up on the monthly average.

The site statistics were released by www.MyVoucherCodes.co.uk after the site noticed a dramatic increase in the number of users searching for discounts relating to fitness retailers and products throughout the month of January. The team at [MyVoucherCodes.co.uk](http://www.MyVoucherCodes.co.uk) therefore decided to look into site statistics from the past 5 years, to see how the searches compared.

According to the statistics, searches for discounts from retailers related to fitness and health were up by 210% this year when compared to January 2012. In addition, when looking at the monthly average from the past 5 years, searches made for discounts relating to fitness were up 271% in January 2013.

According to site statistics, the top 5 most commonly searched-for health and fitness retailers on-site in the past month were as follows:

- 1) Nikestore (<http://www.myvoucherCodes.co.uk/nike-store>)
- 2) Sweaty Betty (<http://www.myvoucherCodes.co.uk/sweaty-betty>)
- 3) Sports Direct (<http://www.myvoucherCodes.co.uk/sports-direct>)
- 4) Dukan Diet (<http://www.myvoucherCodes.co.uk/dukan-diet>)
- 5) Monster Supplements (<http://www.myvoucherCodes.co.uk/monster-supplements>)

Throughout January, searches related to health and fitness on the [MyVoucherCodes.co.uk](http://www.MyVoucherCodes.co.uk) site outweighed those made for discounts on restaurants; with twice as many searches relating to fitness as those relating to eating out or takeaways.

Mark Pearson, Chairman of [MyVoucherCodes.co.uk](http://www.MyVoucherCodes.co.uk), commented on the statistics:

"2013 has clearly got off to a very healthy start, with more people looking to save money on health and fitness than ever before, according to our statistics. January usually sees more searches of this kind than the monthly average as New Year's resolutions kick in, but it's clear that this year was exceptional; people are serious about getting fit!"

ENDS

LINK: <http://www.MyVoucherCodes.co.uk>

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Editor's Notes

Mark Pearson, chairman of MyVoucherCodes.co.uk, is a regular media contributor regarding online shopping and the credit crunch. At 32, his personal worth is more than £70 million. Mark was previously a chef working under Gordon Ramsay at Claridges, London.

Mark appeared as a 'Secret Millionaire' in the series on Channel 4, in which he donated £115,000 of his own money to worthy causes.

MyVoucherCodes has had sales exceeding £600m in 2011.

MyVoucherCodes.co.uk saved consumers more than £60m on online purchases throughout 2011, alone.

MyVoucherCodes is the UK's most popular discount site.

MyVoucherCodes is part of the Markco Media Group, the largest voucher, discount and money saving company in Europe.