

London Marathon Inspires 107% Increase in Health Related Searches

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With the London Marathon set to take over London this weekend, the UK's leading discount website has revealed a 107% increase in fitness and health related searches when compared to site statistics from the same time period the previous month. Searches for gym-related fashion savings have also increased.

The UK's leading discount website has noticed a marked increase in healthy living and fitness searches over the last two weeks, in time with this year's London Marathon taking place this weekend.

Site data from MyVoucherCodes.co.uk has revealed a 107% increase in health and fitness related searches over the past 2 weeks when compared to the first two weeks of March; with searches for 'vitamins' and 'workout gear' topping the most popular list. In particular, searches for 'slimming drinks' and 'diet pills' have increased by 76% when compared to the month prior, suggesting that many Britons are looking to get fit in time for the summer months, potentially inspired by the upcoming Marathon.

Searches for discounts related to workout gear have similarly increased by 135% in the last two week on MyVoucherCodes.co.uk (<http://myvouchercodes.co.uk/>) when compared to the first two weeks of March, while searches for savings surrounding sports equipment have increased by 20% in the last two weeks.

In light of the recent surge in health and fitness related searched, MyVoucherCodes have revealed some of the best codes to save money in this area that are currently available on site, with the top 6 as follows:

Those looking to save money on healthy foods (<http://www.myvouchercodes.co.uk/sainsburys-groceries>) at Sainsbury's can save £10 off their first online grocery orders over £50 with a discount code exclusive to MyVoucherCodes. The code expires on Saturday the 27th April.

Also, Holland & Barrett are offering 50% off all specific (<http://www.myvouchercodes.co.uk/holland-and-barrett>) vitamins, supplements, and minerals on site, expiring on the 17th of this month, while Saints and Slimmers is offering an exclusive code (<http://www.myvouchercodes.co.uk/saints-and-slimmers>) on the discount website – get 20% off a £50 spend.

Maximuscle, the UK's number 1 sports nutrition brand, has an exclusive 30% off everything (<http://www.myvouchercodes.co.uk/maximuscle>) site wide for MyVoucherCodes users and an exclusive 15% off various slimming detox drinks (<http://www.myvouchercodes.co.uk/evolution-slimming>) and smoothies at Evolution Slimming.

Sweatband has partnered with MyVoucherCodes to offer saving shoppers a great discount on the Reebok ZR10F Elliptical Cross Trainer (<http://www.myvouchercodes.co.uk/sweatband>). The exclusive code expires on the 30th of April.

Mark Pearson, chairman of MyVoucherCodes.co.uk (<http://myvouchercodes.co.uk/>), said the following about the increase in searches on site:

“With the warm weather hopefully arriving this week and the London Marathon taking place this weekend, it seems that Britons are finally shredding their winter clothes and embracing a new spring look, with slimming drinks and new work out gear. At the moment, we at MyVoucherCodes have some brilliant and exclusive deals that will help put consumers back on track health and fitness wise. Prolong that Olympic feeling with our deals to help you lose weight and look good in time for the summer!

ENDS

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