

## CASE STUDY

CPG & Retail

# Brand performance assessment comparing market positioning for a global fitness equipment major

## About the client

The client is a German-based fitness equipment manufacturer that caters to the global fitness and wellness market with product lines spanning riding toys, leisure gear, patio furniture, and exercise equipment like exercise bikes, cross-trainers, treadmills, and rowers.

Their mission is to develop a range of innovative, high-tech, high-quality machines that serve as solutions for beginners to experienced health and fitness enthusiasts seeking to improve weight loss, cardio health, and tone muscle.



**Total assets**  
**€5 Mn**  
(2020)



**Employees**  
**3,500**



**Financing status**  
**Formerly PE-Backed**



**Revenue**  
**\$1108.4 Mn**  
(PA)

## Objective

The client wanted to understand and benchmark brand awareness and usage patterns of home fitness products in the UK. To gain a comprehensive understanding of its overall brand health, the company partnered with Netscribes for a study that provided insights into its brand position when measured with its competition. This involved benchmarking on parameters such as customer awareness, usage patterns, brand considerations, purchase intent, and recommendations.

## Netscribes solution

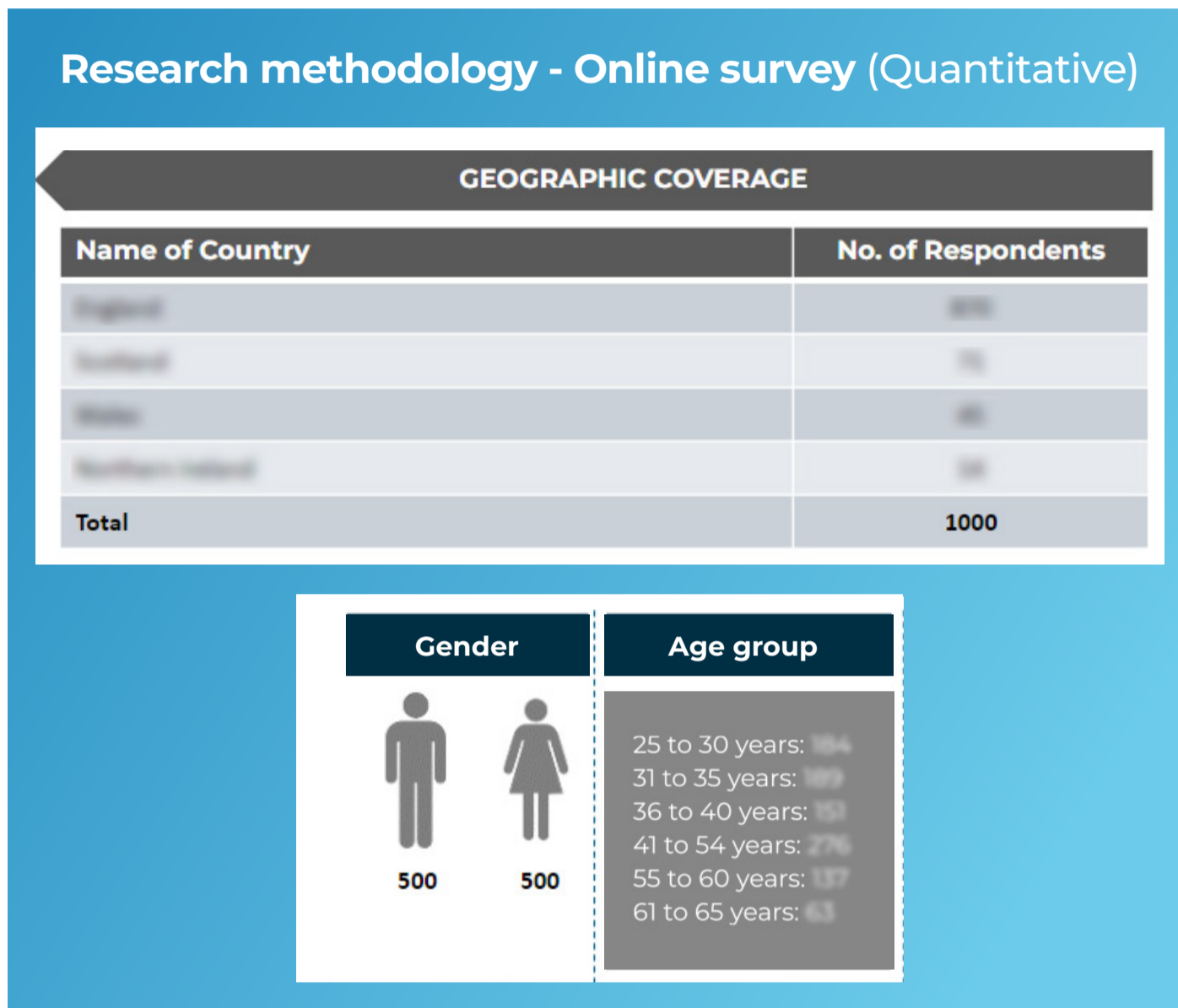
Our team of consumer research experts approached this study with a gamut of quantitative research tools and brand benchmarking methodologies. We undertook an online quantitative survey research across 1000 respondents in the UK that involved -

- Global gaming market by the numbers
- Gaming industry outlook
- Game publisher/developer monetization
- Trends in blockchain gaming/NFT
- Diversity and inclusion in the gaming industry

## Respondent criteria

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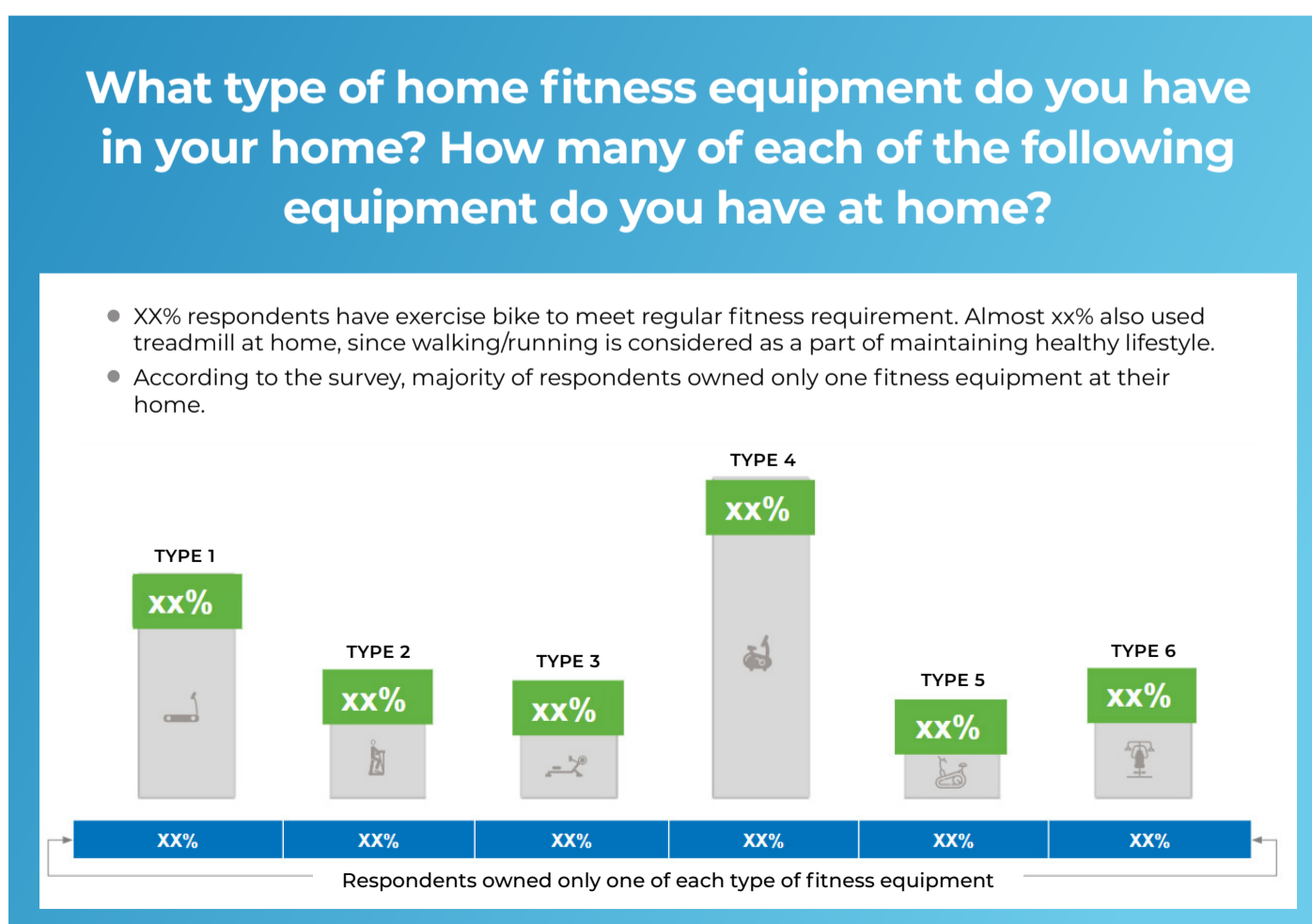
- Current home gym equipment users, fitness enthusiasts, trainers, and athletes
- Fitness-conscious respondents using home gym equipment for fitness, weight loss, health, muscles, body shaping, and training for real-life challenges
- Respondents in the age group of 25–65 years
- Representative quotas on age and gender



The survey involved four main research aspects:

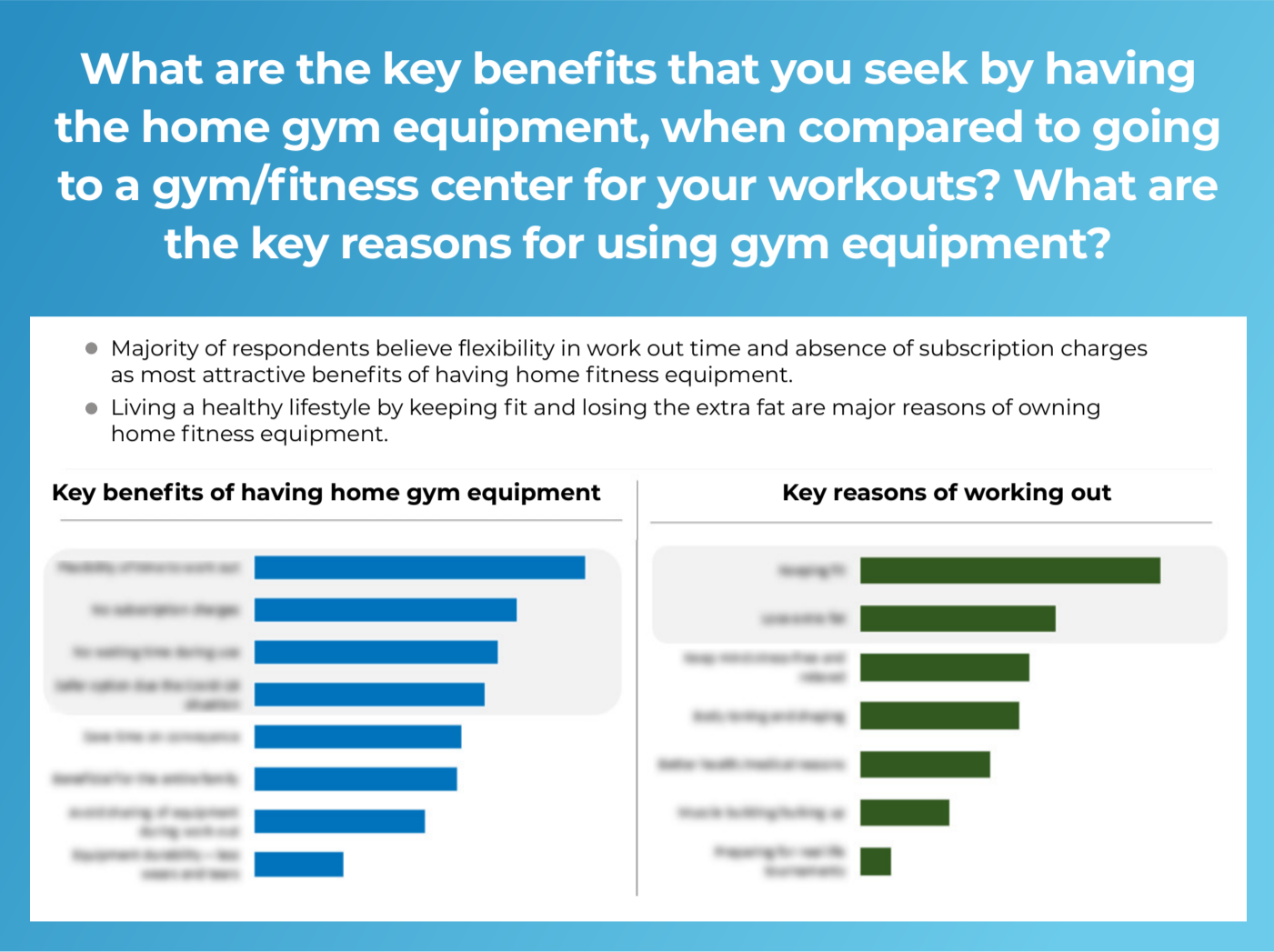
#### 1. Type of home fitness equipment owned

The respondents answered based the type of home fitness equipment they owned and their number



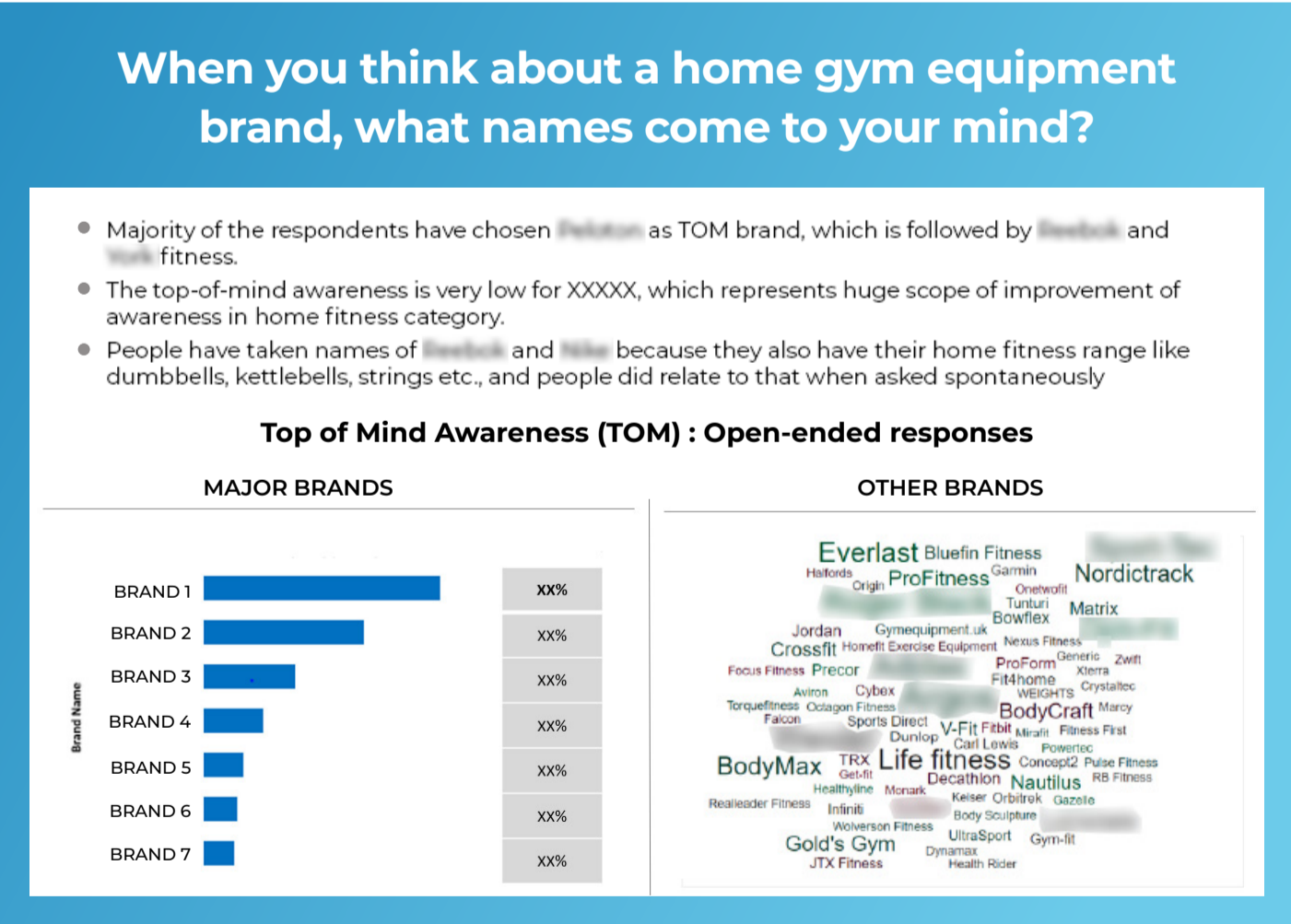
## 2. Key benefits with reasons for using fitness equipment

The respondents answered by selecting the main reasons behind their choice of home fitness equipment they owned and used



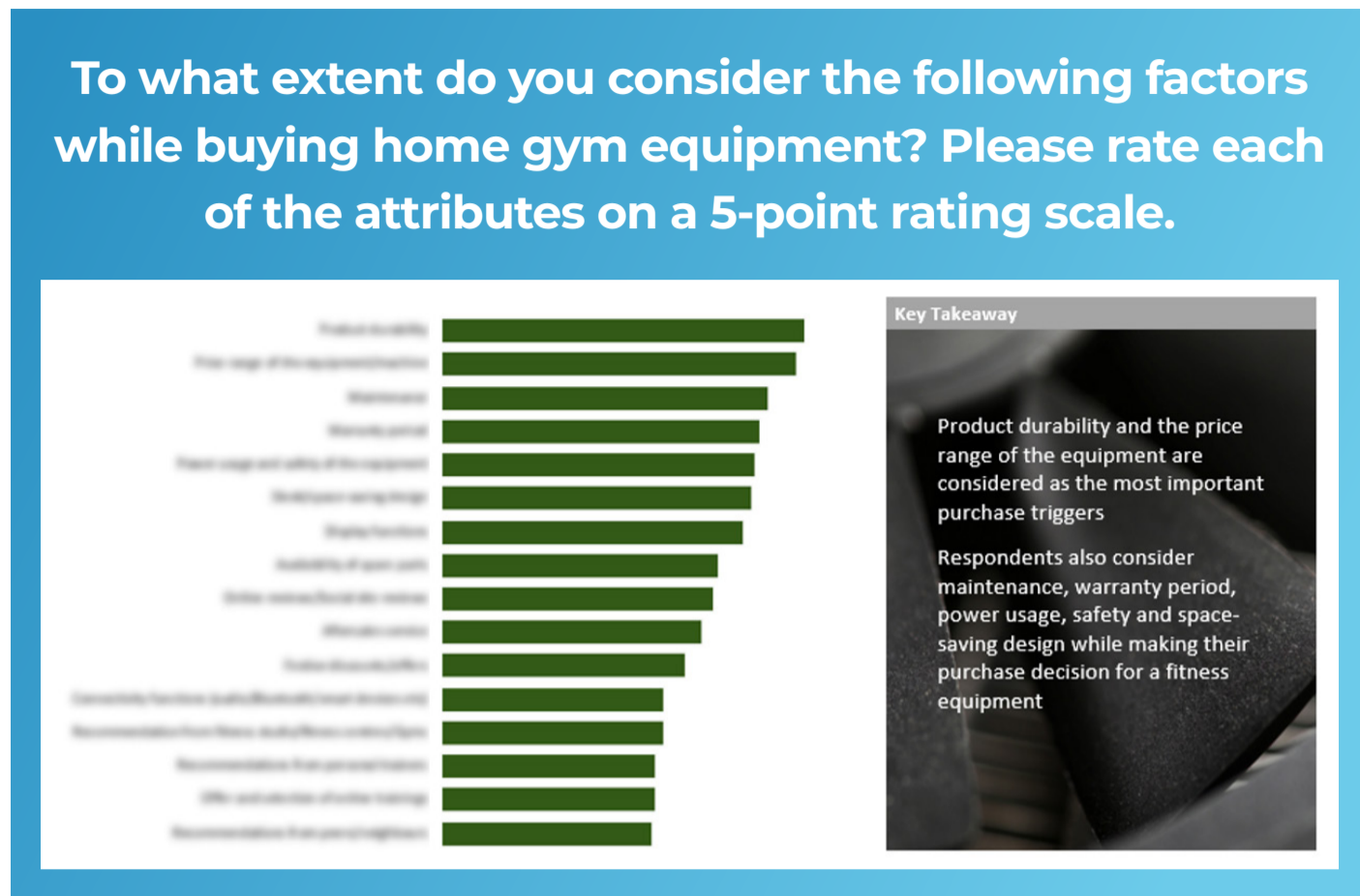
## 3. Brand health

The respondents answered based on the brands they recalled when it came to premium home fitness equipment choices



#### 4. Factors considered while making a purchase

The respondents rated each of the attributes on a 5-point rating scale with 5 being 'Extremely Important' and 1 being 'Not at all important'



#### The study helped identify:

- Features and purchase triggers that influence consumer decisions
- The most avid users of home gym equipment
- Health objectives customers sought to fulfill using a specific home gym equipment



### Results delivered

A comprehensive report detailing the results of the survey and key insights derived from the data was provided by Netscribes. This equipped our client to -

- Identify ways to use their established brand image in garden furnishing and home décor to improve awareness about their home fitness equipment category
- Uncover unfulfilled consumer demand for home fitness equipment that possessed a compact design, was user-friendly, and affordable
- Determine their brand's usage ratio compared to the top two market leaders in the home fitness category



## Benefits

Our findings helped the client assess awareness and usage patterns of its product line and drive marketing activities based on sound brand research. This in turn helped them expand their customer base and enable data-driven decision-making.

Understand what drives your consumer's purchase decisions and brand preferences with Netscribes [research and information solutions](#)

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