

Opportunities, Trends and Promotion Strategies of "Online Fitness" in the Post-COVID-19 Era

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Abstract: *In the post-COVID-19 era, the development opportunity, situation and promotion strategy of "online fitness" are studied by using the literature method, which is supported by the national policy, the substantial progress of the Internet and the awakening of the public health awareness. At present, the market scale of online fitness is expanding, the penetration rate of the population is increasing, the per capita expenditure level is improving, the user stickiness is increasing, and the market of sports products is expanding. However, the homogeneity of the content is serious, the demonstration is important, the guidance is light, the quality of fitness services is uneven, and the recovery of the offline sports industry is seriously hindering the healthy and sustainable development of "online fitness". Therefore, the development of "online fitness" industry in the post-COVID-19 era should be widely promoted from the national level to establish the awareness of home fitness, enterprises should take innovation as their core competitiveness, the industry should strengthen the integration of online and offline fitness industry, and practitioners should constantly update their knowledge and cultivate more. The industry should strengthen the integration of online and offline fitness industry, practitioners should update their knowledge and cultivate more compound talents to promote the "online fitness" breakthrough and update, to meet the needs of the country, society and individuals, and to contribute to the construction of a strong socialist modernization country.*

Keywords: *Online Fitness, the Post-COVID-19 Era, Trends and Promotion Strategies*

1. Introduction

In late 2019 and early 2020, a new coronavirus epidemic (hereinafter referred to as the new coronavirus epidemic) hit and quickly developed into a global public health event, changing people's lifestyles, most residents began to stay at home, work and study also shifted from offline to online, the offline physical industry was hit hard, especially for the sports industry, which is mainly offline scenes, causing a great impact, for a time "At the same time, influenced by the new epidemic, the government also vigorously promotes "online fitness" at home, so the demand for "online fitness" has The demand for "online fitness" has skyrocketed, and the content and form of the activities are diversified, so "online fitness" has quickly become a new trend of national fitness.

At present, the domestic epidemic prevention and control of the initial results, but the global epidemic situation is not optimistic, many countries choose to "lie flat" in the face of the COVID-19, resulting in the continuation of imported cases outside the country, the spread of virus mutations expand, so that the occasional outbreak of domestic epidemic, still have to be constantly alert to COVID-19 era, the domestic epidemic prevention and control into the " The State Council issued the "National Fitness Plan 2021-2025" and the "14th Five-Year Plan" issued by the State General Administration of Sports. The State Council issued the "National Fitness Plan 2021- 2025" and the "Fourteenth Five-Year" Sports Development Plan issued by the State General Administration of Sports, and other documents clearly pointed out that the provision of national fitness intelligent services, to promote the "Internet + fitness" "Internet of Things + fitness" comprehensive integration. At the same time, "online fitness" is a special choice for China at a special time, and is also a new direction and a new foothold for future development under the normalization of epidemic prevention and control.

This paper takes "online fitness" as a perspective, discusses the opportunity, situation and promotion strategy of online fitness development in the post-COVID-19 era, and aims to break through new directions for the high-quality development of sports industry under the normalization of epidemic prevention and control. The aim is to provide a reference to play an active role in responding to public health emergencies, to better promote the sustainable development of national fitness and to improve the

health of all people.

2. Opportunites for online fitness in the post-COVID-19 era

2.1 Promotion of national policies

At the beginning of the outbreak of the COVID-19, the State General Administration of Sports issued the "Notice on vigorously promoting scientific fitness methods at home ^[1], At the same time, the importance of home fitness was widely disseminated by various media, and home fitness was promoted, which brought home fitness to a climax at that time. Various sports APPs, video websites and other major platforms began to spread widely, attracting a large number of fitness enthusiasts and driving many people to participate together, contributing to national fitness. During or after COVID-19 era, the lifestyle of fitness and exercise needs to be actively promoted, giving full play to the role of fitness and exercise to stabilize the public mood, and after COVID-19 era was controlled and stabilized, the State Council issued the "National Fitness Plan 2021- 2025" in 2022 ^[2], The State Council issued the "National Fitness Plan 2021-2025" in 2021 and the "14th Five-Year Plan" issued by the State General Administration of Sports, which proposed to vigorously promote home fitness, create a digital national fitness service platform, actively promote online and smart sports events, and support smart fitness, cloud events, virtual sports and other emerging sports.^[3] These policies will protect the development of online fitness in the post-COVID-19 era.

2.2 The development of "Internet Plus"

The Internet and the big data environment have influenced the way contemporary people perceive, access information and socialize their behavior patterns. During COVID-19 era, some Internet platforms have keenly captured the public's demand for home fitness, combining the characteristics of their respective platforms to launch targeted Internet products and online activities to attract more people to participate in home fitness activities ^[4]. The Internet is a convenient way of communication. Internet communication is rapidly expanding with its convenient communication mode, similar to some professional exercise software "KEEP", "YuedongQuan", "Xiaomi Sports", etc., all launched their own products with their own advantages. The main crowd before COVID-19 era is the people who want to go to the gym to exercise but do not have the time, it happens that the content of its products is more in line with COVID-19 era home fitness activities scene, can meet the majority of people's exercise needs, catering to the public "online fitness" market demand, the more out of the circle is 2022 Jitterbug fire The number of viewers in a single scene of "Liu Geng Hong Fitness Live" exceeds 40 million, and the number of fans continues to double, these cases show that the "Internet +" makes "online fitness" more meet These cases show that "Internet+" makes "online fitness" meet the needs of the times of science and convenience, thus promoting the rapid development of "online fitness" industry.

2.3 Awakening of health awareness

The outbreak of the COVID-19, many people realize the importance of health, in COVID-19 era period, most of the home isolation, especially in urban areas, living in the community class of people, less space for activities, psychological, physical state because of the change from a busy life to the home isolation of the state of discomfort, more or less will receive a certain impact, for example, the body due to a long period of sedentary, bad lying posture of the body weakness, back pain, etc. As a very special way to relieve stress, online fitness can not only mobilize people's awareness of exercise, relieve the physical and mental pressure of maladjustment, vent negative emotions, but also exercise the body, so the "online fitness" activities have significantly increased, and at the same time, it has awakened the public The "Online Fitness" campaign has significantly increased, and at the same time has laid a good foundation for the public to develop a good awareness of fitness and exercise habits, and has also given full play to the positive role of "Online Fitness" in responding to public health events.

3. Trends in "online fitness" in the post-COVID-19 era

During COVID-19 era, the country's advocacy of scientific home fitness, online fitness crowd increased, all kinds of sports APP, Jitterbug short video, fast hand, and other emerging development of Internet video platform has driven the depth and breadth of fitness topics video dissemination, millions of families open a new era of cloud fitness, "online fitness" has played a unique "As COVID-19 era

gradually ends and enters the normalization of COVID-19 era prevention and control, "online fitness" will become the fitness method in the post-COVID-19 era. With the gradual end of COVID-19 era and the normalization of COVID-19 era prevention and control, "online fitness" will become the post-COVID-19 era of fitness, and will certainly give rise to a wave of "online fitness" new climax.

3.1 Online fitness continues to grow in size

Especially from the outbreak of the COVID-19 in 2020, big health becomes people's basic needs, home fitness scene gradually becomes mainstream, according to Scorch Consulting, China's online fitness market 2017-2021 compound growth rate of up to 24.1% (the compound growth rate of offline fitness industry in the same period is only 6.6%), 2021 to achieve a scale of 370.1 billion yuan, accounting for 47%, is expected in 2026 Online market share gradually catch up with offline fitness market share in 2026^[5].

3.2 Online fitness population penetration and per capita spending has a lot of room to rise

According to Cautionary Consulting, the penetration rate of the fitness population (people who participate in fitness activities more than twice a week) in China will be 21.5% in 2021, which still has more room for growth compared to 48.2% in the US and 41.2% in Europe in the same period. In terms of per capita fitness expenditure, the average annual expenditure of the Chinese fitness population will be RMB2,596 per person in 2021, which is less than one-fifth of that of the US at RMB14,268 per person in the same period.^[6] Therefore, China's fitness industry still has considerable room for development, and as people's health consciousness rises, the development of the sports industry has great potential.

3.3 Increased stickiness of online fitness users

Affected by COVID-19 era, some of the exercise habits formed during the user's home quarantine will continue to be maintained, and the stickiness of exercise and fitness users will increase, compared to April 2019, April 2021, the open weekly rate of exercise and fitness app increased by 3.1 pct to 11.5%, and exercise and fitness users gradually develop online exercise and fitness habits, of which the average monthly active user of KEEP in 2022 is 34.36 million, online fitness membership is rapidly increasing, with a total online fitness membership of 138 million in 2021 in China .

3.4 Online Fitness Peripheral Market Expansion

With the development of the "online fitness" market, its main cash flow model is focused on complementary exercise products and smart fitness devices.

Supporting sports products include: fitness apparel and equipment (dumbbells, yoga mats, kettlebells and other fitness tools without smart functions), health food (meal replacements, nutritional supplements), smart fitness equipment mainly refers to: smart bicycles, fitness bracelets, treadmills, etc., the current market share is mainly based on supporting sports products, according to Scorch Consulting, in 2021 China supporting sports products revenue of 339.38 billion yuan According to Scorch Consulting, in 2021, China's ancillary exercise products will generate RMB339.38 billion, accounting for 91.7% of the market share^[6]. The market share of "online fitness" is mainly based on complementary exercise products. Therefore, the development of "online fitness" will greatly enhance the growth of China's sporting goods industry, and also promote the innovation and development of China's sports industry from the side, improve the function of supporting sports products, richer usage, more interesting content, and better meet people's personalized needs.

4. Disadvantages of "online fitness" and strategies to promote it.

4.1 Disadvantages of "online fitness"

The outbreak of COVID-19 era has stimulated the rapid development of "online fitness", but behind the prosperity has also revealed some problems, among which the disadvantages of "online fitness" are as follows.

4.1.1 Lack of innovation in content and decline in core competencies

At present, "online fitness" content homogenization is serious, most of the same, the lack of unique

core competitiveness to attract users to adhere to long-term sports exercise, such as Jitterbug, B station and other original video content, by the home site, equipment restrictions, B station click rate fitness video is only a few common abdominal rolls, squat, etc. fitness movements. Most of the fitness videos are repeatedly a set of exercise action video teaching^[7]. In the short term, the user's freshness can be maintained, but a long time of homogenized content, users gradually produce visual fatigue, aesthetic fatigue, easy to give up.

4.1.2 Emphasis on demonstration, not guidance

Most of the "online fitness" content in various types of flat video recording upload, fitness live broadcast, etc. in the network platform for dissemination, the user can click to watch, follow the training, but its users whether the action is standardized, how the training effect, these issues are "online fitness". The "a pain point, some technical movements without professional guidance, the action is not standardized, practice is not in place not only training effect is difficult to ensure, but also likely to affect the normal physiological function of the human body because of the movement deformation lead to sports injuries.

4.1.3 Varying levels of personnel expertise

The openness of the network platform and the convenience of dissemination also make the uploading route easier, but for the sports industry, the uploaded video content and all kinds of fitness live broadcast, there is no set of standard, standardized scientific audit system, the threshold of entry is low, everyone can share video content, and at the same time the quality of professional talents is mixed, resulting in the network platform is full of all kinds of fitness video content, etc., of course there are Of course, there is a lot of quality content, but there is no lack of some poor quality content, for newcomers without fitness experience, it is easy to produce misleading, so this problem also restricts the "online fitness" to the direction of sustainable development.

4.1.4 Recovery of the offline fitness industry

After COVID-19 era, all kinds of offline industries will gradually recover, and the impact of the longtime home may produce "retaliatory" consumption, so the "online industry" also has to do competition with offline physical stores, the original offline fitness main force due to COVID-19 era moved to the online part of the Most of the users will go back to offline, and the loss of resources will be worthy of attention.

4.2 Promotion strategy

4.2.1 Establishing the concept of "online fitness" at home

The government should increase its support for the "online fitness" industry, make positive guidance and publicity, strengthen the public's awareness of fitness and health concepts, expand the influence of national fitness, and play the long-term influence of "online fitness" to promote national fitness. With the help of the "Internet+Home Fitness" platform, people can integrate fitness into their daily lives, making it an important part of family life and family sports and enhancing the purpose and sustainability of home exercise.^[8] In order to make "online fitness" at home a normal part of life.

4.2.2 Combining online and offline

"Online fitness" has its unique advantages. Currently, the main reason why people do not exercise or do not adhere to exercise is "lack of time" and "lack of space", while the scenario of online fitness can the "online fitness" scenario can make full use of more convenient venues and fragmented time for physical exercise, which has the advantages of simplicity, economy, time saving and efficiency. It is simple, economical, time-saving and efficient. After COVID-19 era, the development of "online fitness" will decline due to the recovery of the offline sports industry, but because COVID-19 era promotes the change of the masses' participation in sports and their perceptions, the fitness habits developed by users are the key core of the development of the fitness industry. Therefore, it is necessary to strengthen the deep integration of online and offline, solve the user's pain points, form a new situation of fitness in the post-COVID-19 era, cultivate the masses' national health awareness through online fitness, strengthen the masses' fitness experience through offline guidance, enrich the masses' diversified exercise and fitness needs, and promote the high-quality sustainable development of "online fitness".

4.2.3 The core competitiveness of "online fitness" is content innovation

With the development of "online fitness", the number of users gradually increased, homogeneous

content seriously restrict the development of online fitness industry, cannot attract and retain users in the long term, during COVID-19 era, in addition to the basic live fitness, a large number of home fitness teaching, fitness methods, guidance and skills content, and even individual APP also planned and organized online parent-child activities, online creative fitness competitions, etc. For example, Keep has organized intensive training camps "Fat Burning and Parent-Child" and "Keep Sports - Healthy Home - Family Creative Fitness Competition".^[9] This kind of online activities link family members, increase parent-child interaction, not only can strengthen the body, but also can cultivate parent-child relationship, this kind of online activities link offline family, is the sublimation of "online fitness" content, way, more promote the masses to "online fitness" After COVID-19 era, it is also necessary to actively obtain user needs, improve the service content of the platform, enrich the content of the main body, and meet the diversified needs of residents' fitness and exercise.

4.2.4 Integrate platform resources and strengthen talent cultivation

"Online fitness" industry belongs to the new industry, due to COVID-19 era push, to improve the quality of industrial development is bound to need continuous improvement. First, deep excavation platform resources, with the development of the Internet, increase the scientific nature of physical exercise, fun, such as the development of physical games, increase the fun of physical exercise games, Nintendo company to develop a trinity of games - Switch, which includes physical games, with fitness ring, through a variety of movements to complete the game content, that is, exercise, but also increase the fitness of fun. Second, the platform at this stage is not standardized, the quality of content, professional audit of practitioners, market supervision in many legacy problems, should strengthen the quality of content, as well as the qualification of practitioners audit, improve industry standards, output more professional quality content, while increasing the supervision of the "online fitness" market, improve user service Thirdly, we should cultivate more composite talents in multiple ways, not only with professional technical theoretical support, but also with Internet development, operation and other related talents, and also update the professional knowledge of practitioners constantly to make up for the shortage of talents in the "online fitness" market, so as to promote the healthy and sustainable development of the "online fitness" industry. Fitness" industry healthy and sustainable development.

5. Conclusion

The COVID-19 is a turning point, causing a serious impact on China's sports industry, and "online fitness" has played an active role in responding to the COVID-19 and other public health events, injecting new vitality into China's sports industry and bringing new opportunities for the development of China's sports industry. In the post-COVID-19 era, it is necessary to seize the opportunity to keep pace with the times, continuously develop and innovate to optimize the content of the industry, improve the abundance of "online fitness", strengthen the integration of "online and offline", meet the personalized needs of the general public, continuously improve the market environment and the quality of talents, and optimize the user's "online fitness" experience. We will continue to improve the market environment and the quality of talents, optimize the "online fitness" experience of users, help the comprehensive development of national fitness, improve the ideological awareness and physical quality of the nation, and promote the comprehensive construction of a strong socialist modern sports country.

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