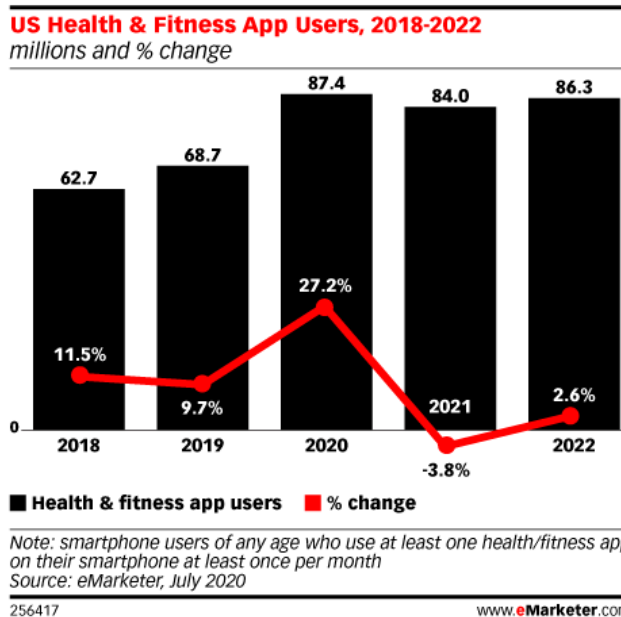


# Nike, Peloton, Lululemon and Apple. The Emergence of Luxury Fitness.

**AUDIO** |

**eMarketer Editors**

eMarketer research analyst Daniel Keyes, principal analyst Andrew Lipsman and senior forecasting analyst at Insider Intelligence Cindy Liu discuss the emergent category of "luxury fitness" created by Nike, Peloton, lululemon and Apple. They then talk about Walmart's Prime competitor, Prime Day in the Fall and Amazon's Dash Cart.



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