

Will Peloton user growth shift back into high gear?

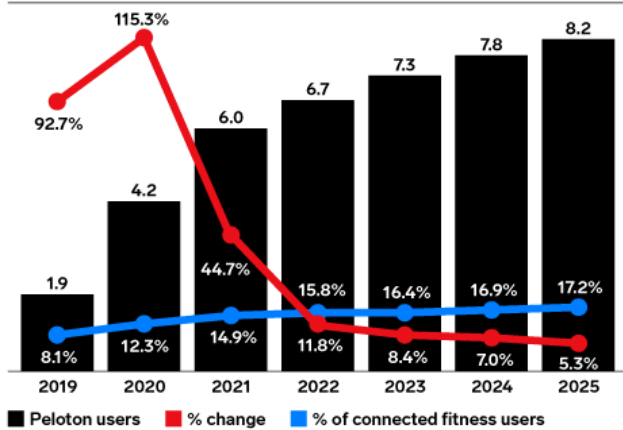
Article

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Peloton's adult user base in the US is still expanding, but year-over-year growth will continue to decelerate from its record high of **115.3%** in 2020. From next year through 2026, growth will slow to single digits.

US Peloton Users, 2019-2025

millions, % change, and % of connected fitness users



Note: ages 18+ who use the Peloton service for exercise at least once per month; includes the connected exercise equipment and live or on-demand online classes
Source: Insider Intelligence, July 1, 2022

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InsiderIntelligence.com

Beyond the chart: Earlier this month, Peloton announced it would **cut jobs, close stores, and raise prices**, before reporting an operating loss of **\$1.24 billion** in its most recent quarter. To turn the page, the brand is focusing on **new ways to acquire customers**: Some of its equipment is now available on **Amazon**, marking Peloton's first-ever retail partnership, and it recently tested selling certified pre-owned bikes in Germany and the US.

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Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies, sales projections, historical trends, company-specific data, and demographic and socioeconomic factors.