

The most popular smart fitness equipment among US adults

Article

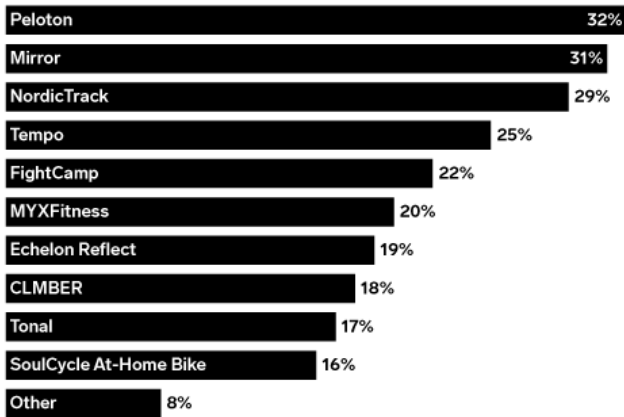


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Despite **Peloton**'s recent losses, the company still boasts the most popular piece of smart fitness equipment among US adults, with **32%** owning Peloton devices. **Mirror** came in a close second (**31%**), while **NordicTrack** sprinted into third (**29%**).

Ownership of Smart Fitness/Exercise Equipment Among US Adults, by Brand, Aug 2021

% of respondents



Note: among respondents who own any home exercise equipment; internet-connected fitness equipment such as exercise bikes, mirror systems, etc.; excludes wearables
Source: ThinkNow Research, "Smart Fitness Report," Oct 25, 2021

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