



# FUTURE / FIT FORECAST

INSPIRED BY SPORT, POWERED BY YOU

The word sport is a shape-shifter, conjuring different images to different people. To the high school quarterback, it's the big game. To the Olympic athlete, it's life. To the single mother of three, it's the run she takes when she can find the time. To the surfer, it's the ocean; the skateboarder, the pavement; the tennis player, the court.

And yet despite its disparate meanings, sport is also the great unifier. It connects us socially. It challenges us physically. It centers us mentally. Sport teaches us to be gracious losers and empathic winners. It offers simple lessons in resiliency: today you lost; tomorrow is a new day. Off the field, we learn how to rest, to be at our best for the next challenge. On the field (or road or slope or rink), sport, at its best, provides what some call "flow": that peak state of bliss in which focus is pure and enjoyment of life is at its most intense.

Today, you need not be a professional athlete to reap the benefits of sport or learn its lessons. Every person, no matter their skills, can find some way to move their body. Every person, no matter how motivated, can seek out wellbeing through an active lifestyle. Every person, no matter how mindful, can find mental focus through the small choices surrounding the idea of sport: how much sleep to get, how much food to eat, how many minutes we exercise at an elevated heart rate, how intentional one's breathing.

Life is sport. Sport is life. I've always felt this to be true, and with technology, others can experience it too. Today, sport is recognized as a critical part of being healthy both physically and mentally. Our well-being depends on it.



**Stacey Burr**  
General Manager, adidas Digital Sports



**THE CONNECTED**  
YOU



**SOCIAL**  
IRL



**BANISHING**  
BAD



**HUMANIZING**  
DATA



**END OF**  
EXPERTS

# THE CONNECTED YOU

We sit at our desks all day for work, and then for 45 minutes we spin in a dark room to loud music to be fit. We thoughtlessly sink 20 minutes viewing our Instagram feed, and carve 10 minutes on the train for meditation. In the same way, we put a box around the elements we know are important to our well-being, the digital world does the same with a slew of app icons. We have an app for meditation, an app for running and a different one for body weight workouts. We have one for sleep, another for mood tracking, and let's not forget the oh-so-onerous calorie counter app.

While these boxes at times can be convenient, the lines between once stand-alone lifestyle experiences are beginning to blur...meditation for deeper sleep, rest to build more strength, and nutrition for a more focused game. And we're starting to intuitively understand that our path to living a healthy life is not about looking at any one thing by itself, but balancing the whole while also delving into details of the interconnectedness of all we do and don't do.

In the future, we'll be empowered with an integrated and holistic profile of our own data that will find the intersections across movement, mindset, rest, and nutrition, helping to guide us to our best path to finding a sense of balance. Missed a good night's sleep? Instead of your usual venti iced coffee, maybe it's a tall glass of fruit-infused water or an anti-oxidant rich açai bowl to jump start your day.

We have only just begun to discover the ways our body, mind, and choices are connected, and soon we'll learn how to utilize these connections.

“Health-related behaviors tend to cluster, indicating that specific behavioral patterns underlie them”.

[BMC Public Health, 2013]

Exercise can be as effective as many frequently prescribed drugs to treat some leading causes of death, including heart disease, diabetes and stroke.

[BMJ Study, 2013]

Results consistently showed that drugs and exercise produced almost exactly the same results for people with heart disease, diabetes, and stroke.

[BMJ Study, 2013]

## Nearly 50% of men & women

say that incorporating more movement into their daily lives is equally as important to them as setting aside the time to work out.

[adidas Wellness Poll 2017]

**9 in 10 people agree** that when they feel right in mind, they tend to be more active (adidas Wellness Poll 2017) and likewise, that when they are more active they tend to feel more in balance.

[adidas Wellness Poll 2017]



# SOCIAL IRL

Social media has never made us closer. Or—here’s the irony—further apart. We now know what everyone is doing, with whom they’re doing it, where they’re doing it, and what they ate while they did it, but too often we stare into the abyss of our screen at our connections in life, wondering how we all got so... disconnected.

Human connection is not only key to both mental and physical health, not having it can be damaging to both. The statistics are stark: prolonged loneliness increases your risk of death by 26%. (Perspectives on Psychological Science)

What’s the solution? The seamless integration of online social life with offline activities and bonds. Luckily, sport apps now have digital communities that promote meet-ups and are becoming mainstream, helping us make new connections. Today, you can track the miles of your bike ride and also meet up with other bikers. You can follow the runs of others or join them as they run. You can take an online yoga class at home one day and go offline with the same teacher another.

Just as each of us requires our own specific blend of alone time and time in community, tomorrow’s Social IRL individual will harness the power of online social networks not only to take those connections offline, but also to find their own perfect balance.

This is key and it will become a new metric in measuring well-being: not just if we’re working out and developing physical strength, but whether we are strengthening our social bonds; not just the power of our inner core but the strength of our outer connections.

Millennials  
Check  
Their  
Phones  
More  
Than 157  
Times Per  
Day.

[Facebook Study, 2016]

Nearly 70%  
of Active  
people

are likely to use an app if it connects them to people at similar levels of fitness that they can work out with.

[adidas Wellness Poll 2017]

More than  
 $\frac{2}{3}$ 's of  
people

say they are more likely to workout when they work out with a friend.

[adidas Wellness Poll 2017]

Over 80%  
of people

say that working out with a friend makes it more fun.

[adidas Wellness Poll 2017]

# BANISHING BAD



Many of us grew up thinking fat was bad, sugar was fine and changed our diet accordingly. Today conflicting evidence makes that conventional wisdom less clear. By the same token, body-mass indices and government recommendations for daily activity are all tailored toward a societal mean, not toward the individual.

It wasn't that long ago when running was considered better than a brisk walk. Today we know each has its benefits. Fear of judgment when others label behaviors as bad or wrong might get in the way of actually listening to insights that could make us happier and healthier in the long run.

We set ourselves up for failure when we call a bowl of ice cream with friends or a morning spent staring off into space after sleeping late instead of exercising "bad." We think, oh, well, I've fallen off the wagon, might as well give up, when maybe the bonding that came with that scoop of rocky road or that half hour of unintentional meditation and extra sleep were exactly what our body and mind needed.

Thankfully, future technology will help redefine tomorrow's behaviors by helping people understand where they get the most value from their actions. People will not only be able to track how many steps they take, but also be able to derive individualized insights from those stats. What happens if I do 15 minutes of HIIT instead of a 60 minute yoga class? Am I just as alert on 6 hours of sleep as I am on 8, if 4 of them, as recorded on my sleep app, are deep?

Wellness is not a specific do-or-die goal, but rather an ever-adapting spectrum of behaviors and outcomes that we can tweak, alter, and individualize depending on our age, body type, activity level, mental needs or life stage, social ties and internal chemistry. That's neither good nor bad. It's just what works for us as individuals.



## 50% of those who start an exercise program

will drop out within the first six months

[International journal of sport and exercise psychology].

Furthermore research has shown that adherence to such programs at the **12 month milestone is approximately 8%**

[Journal of Clinical Psychology, 2012]

## There are now around 165,000 health-related apps.

PwC, a consulting firm, forecasts that by the end of this year such apps will have **been downloaded 1.7 billion times.**

[Economist, 2016]

“One problem with tracking ourselves is that it suggests we’re all moving towards a uniform place of perfection. this is unrealistic and unnecessary. Digital should be about understanding who you are, and what your goals are.”

[andy gibson, founder of mind apples, author a mind for business.]

## Active people are almost 20% more likely than inactive people

to say that, when related to fitness and wellness, there is no universal right or wrong, only what works and doesn’t work for me.

[adidas Wellness Poll 2017]

# HUMANIZING DATA

Think back about 10 years ago, when you saw that first wearable tracking device. “What is that?” you wondered. Or maybe you were the early adopter and had to answer a bunch of questions from others. Wherever you fell on that awareness spectrum, today it is nearly impossible to walk a city street without spotting someone, somewhere, sporting a step-counting wristband. Some offices these days even have step-counting contests to challenge one another toward healthier lifestyles.

But tracking and data is one thing, insight and outcome is another. As technology and sciences advance, we will be able to put value on the collective benefits of movement, nutrition, rest and mindfulness. Soon your 5k run, 8 hours of sleep, morning meditation and matcha green smoothies will equate to more minutes, hours and days of doing the things you like with the people you care about.

When we share our goals with others and can track our progress, we are further incentivized to stick to positive changes. Studies have shown that an “affirmation of core values” prior to encouragements to change—in other words, thinking about the love for one’s child or partner before getting a nudge to get active—increases our chances of changing behavior.

And the behaviors are also contagious. This means that our positive, or negative changes, will spread to future generations as well, such that if we start moving in positive directions, we expect that obesity rates, which have been on the rise for so long, will start to decline as each new generation learns healthier habits from the last.

## Over 60% of Active women

and 70% of Active men say that they try harder during their workout, when they are with someone else.

(adidas Wellness Poll 2017)

## 80% of people rate having more energy

to do things with the people they care about a top motivator for living a fit and active life.

(adidas Wellness Poll 2017)

## Three-in- four (77%) of adults aged 30+ who play sports

today played sports as school-aged children. Only 3% of adults who play sports currently did not play when they were young

(Robert Wood Johnson Foundation/  
Harvard University/NPR, 2015)

## Almost 90% of Active people see a tangible benefit to devoting time to living well and can point to ways it has improved their life

(adidas Wellness Poll 2017)



# END OF EXPERTS

Admit it: at some recent point you had something wrong with you—a headache, a strain, a joint pain—and instead of first calling a doctor, you Googled it. Or maybe you keep waking up at 3 AM with a racing mind, and before calling a sleep expert, you first tracked your sleep with an app, just to see if you could sense a pattern. Or perhaps you've crowdsourced a workout to try because what you are doing just isn't working.

You are not alone.

Gone will be the days when a doctor, as sole information gatekeeper, would hand you a prescription and toss off a quick, "Take two of these, and call me in the morning." Tomorrow we will come armed to appointments not only with intimate, researched knowledge about our health and well-being, but also with individualized hard data, gathered from health-related apps, and a desire to be an equal partner in our own wellness management.

Being empowered and armed with the data itself, however, is not enough.

Because of the ever-increasing sophistication of wellness data available and the similarly increasing difficulty of interpreting it, what we will be seeing more and more are wellness centers sprouting up; companies streamlining their data to make interpreting them less onerous; and health professionals, fitness instructors, and trainers will work with us in partnership to break down the raw numbers and charts into actionable, individualized plans.

Sleepless nights? Low midday energy? Plateauing in your workouts? There's not only an app for that, but also partners to help us achieve our goals.

**It is estimated that by 2018, 70% of healthcare organizations globally will invest**

in consumer-facing technology including apps, wearables, remote monitoring and virtual care.

(Emedcert)

**Worldwide Wearables Market Forecast to Reach 126.1 Million Units in 2019.**

(IDC, 2015)

**nearly 90% of Active people are likely to ask a question**

If people had an app that gave them access to a large group of people with similar weight and fitness levels, **nearly 90% of Active people are** likely to ask a question to that group to improve their own wellness routine. Also, almost 60% of Inactive people would do the same.

(adidas Wellness Poll 2017)

Market research indicates that more and more people are attracted by the practice of self-tracking, meaning that they are keen to track certain features of their lives, to know more about their bodies, or to live healthier.

(ABIResearch, 2013)



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