



MARCH 11

PANDEMIC DECLARED BY WHO.



"113 MILLION HOURS"

SPENT IN HAF APPS DURING MARCH 22-28



ITALY

105%

DOWNLOAD GROWTH

+

85%

CONSUMER SPEND GROWTH IN MARCH 22-28.

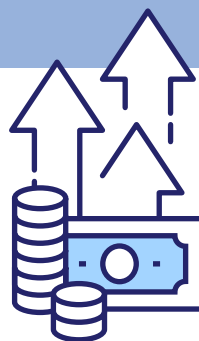
REVENUE

↑ **24%**

BY APRIL AND

↑ **35%**

SINCE MARCH 23¹



HUGE GROWTH IN GLOBAL DOWNLOADS AND SPEND



59 MILLION

DOWNLOADS (↑ 40%) AND

\$36 MILLION

SPENT (↑ 10%) FROM MARCH 22-28, WHEN COMPARED WITH 2020, JAN AND FEB WEEKLY AVERAGES.

THESE APPS HAD THE BIGGEST GROWTH IN HAF



NIKE TRAINING CLUB



30 DAY FITNESS



6 PACK ABS IN 30 DAYS



MUSCLE BOOSTER WORKOUT TRACKER



LOSE WEIGHT APP FOR MAN



LOSE WEIGHT IN 30 DAYS



ASANA REBEL



LOSE BELLY FAT IN 30 DAYS



MEDITOPIA

HEALTH AND FITNESS APP NEWS AND CASE STUDIES



PELOTON

↑ **245%**

Since the announcement of their **90-day free trial** (usually 30 days), their average daily downloads went up when compared with the prev. 30 days.

NEW INSTALLS

↑ **77%** YoY

IN-APP PURCHASE REVENUE

↑ **12.2%** YoY

DAU

↑ **52%** YoY²



NIKE BOUNCES BACK



NIKE IS AN INTERESTING CASE STUDY, SHOWING HOW THE MODERN MULTI-CHANNEL COMPANY CAN WEATHER THE STORM, BY DIVERSIFYING THEIR BUSINESS AND BEING FLEXIBLE WITH THEIR STRATEGIES.

NIKE STOCK PRICES (NKE)



↑ **27.9%** MOM

GROWTH *AS OF APRIL 17th.

WAW



↑ **80%**

BY THE END OF THE QUARTER VS. THE BEGINNING.

F.B.I GIVES US SURPRISING APP NOODY EXPECTED



10,000+

INSTALLS FROM
GOOGLE PLAY



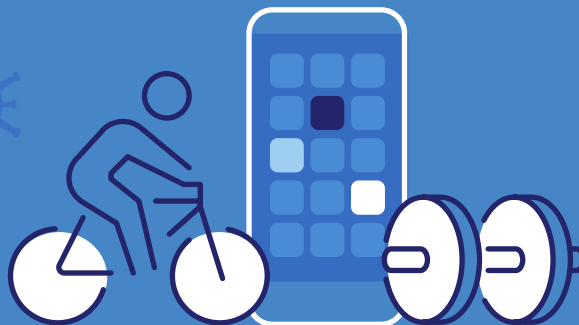
THE F.B.I PERFECTLY ILLUSTRATES HOW GLOBAL-SCALE EVENTS CAN NOT ONLY LEAD TO SURPRISING TRENDS AND CHANGES, BUT ALSO HOW BEING FLEXIBLE AND AGILE CAN PLAY DIVIDENDS.

DIGITAL BUSINESS IN CHINA

↑ **30%**

POST COVID19, 75+% NIKE STORES IN CHINA = BACK IN OPERATION

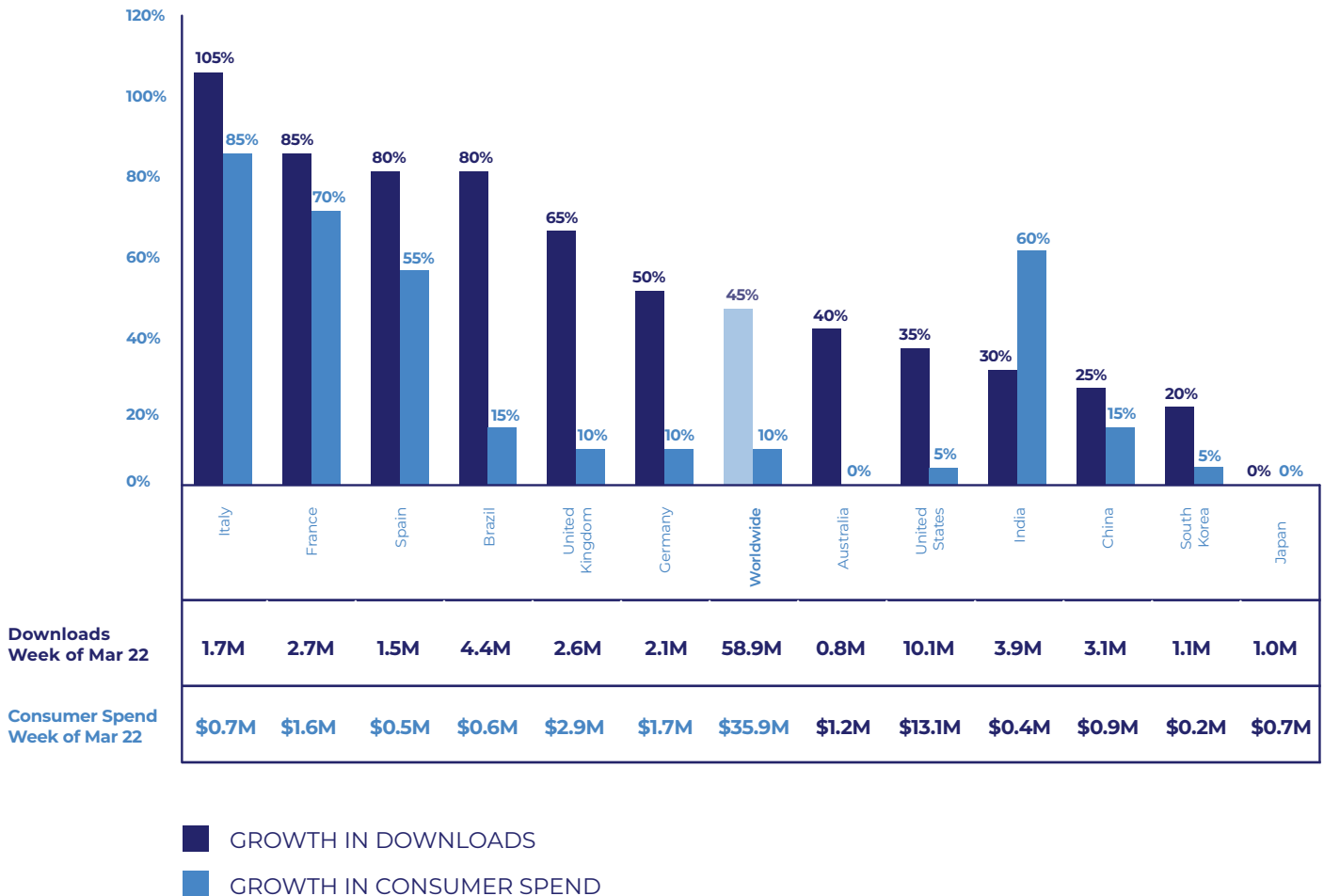
CONSUMER SPEND AND DOWNLOADS IN HEALTH AND FITNESS APPS5 (MARCH 22 - 28)



“FOR GROWTH IN DOWNLOAD AND CONSUMER SPEND, WEEK OF MARCH 22-28, 2020 VS WEEKLY AVERAGE JAN-FEB, 2020 / FOR AVERAGE WEEKLY HOURS SPENT IN HEALTH AND FITNESS APPS, GROWTH DEC 29, 2019 VS PEAK WEEK IN MARCH”

CONSUMER SPEND AND DOWNLOADS IN HEALTH AND FITNESS APPS⁵ (MARCH 22 - 28)

GROWTH IN DOWNLOADS AND CONSUMER SPEND
DURING COVID19 PANDEMIC WEEK OF MARCH 22-28,2020 VS WEEKLY
AVERAGE JAN-FEB 2020



SOURCE

- 1 Mobile Marketer, <https://www.mobilemarketer.com/news/appsflyer-pandemic-drives-revenue-for-65-of-app-categories/575870/>
- 2 MarketWatch, <https://www.marketwatch.com/story/free-workouts-from-peloton-nike-and-others-to-help-you-stay-active-during-your-quarantine-2020-03-27>
- 3 MarketWatch, <https://www.marketwatch.com/story/free-workouts-from-peloton-nike-and-others-to-help-you-stay-active-during-your-quarantine-2020-03-27>
- 4 Nasdaq, <https://www.nasdaq.com/market-activity/stocks/nke>
- 5 App Annie, <https://www.appannie.com/en/insights/market-data/at-home-fitness-apps-in-demand-coronavirus/>