

## Fitness vs Health: a Blurry Marketing Area

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### Abstract

Marketing fitness products and health products can involve different approaches depending on the target audience and the specific product being promoted.

Fitness products are typically designed to help people improve their physical performance, build muscle, or lose weight. They may include workout equipment, supplements, or workout programs. The marketing of fitness products often emphasizes the benefits of physical activity, such as increased energy and stamina, improved body composition, and enhanced physical appearance. Fitness products are generally marketed to people who are already active or looking to start an exercise program.

On the other hand, health products are typically designed to improve overall health and wellness, and may include products such as vitamins, supplements, and herbal remedies. The marketing of health products often emphasizes the benefits of a healthy lifestyle, such as improved immune function, better sleep, and reduced risk of chronic diseases. Health products are marketed to a broader audience, including people who may not be interested in fitness specifically, but who are looking for ways to improve their overall health and wellbeing.

It's important to note that the line between fitness and health products can be blurry, as some products may offer both fitness and health benefits. For example, a protein supplement may help build muscle (a fitness benefit) as well as support overall health and wellness (a health benefit). Ultimately, the marketing approach will depend on the specific product and target audience.

There are already examples of products pivoting their marketing strategies from the relatively small fitness niche to a larger audience. We argue that more products and services should follow this trend.

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