Comprehensive Report: Peloton

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November 5, 2026

Brand Story

Peloton is more than just a workout company, it is guided by fitness, made personal, convenient and connected. Peloton sells instructors, classes, progress tracking and a vibrant community of people from around the world all trying to better themselves. Peloton's mission is to provide members with integrated fitness and wellness experiences whenever and wherever they need them. Today, Peloton is at the intersection of fitness, wellness, technology and media. This story is no longer just about cycling. Peloton is now running, rowing, strength, mobility, meditation and breathwork. The member is at the center of everything we do. As of June 30, 2026, Peloton had approximately 5.5 million members across the globe, with 2.553 million paid connected fitness subscriptions and 503,000 paid app subscriptions.

Likely Target Audience

The core audience for Peloton generally is adults ages 25-44. The target audience of the Small Shell is a segment of that demographic, adults aged 25-34, renters and recent graduates and early-career professionals with enough money to spend on premium fitness equipment but cautious of price, commitment and floor space. Peloton customers are likely to be college educated and living in urban or suburban areas, typically with demanding work schedules and wanting to work out with expert guidance but without having to plan their workout around a gym class.

Demographic and Housing Evidence

The CDC's National Health Interview Survey (NHIS) from 2024 revealed that over 54% of adults 18-34 years of age met the federal guidelines for aerobic physical activity for adults. This percentage increased as the level of education of the adult increased as well as with higher

incomes. For example, 58.5% of adults with a bachelor's degree or more met the physical activity guidelines for aerobic activity for adults while 56.5% of adults with incomes of 400% or more of the federal poverty level met the same guidelines. Therefore, as mentioned above, the young, educated and more affluent are more physically active and thus more likely to spend on fitness. This group of adults also tends to be renters of apartments, many of whom have limited space and are on the move frequently. Therefore, a compact product would be particularly relevant to this group of potential customers.

Wellness and Identity

The majority of young consumers view wellness as part of their identity. Research conducted by McKinsey & Co. in 2025 found that Gen Z and Millennials comprised more than 40% of the U.S. wellness market in 2024. This same study reported that 55% of respondents consider fitness to be a core aspect of their identity. The brand's premium design, well-known instructors, and performance tracking allow for a workout that is integrated into a consumer's lifestyle. The product can be priced clearly with financing options, measurements and videos of set-up shown.

Social Media Practices

For short and long term content for Peloton's outreach the short term is best delivered on Instagram where 79% of adults 18-29 are active and 64% of adults 30-49 are active. On TikTok, 65% of adults 18-29 are active and 45% of adults 30-49 are active. Short term content for Instagram can be lifestyle images of members, progress of members, short videos of members, etc. For long term content for TikTok short videos can be made of the Small Shell rower and how it fits into apartments, how it moves, what a workout is like on it, etc. The short term content on

Instagram can be balanced with highly produced campaign images and the long term content on TikTok can be balanced with highly produced campaign images as well.

Central Storytelling Themes

The proposed content would focus on how Peloton can fit into the lifestyles of potential customers with busy schedules, limited space and other constraints that prevent them from starting a regular exercise program. It would focus on how a serious exercise program does not have to be long and can be done anywhere. The line 'Big goals. Small space.' would summarize the main benefit of the product.

Human coaching, the instructors and the community feature of the Peloton experience are key differentiators from other fitness equipment. The instructors can provide structure and encouragement to help customers reach their goals, and the live classes and the Leaderboard feature can help customers feel like they are working out with other people even when they are working out alone in their home. The content can highlight a member's progress through a program, the connection that they feel with a certain instructor, and how the community supports them in their fitness journey to help them reach their goals and stay consistent.

Progress on personal terms. The story can focus on how users track their progress, either through numbers and statistics or through recommendations given by the software and instructors. The story does not have to be about competition, but rather about personal growth and progress, such as completing the first 20-minute row on the rower or getting back into shape after a month of having been very busy. This can be combined with other aspects of the user's fitness program, such as strength training, mindfulness and yoga.

These themes can be applied to many different groups of people within the target market of 25-34 year olds, including those with disposable income but who are also trying to save up for rent, student loans, etc. and therefore may be concerned about the cost of the product. However, by offering different payment options (e.g. monthly financing, rental, refurbished) Peloton can alleviate some of this purchase anxiety without making the brand any less premium.

Likely Research Methods

By using the same data, industry reports, customer records and media-use research, Peloton could also compare its potential customer segments by age, income, education, location, housing and fitness habits. It would help the brand to differentiate between its broad brand audience and more specific opportunities (e.g. apartment renters, app-only members, current owners of fitness equipment). In terms of research, Peloton can track class starts, class completions, frequency of workouts, trial conversion, subscription cancellation and equipment ownership. For marketing research, Peloton could conduct A/B tests on messages about the product's compactness, coaching, community, price and performance.

The brand could track the customers' purchase behavior to see which message attracted them to the product, and then track their usage of the product to see if the promise was delivered. Qualitative research such as interviews, focus groups, diary studies and in-home observation would provide the brand with more in-depth insights into why renters would make room for exercise in their apartments, what measurements would be most concerning to them and how they perceive the Peloton brand. Social listening would also help the brand to identify most common concerns and issues of potential customers, such as issues related to instructors, price, body image, apartment living and size of fitness equipment.

Questions for Further Research

1. Which benefit most increases interest among adults ages 25 to 34: compact design, instructor coaching, total-body performance, financing or community?

2. How do renters and recent graduates view Peloton's premium image, and what information reduces concerns about price, moving and limited space?

3. How closely does the experience promised in Peloton's storytelling match users' experiences after purchasing the Small Shell, and how does that affect long-term satisfaction and loyalty?

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