Brits to spend £2 billion shaping up for summer

Brits will spend over £2billion shaping up for summer, according to research from shopping website VoucherCodes.co.uk.*

- **Average person will spend £85.67 on new fitness gear**
- **Beach body regime only lasts four weeks**
- **Booking a summer holiday most likely trigger for getting fit**

Whether battling bingo wings or toning up wobbly tummies, Brits will spend over £2billion* shaping up for summer, according to research from shopping website VoucherCodes.co.uk.

As the nation dusts off their shorts and sun dresses, the 'Slimmer Summer' study shows that the average person will spend £85.67 toning up for the beach, beer garden or park this summer. However, good intentions won't last with the average slimmer giving up on their summer body regime after just four weeks.

Booking a summer holiday is the most likely trigger to start a fitness regime (40 per cent) followed by digging out summer clothes (30 per cent). One in twelve (8 per cent) admit that seeing friends don their swimwear makes them feel under pressure to shift the pounds.

Top 10 reasons to get beach body buff:

1. Booking a summer holiday (40%)
2. Digging out summer wardrobe (30%)
3. Going to a public park or swimming pool (17%)
4. Shops stocking beachwear (15%)
5. Summer drinks parties (12%)
6. Wedding season (9%)
7. Festival season (8%)
8. Seeing pictures of friends in beachwear (8%)
9. Seeing pictures of celebs in their bikinis (7%)
10. Looking for summer romance (4%)

In their quest to get beach ready, the VoucherCodes.co.uk 'Slimmer Summer' study found that over two fifths (42 per cent) of Brits plan to get beach body ready by eating more healthily, whilst over a fifth (22 per cent) say they'll take up a new sport to shift the pre-holiday flab. One in seven (14 per cent) hope to buy a fitness DVD, whilst one in eight (12 per cent) report that they're going to download a fitness app to help them get trim for the summer. One in nine (11 per cent) even admit to cutting out the booze in a bid to get slim.

Duncan Jennings, co-founder of VoucherCodes.co.uk says: "Stepping out in beachwear for the first time of the year can be pretty daunting, especially after the long winter we've all had, so it's no wonder Brits are forking out on health and fitness gear as thoughts turn to summer.

"Reaching beach perfection can be a pricey undertaking however, and before splashing the cash on health and fitness gear Brits should be sure that they've set themselves realistic goals that work with their lifestyle as well as their budget. Lots of gyms will offer day-passes or week long trials, while health and fitness companies recognise that achieving the perfect beach-body is a priority, so people should keep an eye on sites like VoucherCodes.co.uk to see where they can save £s on losing lbs."

Notes to editors:

*61% of 44.9m (ONS adult population) = 27,389,000 x £85.67 = 2,346,415,630

Research was carried out by One Poll with 2000 people on 19th December 2012 and 10th – 13th May 2013.
