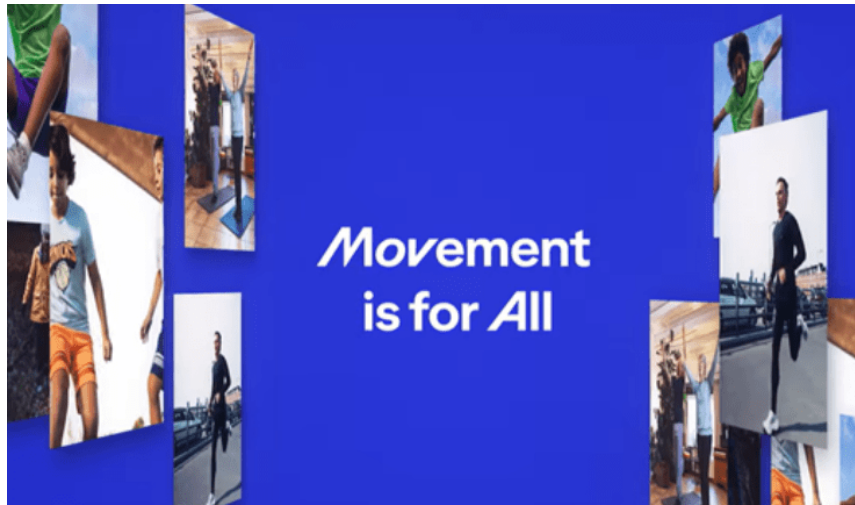


New Year, New Beat: Decathlon Champions Daily Movement for All

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As the New Year inspires people to set fresh goals, global sports retailer **Decathlon India** has unveiled its latest brand campaign, “**Movement Is For All**,” spotlighting the idea that *movement isn’t reserved for gyms or elite athletes, but woven into everyday life*. Rather than focusing on performance or rigid goals, the campaign honours the simple, real moments people move — in ways that feel natural and personal.

The initiative captures everything from morning stretches and neighbourhood walks to cycling through city streets and playful sporting activities — demonstrating that *everybody moves and everybody moves differently*.

A Campaign Rooted in Real Life

Created by Decathlon’s internal team of sports practitioners, the “**Movement Is For All**” campaign seeks to challenge traditional fitness narratives and encourage people not just to start moving, but to *recognise the movement already present in their lives*.

At the heart of the campaign is a **30-second brand film**, launched across digital platforms, showcasing people of different ages, abilities and movement styles. The film culminates with the unifying message: “**Movement Is For All**.”

Celebrating Personal Progress Over Performance

Decathlon India’s Chief Marketing Officer **Gaudham Ganesh** emphasised that movement doesn’t begin only in gyms or with goals — it *already exists in everyday life*, and recognising this can make fitness more accessible and encouraging for everyone. He added that the campaign reinforces Decathlon’s commitment to supporting people at every stage of their movement journey, with products, guidance and confidence tailored to different needs.

By highlighting participation, consistency and personal progress over competition or benchmarks, *Movement Is For All* reframes active living as something inclusive, achievable and joyful.

Inclusive and Inspirational Messaging

Rather than pressuring people to pursue intense workouts or strict routines, the campaign *meets audiences where they are* — celebrating small steps, personal rhythms and the many forms physical activity can take. From casual walks to daily chores and sport-related play, Decathlon’s message encourages everyone, regardless of fitness level or background, to keep moving in ways that bring joy and wellbeing.

Decathlon’s Ongoing Commitment to Movement

The **Movement Is For All** campaign builds on Decathlon’s broader mission to make sport and movement accessible for all communities — a mission reflected in its extensive retail presence, wide range of sports gear, and inclusive marketing initiatives. By positioning itself as a partner in people’s daily activity journeys, Decathlon continues to push for a sports culture that celebrates *every person’s movement story*.

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