

# Aaron Keay Vancouver Advocates for Building Consumer Brands People Actually Trust

Aaron Keay, Vancouver entrepreneur, investor, and founder of Kommunity Fitness, is calling for a stronger focus on trust, consistency, and repeat consumer behavior as markets shift toward long-term brand sustainability.

**Vancouver, British Columbia May 23, 2026 ([IssueWire.com](https://www.issuewire.com))** - Aaron Keay Vancouver, entrepreneur, investor, and advisor across consumer wellness and lifestyle brands, is raising awareness around what he believes is one of the biggest shifts happening in modern business: consumers are no longer driven by hype alone. They are choosing products and companies they trust enough to build into their daily routines.

Drawing from his work through Klutch Financial, RX3 Growth Partners, Kommunity Fitness, and advisory roles with brands such as Cali Water, Keay says the market is moving away from short-term attention and toward long-term consumer behavior.

“People try products because of attention,” Keay says. “They stay because the product actually fits into their life.”

## Why Consumer Trust Matters More Than Ever

Recent market data supports this shift:

- According to Edelman, 81% of consumers say trust influences purchasing decisions
- Bain & Company reports that increasing customer retention by just 5% can increase profits by up to 95%
- McKinsey research shows brands with strong repeat purchase behavior consistently outperform brands driven mainly by short-term marketing spikes
- The global wellness market is projected to surpass \$7 trillion, driven largely by repeat-use categories such as hydration, recovery, fitness, and nutrition

Keay says these numbers reflect a larger reset happening across consumer industries.

“The market got very loud for a while,” he says. “Now people want products that are simple, reliable, and consistent.”

## From Attention to Habit

Keay’s investment philosophy centers on one question: does the product become part of someone’s routine?

That thinking has shaped his connection to brands tied to RX3 Growth Partners, including Therabody and TruVani, as well as his advisory work with Cali Water.

“I’ve watched athletes use Therabody after every training session without even thinking about it,” Keay says. “That’s when you know a product has crossed from marketing into habit.”

He believes repeat behavior matters more than temporary excitement.

“Attention gets the first purchase,” he says. “The second purchase tells you whether the business is real.”

## **The Shift Happening in Consumer Markets**

Keay says consumers are becoming more selective. Simplicity and trust are replacing overload and constant novelty.

“People don’t want fifty decisions every day,” he says. “They want products that solve a problem cleanly and consistently.”

That mindset also influences how he operates Kommunity Fitness, the Vancouver-based boutique fitness company now expanding into the United States.

“We built Kommunity around repeatability,” he says. “The experience has to work every time, not just when the founder is standing in the room.”

## **Advocating for Sustainable Consumer Thinking**

Rather than encouraging people to chase trends, Keay believes consumers should focus more on consistency in the products, habits, and routines they adopt.

He encourages individuals to:

- Pay attention to products they actually return to regularly
- Prioritize quality and consistency over hype
- Build routines around products and habits that simplify life rather than complicate it
- Support companies that demonstrate long-term value and reliability

“Most people already know what works for them,” Keay says. “The challenge is staying consistent with it.”

## **A Call for Better Long-Term Thinking**

Keay believes both consumers and businesses benefit when focus shifts toward trust and repeat value.

“Short-term attention is easy to create,” he says. “Long-term trust is much harder.”

He sees the next wave of successful consumer brands being built around behavior, not buzz.

“The companies that win over the next decade will be the ones people quietly use every day,” Keay says. “Not the ones making the most noise.”

## **About Consumer Trust and Habit-Based Brands**

Habit-based consumer brands focus on creating repeat value through simplicity, consistency, and reliability. These businesses succeed by becoming part of everyday routines rather than relying only on short-term attention or trends. Research continues to show that consumer trust and repeat behavior are among the strongest drivers of long-term brand growth.

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