

2022 FITNESS TRENDS AND PREDICTIONS

Where to **position** your **business**

TO MAXIMISE PROFITS



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2022 FITNESS TRENDS AND PREDICTIONS

Fitness industry statistics are very important to consider when doing your business planning your gym. They are especially helpful if you are launching a new product, when you are planning to expand your service, or if you are planning to take a large market share in your area.

Although there's no "right way" to get sweaty, there's no doubt that fitness trends have a great influence on how people choose to work out. Let's take a look at what's going to be big this year and, if you are not doing these yet, it's high time for you to get into it!

Looking at these trends, we could say that this is probably the best time to be in the fitness business. With the increased focus on health, wellness, and mindfulness, more and more consumers from all age demographics are becoming increasingly aware of keeping themselves fit and healthy mainly by working out in a facility. The current trends in health and fitness also offer gym owners opportunity to add additional revenue streams within their current space without necessarily needing new members to increase profit.

So, for this year I'm making it super easy for you. I've put together the most important statistics in the fitness industry, which would cover growth rate, hot trends, equipment industry stats, and global markets, as well as my own analysis of the data.

Additionally, as a sneak peek before you start flipping the calendar to 2022, let's also gaze a bit into the future of the fitness industry to see what to expect in the coming year and get in front of the competition.



For the last 14 years, the editors of ACSM's Health and Fitness Journal® (FIT) have circulated an electronic survey of thousands of professionals around the world to determine health and fitness trends for the following year. This survey guides health and fitness programming effort for 2022 and beyond. This first survey was conducted in 2006 (for predictions in 2007), and introduced a systematic way to forecast health and fitness trends, and these survey has been conducted annually since that time, using the same technology.

Here are the survey results:

- #1 - Wearable Technology
- #2 - HIIT
- #3 - Group Training
- #4 - Fitness Programs for Older Adults
- #5 - Body Weight Training Personal Training
- #6 - Employing Certified Fitness Professionals
- #7 - Yoga
- #8 - Training With Free Weights
- #9 - Functional Fitness Training
- #10 - Lifestyle Medicine
- #11 - Exercise for Weight Loss
- #12 - Health/Wellness Coaching
- #13 - Outdoor Activities
- #14 - Personal Training
- #15 - Licensure for Fitness Professionals
- #16 - Exercise is Medicine (EIM)
- #17 - Circuit Training
- #18 - Worksite Health Promotion and Workplace Well-Being Programs
- #19 - Outcome Measurement
- #20 - Children and Exercise

1. Wearable Technology

Wearable technology was again the no.1 trend as it has been since 2016 and includes fitness trackers, smart watches, HR monitors, and GPS tracking devices. Examples include fitness and activity trackers like those manufactured by Fitbit®, Samsung Gear Fit2®, Misfit®, Garmin®, and Apple®. These devices can track HR, calories, sitting time, and much more. While there was some question of accuracy, these issues have seemed to be resolved well enough. Wearable technology has been estimated to be about a \$95 billion industry.

4. Fitness Programs for Older Adults

This trend continues to stress the fitness needs of the Baby Boom and older generations. These individuals in general have more discretionary money than their younger counterparts do, and fitness clubs may be able to capitalise on this growing market. People are living longer, working longer, and remaining healthy and active much longer. This trend is making a strong return.

8. Training with Free Weights

Free weights, barbells, kettlebells, dumbbells, and medicine ball classes do not just incorporate barbells into another functional class or activity. Instructors start by teaching proper form for each exercise and then progressively increase the resistance once the correct form is accomplished. New exercises are added periodically, and those begin at the form or movement level.

12. Health/Wellness Coaching

This is a growing trend to integrate behavioral science into health promotion and lifestyle medicine programs. Health/Wellness Coaching uses a one-on-one (and at times small group) approach with the coach providing support, goal setting, guidance, and encouragement. The health/wellness coach focuses on the client's values, needs, vision, and short-and-long-term goals using behaviour change intervention strategies.

14. Personal training

One-on-one training continues to be a popular trend as the PT becomes more accessible online, in health clubs, in the home, and in worksites. Personal training includes fitness testing and goal setting with the trainer working one on one with a client to prescribe workouts specific to clients' individual needs and goals.

17. Circuit Training

Circuit training appeared for the first time in the top 20 trends at no.18 in 2013, and it occupied the no. 14 position in 2015, up from no. 15 in 2014. It was trend no. 18 in 2016 and no. 19 in 2017, improving to no. 17 in 2018 but dropping again to no. 21 in 2019. Some respondents pointed out that circuit training is similar to HIIT, but at a much lower or even moderate intensity (some have called this moderate intensity interval training). Circuit training is typically a group of about 10 exercises that are completed in succession and in a predetermined sequence. Each exercise is performed for a specified number of repetitions or for a set time period before having a quick rest and moving on to the next exercise. Circuit weight training has dated back to 1953, but it is impossible to determine exactly when and under what circumstances it was developed.

20. Children and Exercise

Children and exercise for the treatment/prevention of obesity continues to be a major health issue in most developed and developing nations and is important because of its association with other medical issues such as diabetes and hypertension. Health clubs around the world may find this to be a new potential source of revenue.

WHAT'S NEW

Trends come and go, but it's always fun to see what's up and coming. From new classes and tech-driven trends to using genetics to inform workouts, the fitness industry trends of 2022 look very exciting.

While many fitness trends have remained consistent over recent years, there is always room for innovation. We will see the fitness industry tapping more into tech, as well as the growing consumer desire for unique experiences, personalization, and freedom.

If you're a fitness business owner, it's crucial to get ahead of trends, so your studio isn't left behind.

Yoga HIIT Combo

Hybrid fitness classes have been trendy for a while now, think Yogalates (Yoga and Pilates) or Aqua Zumba. So, it's about time that these two major fitness trends join forces. Yoga HIIT is, as the name suggests, is a combination of quick bursts of HIIT (high-intensity interval training) peppered with dynamic yoga poses. Classes often finish with some full-body-yoga-style stretches.

This time-efficient workout allows you to get the best of both worlds, achieving serious calorie burn while simultaneously lengthening and stretching your muscles. This class is a fantastic option for people who are struggling to find time.

Mindful Workouts

For many people, exercise is their go-to-stress management strategy. Studies show that many people use their fitness regimen as stress reduction as physical activity has the power to relieve anxiety and reduce stress levels in the body. Mindfulness practice provides many of the same values; it helps manage anxiety and even depression. With the knowledge that we can use both mindfulness and exercise to help ease stress, people are now looking to harness both techniques.

Fitness will evolve in the future. There will be a greater emphasis on what happens before and after working out, as well as during. The time is spent recovering is just as important as our training, and will have significant effects on our training. This refers to our state of mind, our sleep, stress levels, as well as nutrition.

There will generally be more attention placed on holistic well-being in 2022. Again, technology plays a big part in this. Examples include apps that allow us to track our sleep and technology designed to help us improve our sleep patterns, as well as meditation apps. This trend will have a significant focus on those in their formative years, Auburn sustainable health plans.

NUTRITION

Plant-Based Diets

The world went crazy with the 'Game Changer' documentary on Netflix, and has been transitioning more into the benefits of plant-based eating for the last few years. It's projected that by 2040, only 40% of the global population will be eating meat. 35% will be consuming lab grown meat, and 25% will be consuming vegan meat replacements.

While originally, plant-based referred to a diet completely free from animal products, it has taken on a slightly different meaning. The term now seems to evoke plenty of vegetables and healthy choices, but spares customers the harsher conditions of vegan or vegetarian. Instead, it's seen as a soft nudge to eat more vegetables, not caution to stop eating meat entirely. For some, this allows wiggle room to sneak in the ad burger!

Beyond Meat and Impossible Burgers have already made a big splash in the industry, but expect to see many more brands and products popping up in 2022.

Intuitive Eating

Complementing the growing body positive movement, intuitive eating encourages people to make food choices without experiencing guilt or an ethical dilemma. In a nutshell, the basics of intuitive eating include:

- Eating when you're hungry, stopping when you're full
- Not seeing food as "Good" or "bad"
- Letting go of rules
- Enjoying your food

With the recent backlash against diet culture, intuitive eating is becoming known as "the anti-diet". While the snacking sensation may seem like a fad, social media is encouraging its momentum, so expect to see more of it in 2022.

TECHNOLOGY

DNA testing and Genome mapping

You can now customise your fitness to your precise biology. Much like how DNA ancestry kits have become increasingly popular thanks to their ability to discover more about your family's origins and to learn more about your ethnic makeup, DNA testing kits for fitness have become a new movement in the health and wellness world.

Everyone from workout devotees to casual gym goers is trying to get a better grasp of their genetic make up, and how it relates to the performance and proficiencies. With DNA testing, you can learn what hormones are preventing you from burning fat, as well as a variety of details about your physiology that influence your fitness level. You will then get work out suggestions to help you overcome whatever has been holding you back.

WHAT'S OUT FOR 2022

Dropping out of the top 20 from 2020 were mobile exercise apps, mobility/myofascial devices, small group personal training, and post rehabilitation classes.

Mobile exercise apps

These apps are available for mobile devices such as the iPhone, iPad, and android devices, and include both audio and visual prompts to begin and end exercise, and cues to move on. Some of these apps can track progress over time as well as hundreds of other functionalities.

Mobility/myofascial devices

Include the deep tissue roller, myofascial release, and trigger point release, and are designed to massage, relieve muscle tightness and muscle spasms, increase circulation, ease muscular discomfort, and assist in the return of normal activity.

Rollers have been designed for low back, hips, and larger muscle groups, such as the hamstrings and the gluteal muscles. Some rollers are made of foam, where as others are hard rubber to achieve the desired effect.

SUMMARY

Group fitness training has made a significant come back in 2017, and has been ranked at number two most popular fitness trend ever cents. While personal training continues to thrive in the top 10 for the last 14 years with the recent boost from online PT, yoga studios have actually seen a steady decrease in 2020, with many big box gyms including yoga in their weekly class offering, and recent negative press for Bikram on Netflix.

While the fitness industry continues to grow at roughly 5% each year, the increased level of competition will force gym owners to be more consumer centric in the fight to attract and retain good members.

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MARKETING is no longer about SEO and who posts the most random rubbish 10 times a day on social media. Nor is it about who has the largest space or most equipment. The leading gyms in 2022 will differentiate their facility with weekly great video and blog content, as well as tremendous customer service, reflected require reviews and high referral rate.

The **SALES** process must be transparent over the phone, and avoid restrictive contracts and old school sales tactics, or consumers will simply go elsewhere. Instead, studios or clubs offering low risk, high value trials and tailored programming will win the market share.

With so many fitness employers out there, business owners **MUST** successfully recruit and develop their own high-performance **TEAMS**, or staff retention and member retention will drop, as the best people move to work elsewhere. There needs to be a focus on fun, teamwork, education, **AND** creating a genuine career path for each individual.



ABOUT THE AUTHOR

Steve started as a PT in the fitness industry 23 years ago while gaining a Bachelor of Physical Education and playing rugby league with the Cronulla Sharks.

He lectured PE teachers and sports business for 3 years at Olympic Park and has built 2 gyms from zero to over \$1million in annual revenue in less than 18 months.

Steve created GYM HUB in 2015 to provide education and 1on1 business mentoring to gyms and fitness studios using his ROCKET System for fast growth.

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