

Trends in Fitness Programming

SARA KOOPERMAN, JD





- CEO of SCW Fitness Education
- CEO of WATERinMOTION®
- CEO of S.E.A.T. Fitness
- Founder of MANIA® Fitness Professional Conventions
- Illinois State Businesswoman of the Year
- National Fitness Hall of Fame Inductee
- *None of YOUR BUSINESS* Webinar/Podcast Host
- ACSM Committee Member
- Best Selling Author, *FIT FOR BUSINESS*

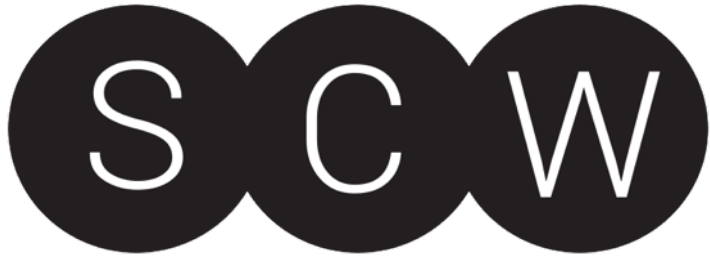


www.scwfit.com/Sara



- MANIA Fitness Professional Convention
- Business Summit
- WATERinMOTION Kit + Certification
- S.E.A.T. Membership + Certification





- MANIA® Conventions
- SCW Certifications
- WATERinMOTION®
- S.E.A.T.® FITNESS



DC MANIA
FITNESS AND CONVENTION
BUSINESS SCHEDULE
February 23-25

STRONGER
together

scwfit.com/DC

California MANIA
FITNESS AND CONVENTION
BUSINESS SCHEDULE
March 22-24

STRONGER
together

scwfit.com/california

Florida MANIA
FITNESS AND CONVENTION
BUSINESS SCHEDULE
May 3-5

STRONGER
together

scwfit.com/florida

Atlanta MANIA
FITNESS AND CONVENTION
BUSINESS SCHEDULE
July 19-21

STRONGER
together

scwfit.com/ATLANTA

Dallas MANIA
FITNESS AND CONVENTION
BUSINESS SCHEDULE
August 23-25

STRONGER
together

scwfit.com/DALLAS

Midwest MANIA
FITNESS AND CONVENTION
BUSINESS SCHEDULE
October 4-6

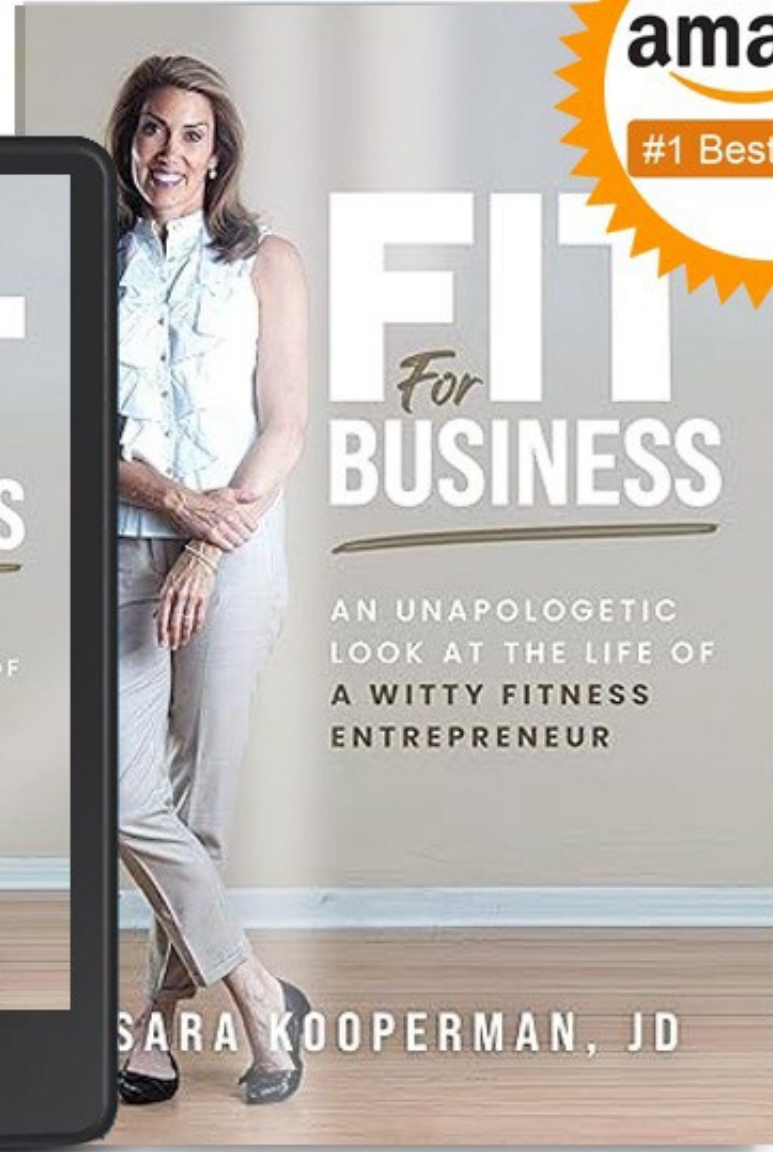
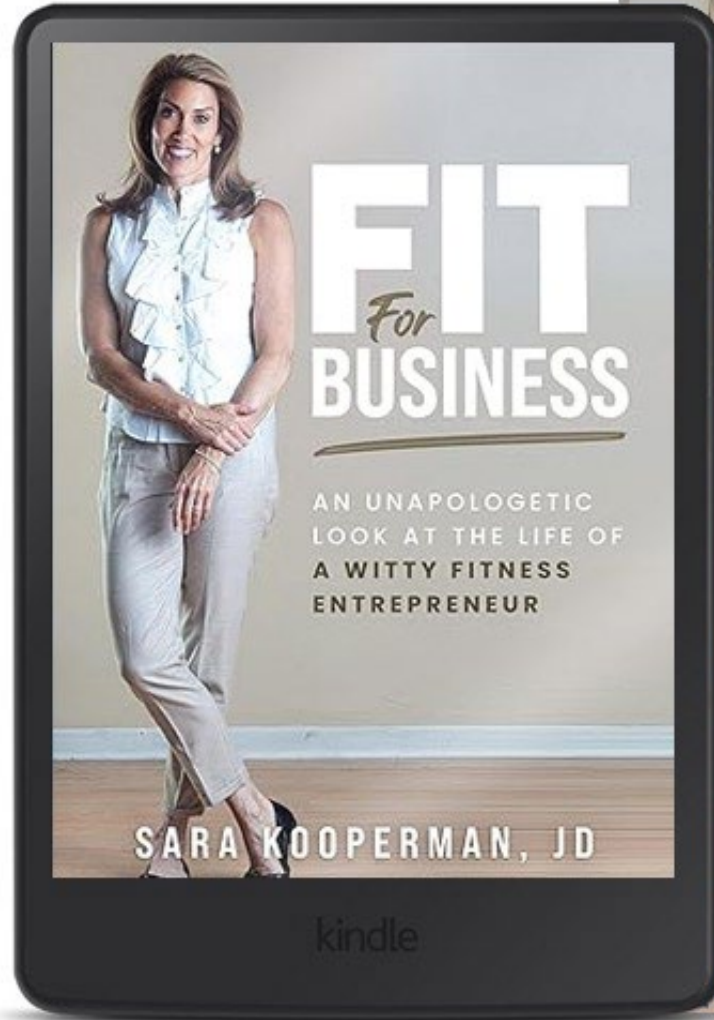
STRONGER
together

scwfit.com/MIDWEST

Boston MANIA
FITNESS AND CONVENTION
BUSINESS SCHEDULE
November 1-3

STRONGER
together

scwfit.com/BOSTON





MEN'S JOURNAL

COUNTRY & TOWN
HOUSE



 **EXPLODING TOPICS**

Athletech NEWS



Pew Research Center



Men's Health



TIME

2024 Comparison of Trends





ACSM[®]

AMERICAN COLLEGE OF SPORTS MEDICINE

*Top 10 worldwide fitness
trends of 2024*





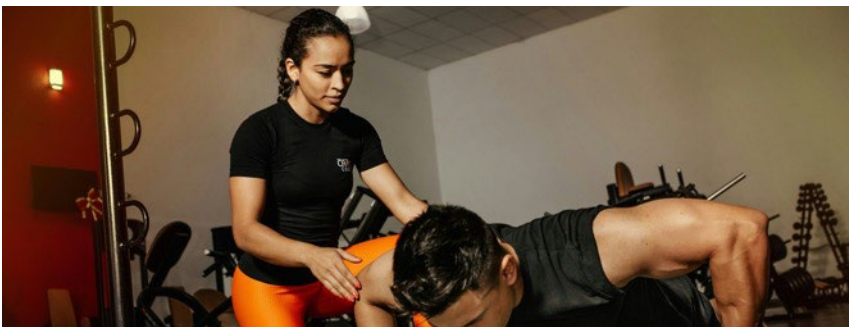
1. Wearable Technology
2. Worksite Health Promotion
- 3. Fitness for Older Adults**
- 4. Exercise for Weight Loss**
5. Reimbursement for Exercise Professionals
6. Employing Certified Exercise Professionals
7. Mobile Exercise Apps
- 8. Exercise for Mental Health**
9. Youth Athletic Development
- 10. Personal Training**

- 1. Active Aging**
2. Functional Training
3. Group Fitness
4. Strength Training
- 5. Nutrition**
6. Core Training
7. Exercise Science
- 8. Personal Training**
- 9. Mental Health & Stress Reduction**
10. Meditation & Mind Body



Respondent's Occupation

- 23.1% Personal Trainers
- 18% Academics (Professors, Students)
- 17.7% Medical Professionals
- 13.3% Owners & Managers
- 11% Fitness Coach
- 5.5% Group Exercise Leaders





2023 Trends

1. Wearable Technology
2. ~~Strength Training with Free Weights~~
3. ~~Body Weight Training~~
4. Fitness Programs for Older Adults
5. ~~Functional Fitness Training~~
6. ~~Outdoor Activities~~
7. ~~HIIT~~
8. Exercise for Weight Loss
9. Employing Certified Fit Pros
10. Personal Training

2024 Trends

1. Wearable Technology
2. Worksite Health Promotion
3. Fitness for Older Adults
4. Exercise for Weight Loss
5. Reimbursement for Exercise Professionals
6. Employing Certified Exercise Professionals
7. Mobile Exercise Apps
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Respondent's Occupation *(Check all that apply)*

- 74% Group Exercise Instructors
- 60% Personal Trainers
- 27% Owners, Managers, & Directors





2023 Trends

1. Functional Training
2. Active Aging
3. Strength Training
4. Core Training
5. Nutrition
6. Exercise Science
7. Personal Training
8. ~~Foam Rolling~~
9. ~~HIIT~~
10. ~~Recovery~~

2024 Trends

1. Active Aging
2. Functional Training
3. Group Fitness
4. Strength Training
5. Nutrition
6. Core Training
7. Exercise Science
8. Personal Training
9. Mental Health
10. Meditation & Mind Body



canfitpro™

1



**Active Aging /
Older Adult Programs**

2



Functional Fitness
*(bodyweight training, core-central,
balance-stability training, primal
movement training)*

3



**Mental Health & Stress
Management Programs**

4



**Active Recovery &
Regeneration**

5



**Group Fitness
Classes/Programs**

6



Personal Training

7



Mind Body Programs
(Pilates, Yoga, Tai Chi etc.)

8



Upskilling
*(education, learning, research,
self-study, training)*

9



**Online Personal Training/
Fitness Classes/ Wellness
Coaching**

10



**Meal Planning/ Preparation,
Food Preferences, Fasting,
Nutrition Programs**



2023 Trends

1. Active Aging
2. Functional Training
3. Group Fitness
4. ~~Strength Training~~
5. Nutrition
6. ~~Core Training~~
7. ~~Exercise Science~~
8. Personal Training
9. Mental Health & Stress Reduction
10. Meditation & Mind Body

2024 Trends

1. Active Aging
2. Functional Fitness
3. Mental Health Management
4. Active Recovery
5. Group Fitness
6. Personal Training
7. Mind Body Programs
8. Upskilling
9. Online Personal Training
10. Meal Planning





Respondent's Occupation in Brazil

- 39% Personal Trainers
- 18% Health Club Directors
- 16% Academics
- 10% Coaches
- 6% Group Ex Leaders
- 5% Medical Community

** (985 respondents - 2023 | 786 respondents - 2024)
Data gathered by Paulo Costa Amaral, Ph.D., MBA, M.Sc.*



Top 10 Fitness Trends of Brazil

2023 Trends

1. Personal Training
2. Exercise for Weight Loss
3. Fitness Programs for Olders Adults
4. Functional Fitness Training
5. ~~Body Weight Training~~
6. Strength Training with Free Weights
7. ~~Employing Certified Fitness Professionals~~
8. Outdoor Activities
9. ~~Lifestyle Medicine~~
10. ~~High Intensity Interval Training (HIIT)~~

2024 Trends

1. Fitness Programs for Older Adults
2. Exercise for Weight Loss
3. Personal Training
4. Functional Fitness Training
5. Traditional Strength Training
6. Exercise for Mental Health
7. Outcome Measurements
8. Post Rehabilitation Classes
9. Walking/ Running/ Jogging/ Cycling Clubs
10. Outdoor Activities



8 MASSIVE FITNESS INDUSTRY TRENDS

 **EXPLODING TOPICS**



8 MASSIVE INDUSTRY TRENDS

EXPLODING TOPICS

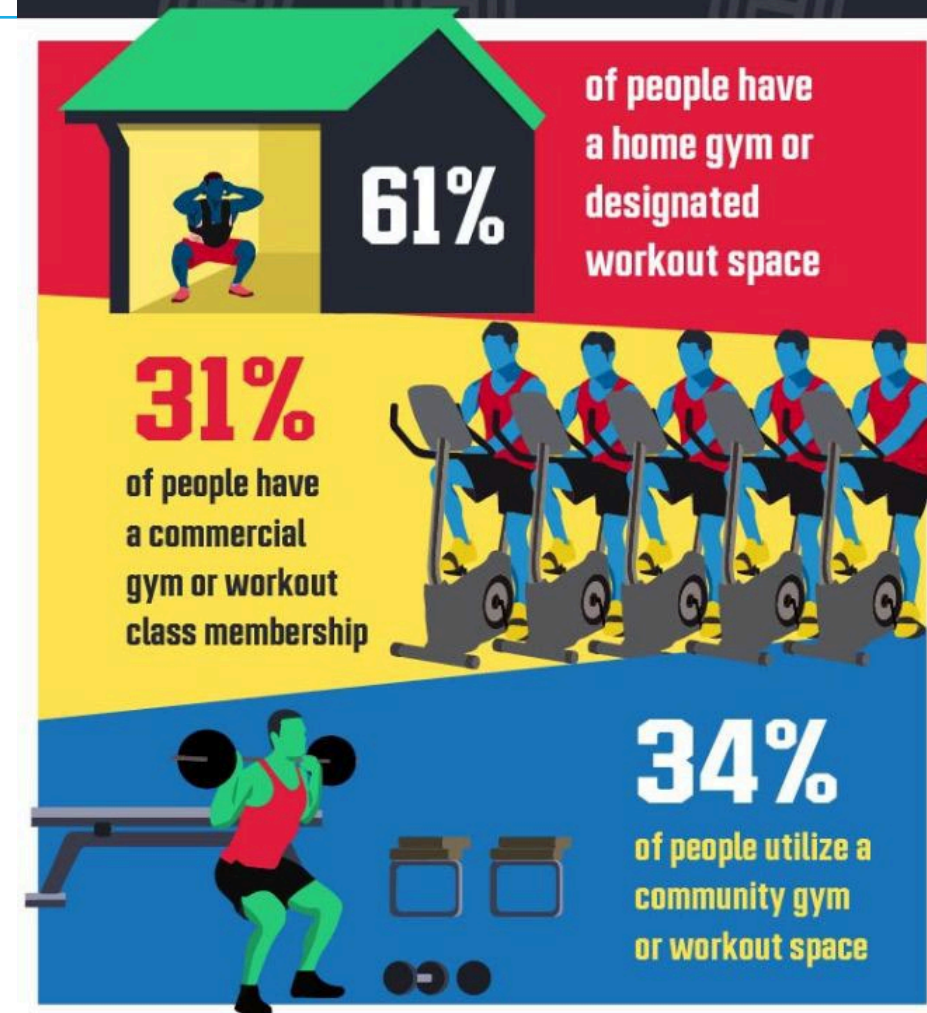
1. **BIOHACKING** – Cold Plunging, Saunas, Smartwatches - Feedback tools, Diet Changes, Do-It-Yourself Biology
2. **WEARABLES** - \$90B Business, "Oura Ring" up 1,550% over the past 5 yrs
3. **HOME GYMS** –Stay? Used?
4. **FITNESS APPS** – 800M Users, Grow to \$30+ Billion by 2026
5. **HIIT** has evolved – Power-building: Powerlifting + Bodybuilding
6. **FLEXIBILITY & FUNCTION** - Performance & Posture (Stretch Lab)
7. **DIETS** – Plant-based, Keto, Vegan, Gluten-Free
8. **RECOVERY** - Equipment w/Vibration & Tech



2,000 people in the study

- 61% - Home Gym
- 31% - Commercial Gym
- 34% - Community or Apartment Gym

- **51% - Will join a gym**



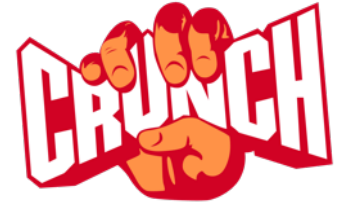
GYM VISITS UP - April 2023-April 2024



- **EōS Fitness: +29.7%**
 - High Value + Low Price – open 250 more by 2030
- **Crunch Fitness: +25.9%**
 - (450+ Gyms) Opening 115 by 2025
- **Chuze Fitness: +23.7%**
- **24 Hour Fitness: +12.9%**
- **Planet Fitness: +10.5%**
 - (Raising price from \$10/month to \$15)
- **Life Time: +9.2%**
 - (Greater attendance, longer visits 90+ min.)
- **LA Fitness: +6.1%**
- **Anytime Fitness: +2.5%**

The logo for EōS FITNESS, featuring the brand name in a bold, blue, sans-serif font with a registered trademark symbol.

The logo for LIFETIME, featuring the brand name in a bold, grey, sans-serif font with a registered trademark symbol.



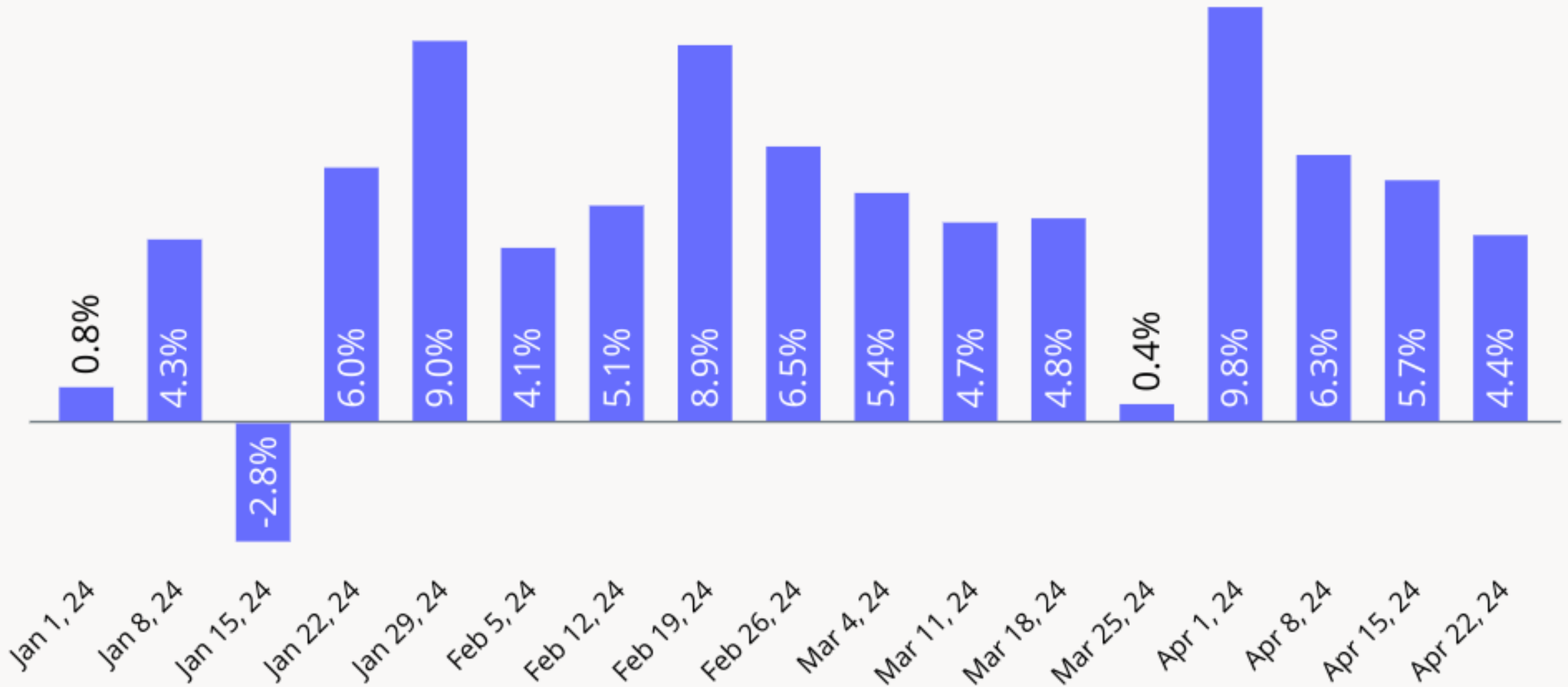
The logo for LA | FITNESS, featuring the brand name in a bold, black, sans-serif font with a registered trademark symbol.

The logo for CHUZE FITNESS, featuring the brand name in a bold, black, sans-serif font with a registered trademark symbol, where the 'U' is yellow.



Fitness Segment* Sees Strong Weekly Visit Growth

Weekly Visits Compared to 2023

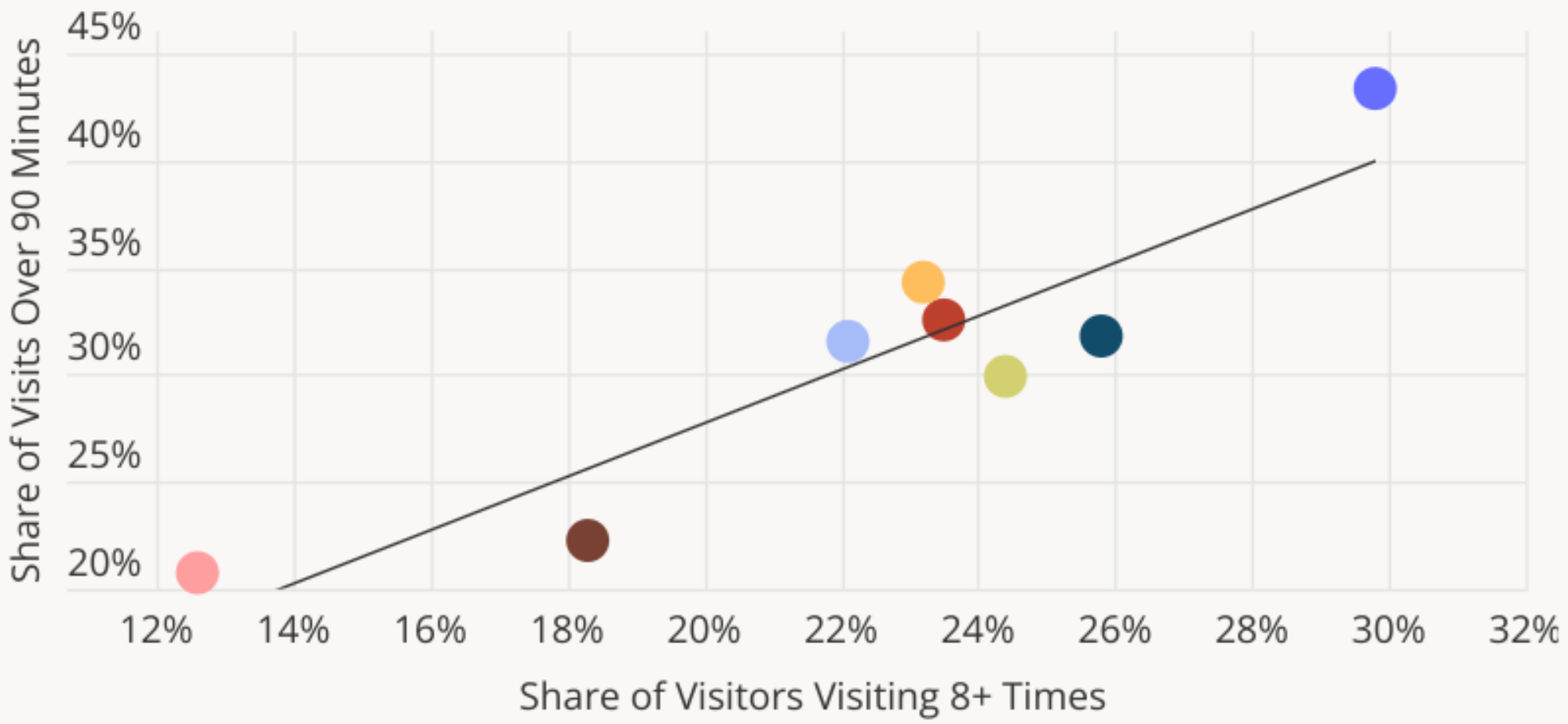


*Report excludes locations within Washington state due to local legislation

Visit Frequency to Fitness Chains* Correlates With Longer Dwell Times

Share of Visitors Visiting Gyms More Than 8 Times & Share of Visits over 90 Minutes | April 2024

- Life Time
- Chuze Fitness
- EoS Fitness
- Planet Fitness
- LA Fitness
- Anytime Fitness
- 24 Hour Fitness
- Crunch Fitness



*Report excludes locations within Washington state due to local legislation

MEN'S JOURNAL

S C W

Biggest Fitness Trends & Predictions of 2024





MEN'S JOURNAL



1. Steady-State Cardio
2. Strength Meets Flexibility
3. Group Fitness
4. Outdoor Pursuits
5. Brain Training
6. Gamifying workouts
7. Hybridized Functional Fitness
8. Recovery



Men's Health

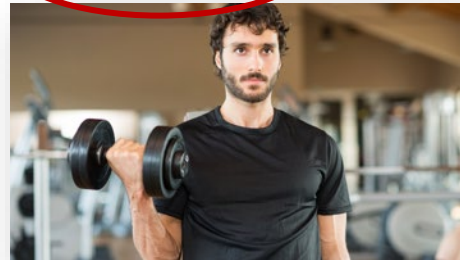
1. Gyms will be the focus for **communities**



2. **Training efficient** will be the goal



3. **Big weights** will rule



4. **Carbs** are making a comeback



5. **Holistic training** will expand



Pew Research Center



WHAT ARE PODCAST
LISTENERS **INFLUENCED** BY?





About a third of podcast listeners have tried a lifestyle change because of a podcast they listened to

% of U.S. podcast listeners who say they have ____ because of a podcast they listened to



Note: “Podcast listeners” in this report are those who have listened to a podcast in the past 12 months.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

“Podcasts as a Source of News and Information”

PEW RESEARCH CENTER

Podcast - Pew Research Center

1. 25% of the American Public listen to Podcasts
2. 50% of Americans get news from Social Media
3. 30% get news from Podcasts
4. 20% Listen to podcasts a few times a week

46% bring in 1 guest

22% have several guests

Book guests that bring in listeners





COUNTRY & TOWN HOUSE

(Lifestyle & Travel Magazine)

1. Metaverse wellness

2. Biophilia exercises

3. Women weight training

4. Free movement

5. Kegel exercises

6. Fitness abroad

7. Primal movement

8. Nostalgic workouts





TIME

SCW

Menopause a HOT topic



MENOPAUSE

1. \$13 B on Menopause Products
2. Projected to be \$24.4 B by 2030
3. \$2,100 Annual Spend per woman
4. Non-Medical treatments over \$10 B

Repeatedly the most widely attended session at MANIA®s

PROGRAM NAMES:

* Midlife Makeover, * Body Revive, * FIT-HER, * Fab, Fit & Fierce, * Revival Fitness, * Yoga Yin-Ship



Helps you take control of menopause symptoms

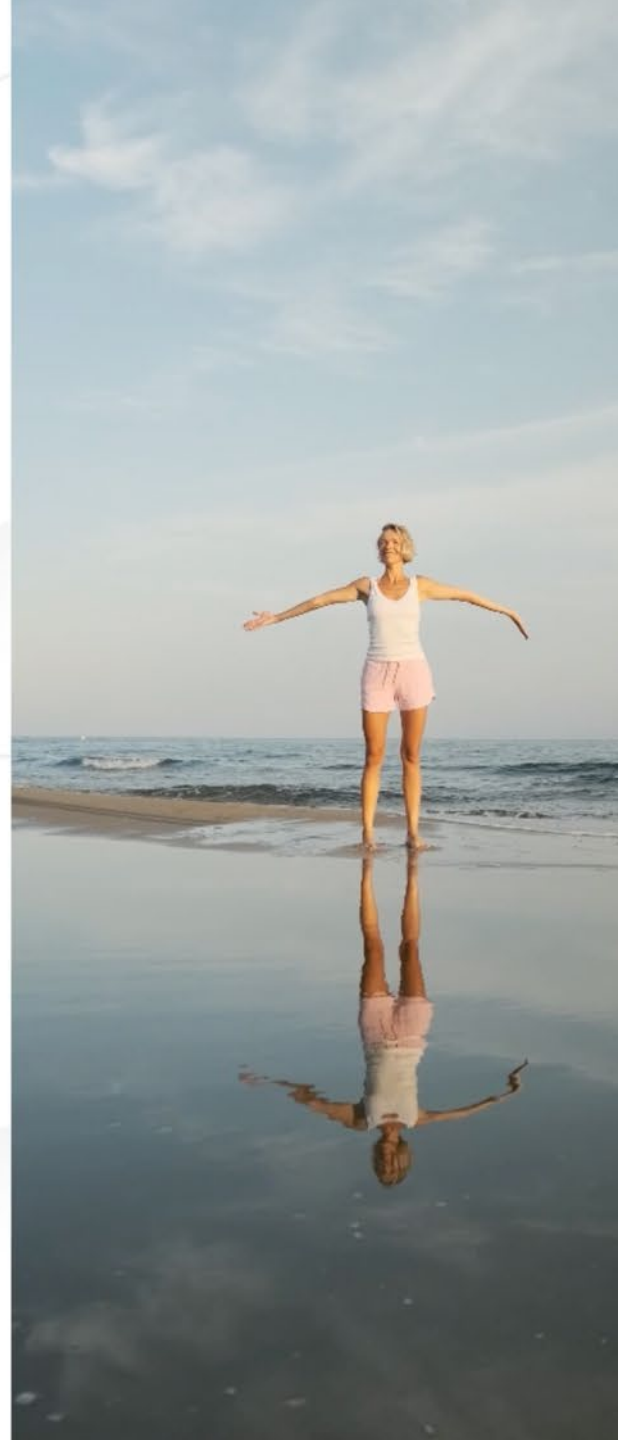
- Hot flashes & night sweats*
- Stress, low energy, & mood swings*
- Bloating, cravings, & weight gain issues*
- Swings in blood sugar levels*
- Brain fog & exhaustion*
- Joint & muscle discomfort*
- Sleep issues*
- Feminine area dryness & loss of libido*



The Whole Health Resource for Wellness Spa Professionals



Top 10 Wellness Trends of 2024





TOP 10 WELLNESS TRENDS



1. **HEALTHY AGING** – not anti-aging
2. **FUNCTIONAL BEVERAGES** – Fermentation, Collagen, Vitamins
3. **AROMATHERAPY** – Spa, Home & Health
4. **LIPS, LASHES** – Scrubs, Mask, Injectables
5. **LED** – Relief & Rejuvenation
6. **GREEN COSMETICS** – Natural, Eco-friendly
7. **SOCIAL SPACES** – 35% Business w/Space, 60% Attend Event @ Spa/Retreat
8. **WELL BEAUTY** – Ritual to Relax
9. **ROOM TO RECOVER** – Massage, Sleep
10. **AI IN WELLNESS** – Setting Ambiance or Mood

New York

11:43 AM



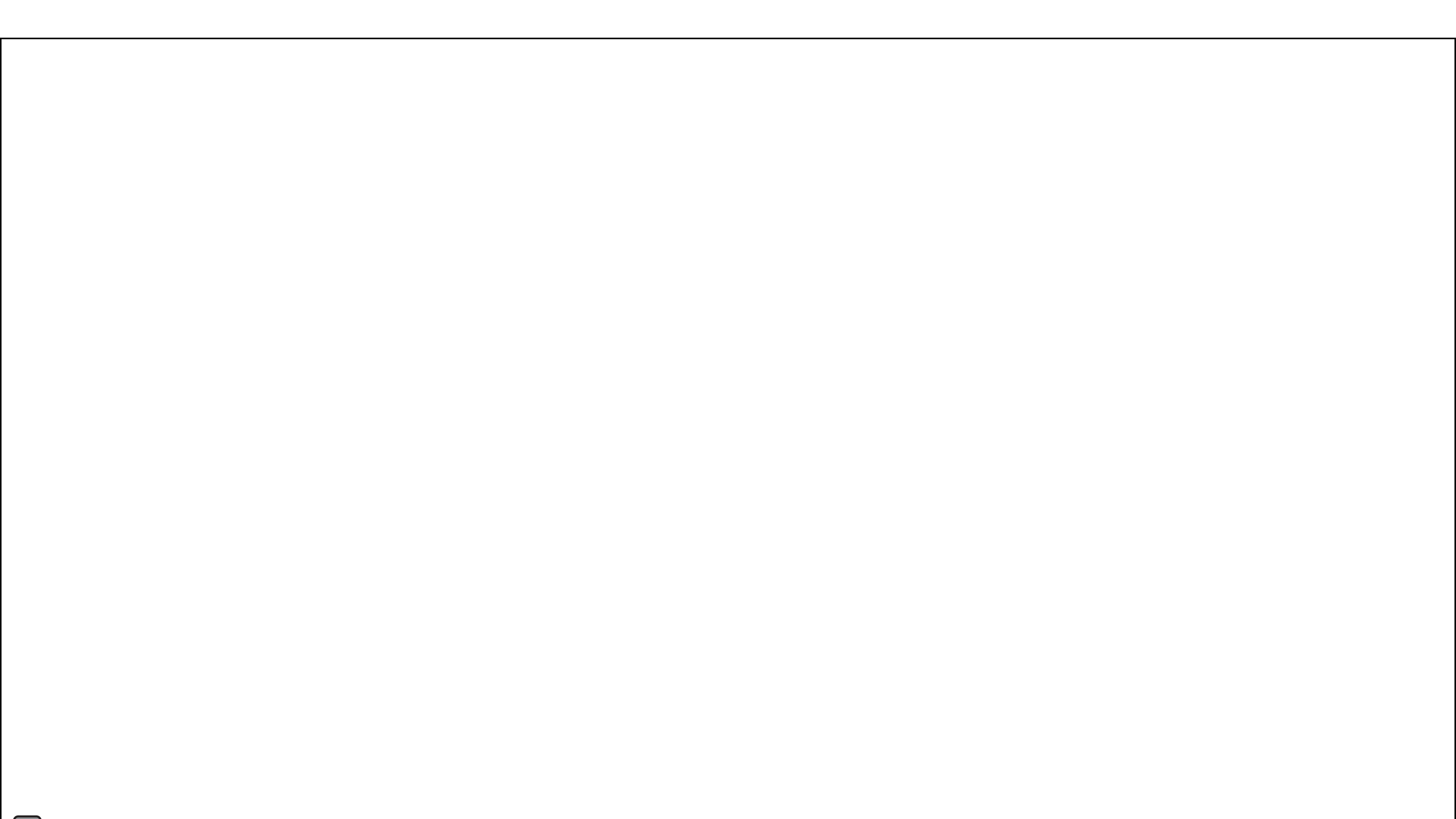
DEVELOPING STORY

OPRAH WINFREY LEAVING BOARD OF WEIGHTWATCHERS

Company CEO says media mogul to remain "strong strategic voice"



CNN NEWSROOM



OZEMPIC – GLP-1



Type 2 Diabetes Drug

1.7% of American Public using Semaglutide Medication

30 M people may be taking weightless drugs by 2030 **or 9% of the US population**

Discount Stores: \$179 for 3 months. Cosco Members

WEIGHT WATCHERS shifting to prescribing a GLP-1

- (Oprah Winfrey left Weightwatchers' Board of Directors)

GYMS ENTER THE GLP SPACE

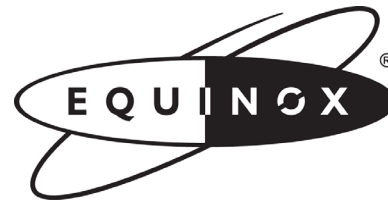
LIFE TIME FITNESS CLINIC – Acquiring & Opening Weight Loss Clinics to prescribe GLP-1s

- (Miora Longevity Clinic (if it works expand to 170+ locations))

EQUINOX – “GLP-1 protocol” – PT to preserve muscle mass

COMMON SIDE EFFECT IS MUSCLE LOSS – so companioning weight/strength training

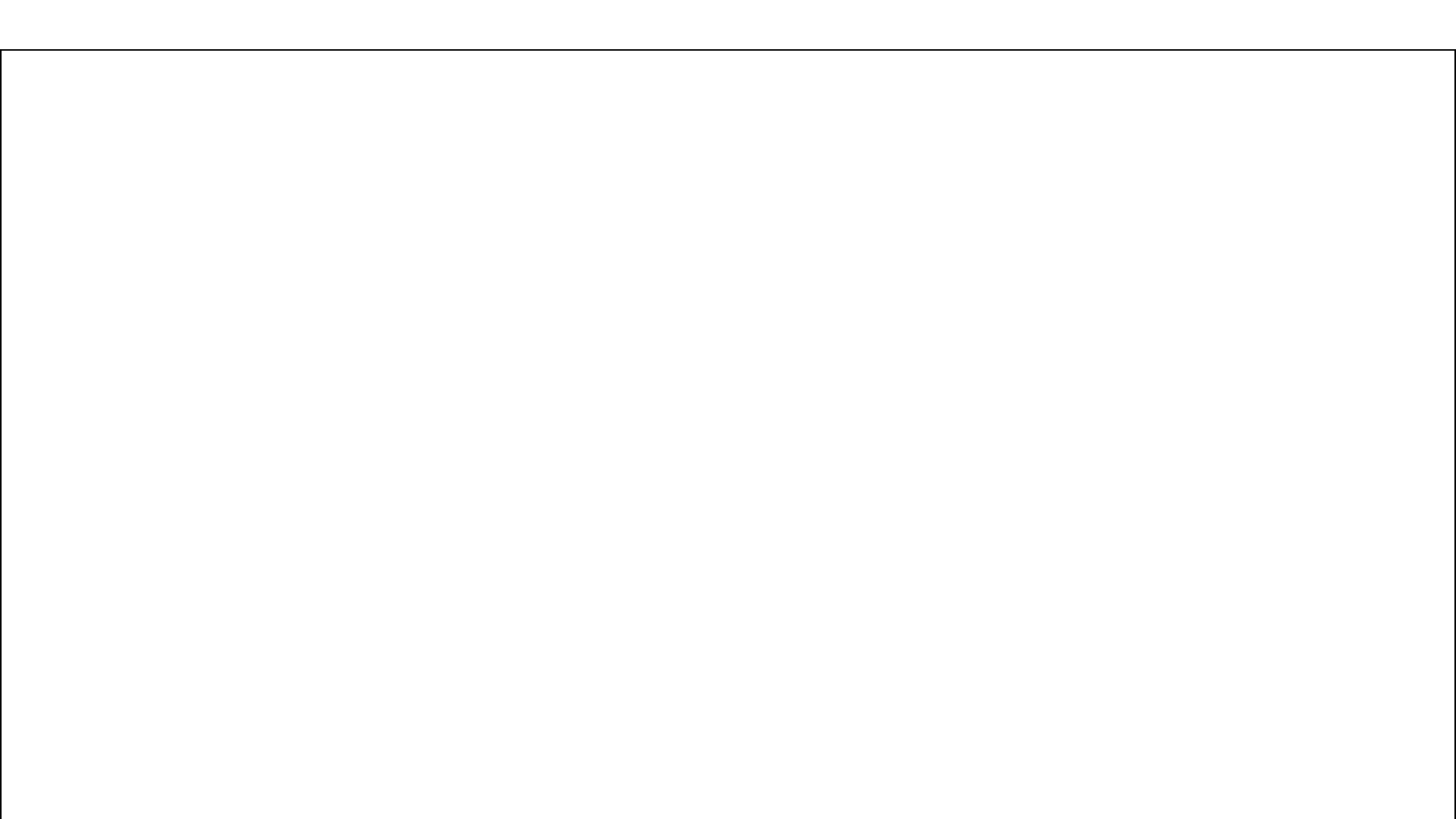
LIFETIME[®]



BLOOD FLOW RESTRICTION THERAPY



BFR



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water motion

water *in* motion®

water motion Platinum

JOINT Effort

water *in* motion® Platinum

water motion

Spread JOY

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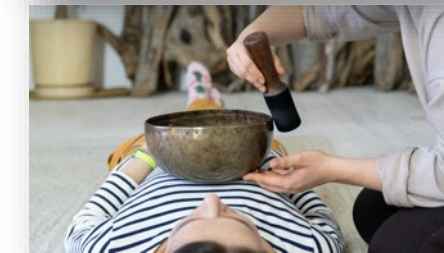
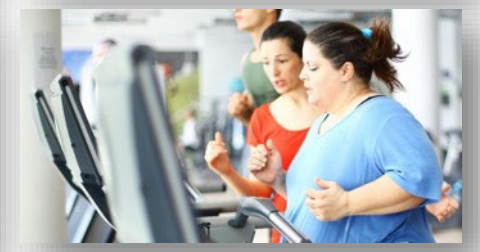
DEAD or DECREASING

- Barre Programming
- HIIT Programs
- Outdoors



WHAT'S NEXT?

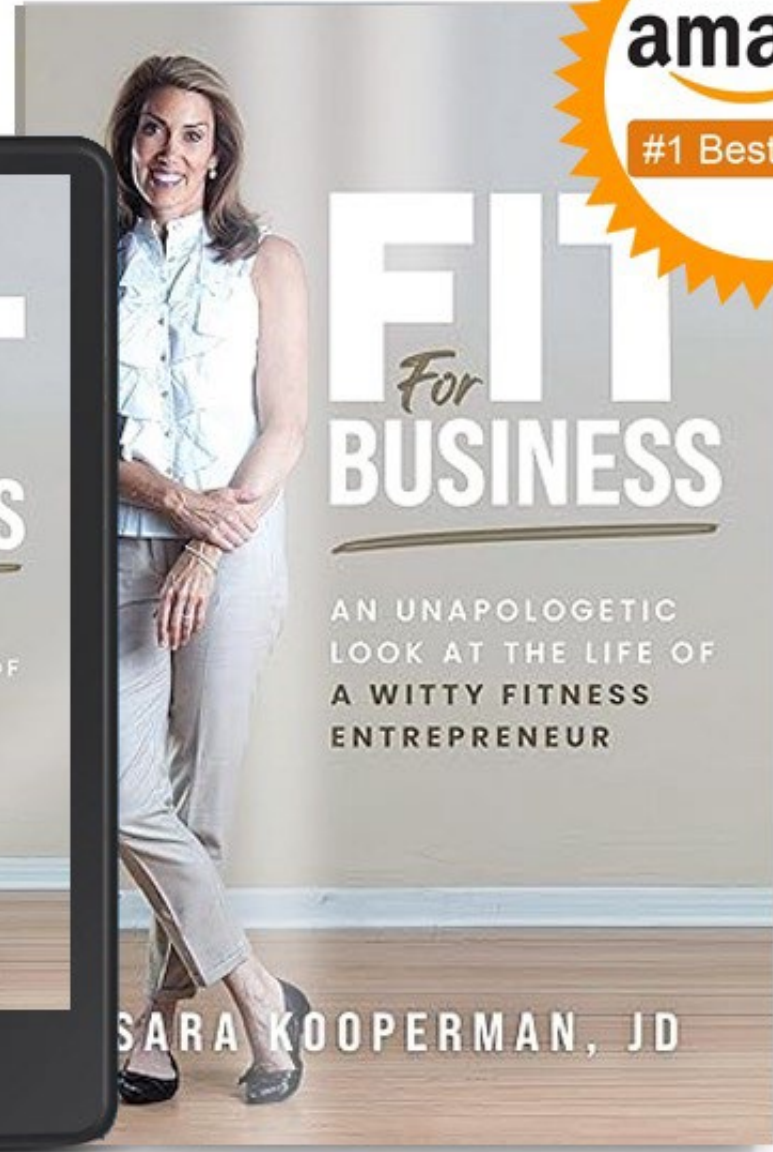
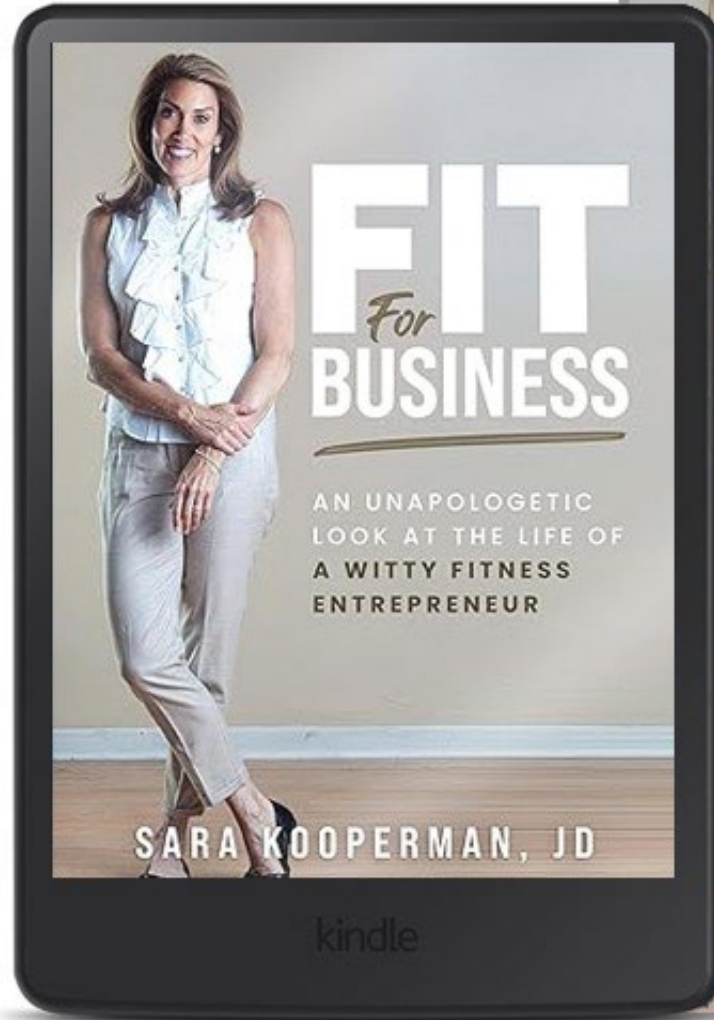
- Active Aging – Brain Training, Chair
- Functional Programs
- Mental Health & Wellness
- Vibration & Sound Healing
- Biohacking – Cold Plunge & Cryotherapy
- Infrared
- Menopause-Focused Small Group Training
- Weight Loss Programs – GLP-1
- BFR (Blood Flow Restriction)
- Offer a Podcast & Newsletter



Takeaways

1. Survey your members quarterly/annually to stay in tune with their needs – NOW
2. Count Attendees in class or who use equipment
3. Know your numbers and compare previous years to see YOUR trends
4. Not all trends will work for your business, know your market!
5. Go to Conventions, Roundtables, Trainings





Thank you

