FITNESS TRENDS FOR 2027 IN BRAZIL

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APPLY IT!

From this article, the reader should understand the following concepts:

- How the leading fitness trends identified in Brazil for 2027 can support strategic planning, service development, and decision-making across fitness, health, wellness, educational, and corporate settings.
- Why Personal Training, Traditional Strength Training, and AI-Driven Fitness emerged as the top three trends in Brazil and what these findings reveal about current consumer demands and market opportunities.
- How emerging technologies, particularly Artificial Intelligence, are transforming exercise prescription, client engagement, business management, marketing, and service personalization.
- How demographic changes, population aging, rising obesity rates, and increasing concerns related to mental health are influencing the future direction of the Brazilian fitness industry.
- How fitness professionals and organizations can apply the identified trends to develop specialized services, niche markets, online products, hybrid programs, and new business opportunities.
- How Brazilian fitness trends compare with worldwide trends and what opportunities these differences create for professionals, gyms, studios, educational institutions, and healthcare organizations.
- How the integration of fitness, healthcare, wellness, and lifestyle medicine is creating new opportunities for interdisciplinary collaboration and professional growth.

Keywords: Fitness Trends; Personal Training; Strength Training; Artificial Intelligence; Healthy Aging; Lifestyle Medicine; Mental Health; Brazil

INTRODUCTION

The Fitness Trends survey in Brazil was first published in 2020 and has become an important source of information for understanding the evolution of the Brazilian fitness industry. Since its inception, Paulo Costa Amaral, Ph.D., MBA, M.Sc., has participated as an author in every edition of the survey series. Following six previous editions (2020–2025), the 2027 survey represents the seventh edition of the project and provides an updated perspective on emerging trends, professional priorities, and market opportunities within the Brazilian fitness, health, and wellness sectors. The continuity of this survey series allows researchers, educators, fitness professionals, healthcare providers, and industry leaders to monitor changes in consumer behavior, professional practice, and business development over time.

To practice as a Physical Education professional in Brazil, individuals must complete a higher education degree accredited by the Ministry of Education and obtain professional registration with the Federal Council of Physical Education (CONFEF), which regulates and oversees the profession nationwide. According to the most recent data from the CONFEF/CREFs System, Brazil currently has 739,493 registered Physical Education professionals and 84,906 registered legal entities, including fitness centers, studios, sports clubs, training facilities, and health and wellness companies.

Brazil plays a prominent role in the global fitness industry and is recognized as the largest fitness market in Latin America and one of the most influential worldwide. The country consistently ranks among the global leaders in the number of health clubs, fitness centers, and exercise professionals, serving millions of members and generating billions of dollars annually. The size and diversity of the Brazilian market make it an important reference for understanding emerging trends in fitness, wellness, physical activity, and preventive health.

The growth of the fitness sector in Brazil has been driven by several factors, including increased public awareness of the benefits of physical activity, population aging, rising rates of overweight, obesity, and chronic diseases, greater concern for mental health, and the expansion of preventive healthcare initiatives. These factors have

increased the demand for qualified professionals, personalized services, multidisciplinary healthcare approaches, and evidence-based exercise programs.

At the same time, technological innovations are reshaping the fitness industry. Wearable devices, mobile applications, data-driven training systems, online coaching platforms, and Artificial Intelligence are transforming the way fitness professionals assess clients, prescribe exercise, monitor progress, and deliver services. The integration of technology with health and fitness is creating new opportunities while also redefining professional competencies required in the sector.

The Brazilian fitness industry also has experienced significant professionalization over the past decade. The expansion of undergraduate and graduate education, scientific research, digital fitness platforms, specialized services, and multidisciplinary health teams has strengthened the connection between fitness, healthcare, and quality of life. Furthermore, the increasing demand for healthy aging programs, mental health promotion, weight management, and health coaching demonstrates a shift toward a more holistic and preventive approach to health.

The continuity of this annual survey provides a unique opportunity to identify long-term patterns, monitor the emergence of new trends, and compare the Brazilian market with international developments. Understanding these trends is essential for fitness professionals, gym owners, healthcare providers, researchers, educators, policymakers, and industry leaders seeking to make informed decisions in a rapidly evolving environment.

Therefore, the purpose of this study was to identify the leading fitness trends in Brazil for 2027 and compare them with worldwide fitness trends, providing valuable insights into the current state and future direction of the Brazilian fitness and wellness industry.

THE SURVEY

The Brazilian Fitness Trends Survey for 2027 was conducted using an instrument based on the methodology developed by the American College of Sports Medicine (ACSM), the world's leading reference for identifying trends in the fitness industry. Since

2020, this methodology has been adapted and applied annually in Brazil, allowing longitudinal monitoring of changes in the national fitness market.

The questionnaire consisted of 50 potential fitness trends representing commercial, corporate, clinical, community, academic, technological, and health-related sectors of the fitness and wellness industry. Respondents were asked to evaluate each trend according to its perceived likelihood of becoming an important trend in the Brazilian fitness industry during 2027.

The survey was administered electronically between April 27 and June 12, 2026, and remained available for approximately seven weeks. Participation was voluntary and anonymous, and no financial incentives, gifts, or rewards were offered to respondents. The questionnaire was designed to be completed in less than 10 minutes.

A Likert-type scale ranging from 1 (least likely to be a trend) to 10 (most likely to be a trend) was used to evaluate each item. At the conclusion of the survey, participants were invited to suggest emerging trends that could be considered for inclusion in future editions of the study.

A total of 377 valid responses from Brazil were included in the final analysis. The sample comprised professionals and students representing a broad spectrum of the fitness, health, wellness, and higher education sectors. Participants included personal trainers, fitness directors and managers, gym owners, professors, teachers, researchers, healthcare professionals, exercise specialists, undergraduate and graduate students, as well as professionals working in commercial, clinical, corporate, community-based, and academic settings. This diversity of professional backgrounds contributed to a comprehensive overview of current perceptions and future expectations within the Brazilian fitness industry.

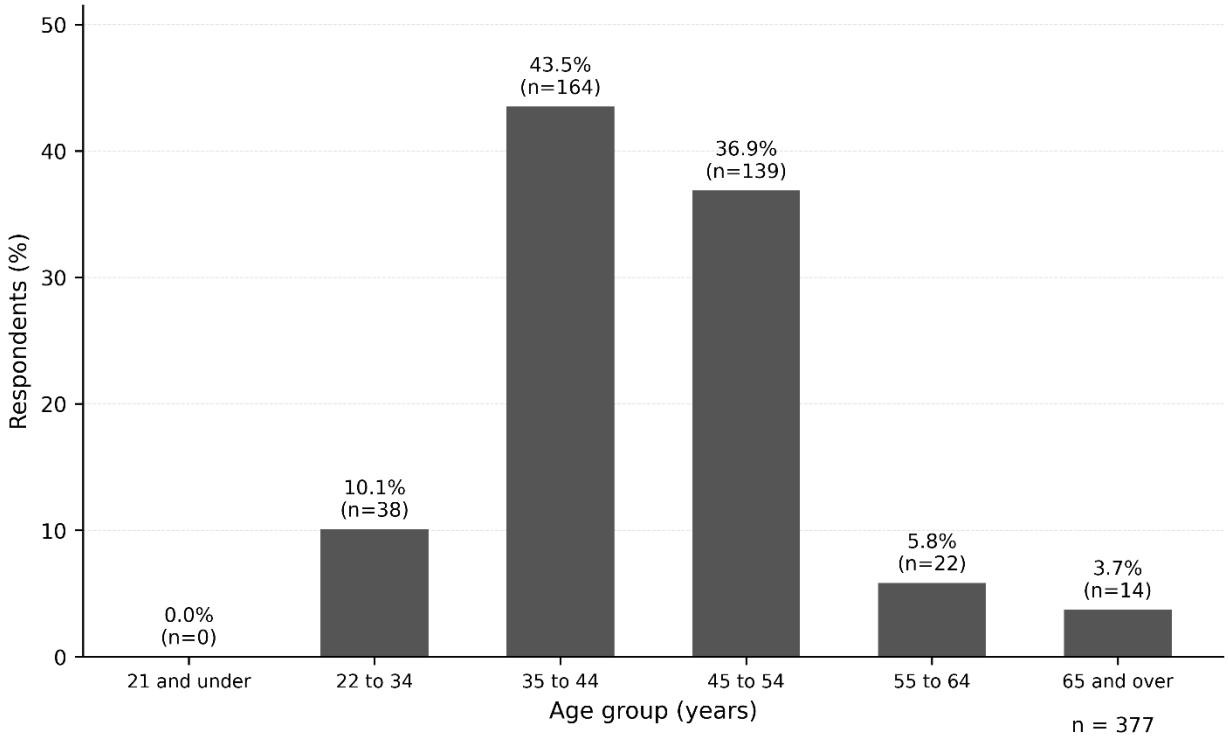
The survey demographics included 57.0% men, 39.0% women, and 4.0% non-binary or genderqueer respondents. Most participants reported more than 10 years of professional experience in the health and fitness industry, reflecting a highly experienced sample. Specifically, 39.3% reported 10 to 20 years of experience, while 28.1% reported more than 21 years of professional experience. In addition, respondents represented a broad range of workplace settings, including strength and conditioning programs, higher education institutions, corporate wellness programs, online coaching services, fitness

centers, and private practice, providing a comprehensive view of the Brazilian fitness industry.

As the seventh edition of the Fitness Trends in Brazil survey series, this study contributes to a growing body of longitudinal data that enables the identification of emerging trends, shifts in professional practice, technological innovation, and changes in consumer demand. The consistency of the survey methodology across multiple editions strengthens the ability to compare findings over time and with international fitness trend surveys.

Demographic characteristics of the respondents, including sex, age, professional experience, occupation, educational level, workplace, employment status, and professional certifications, are presented in Figures 1 through 4 and Table 1.

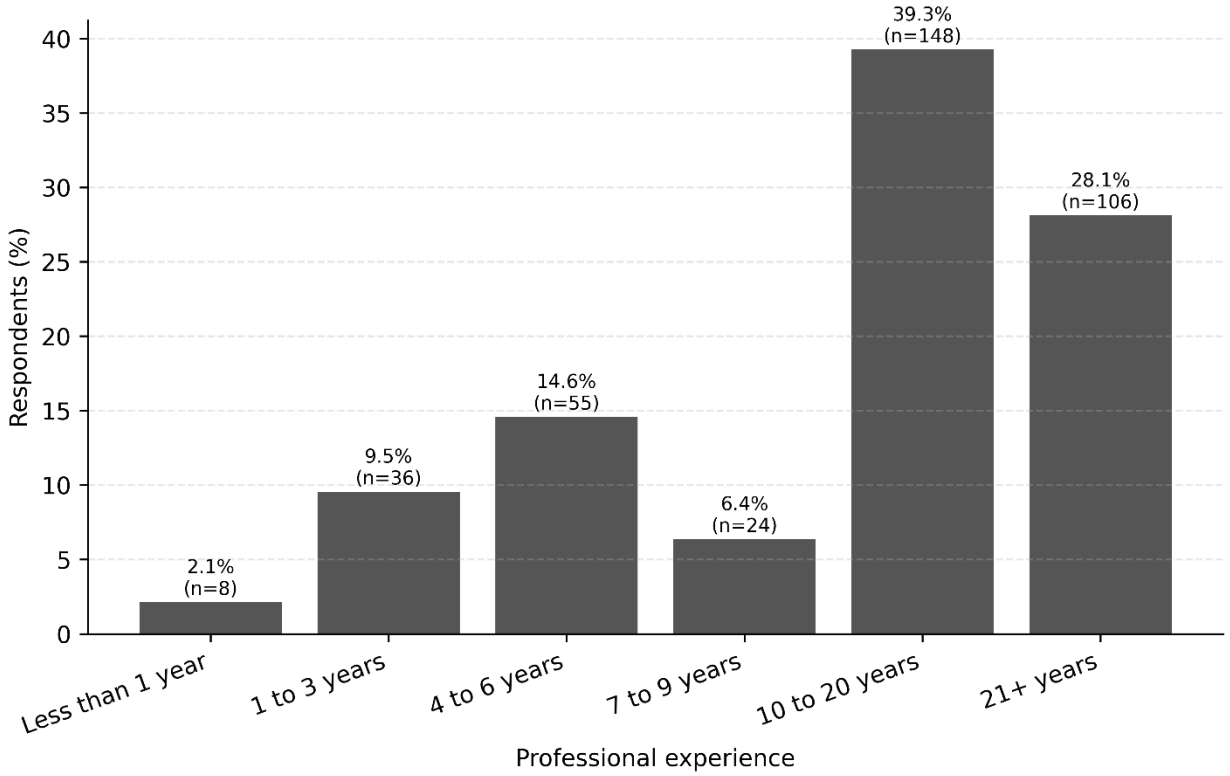
Figure 1. Age (in years) of survey respondents in Brazil (n = 377).



The respondents represented a highly experienced sample of fitness professionals. More than two-thirds of participants (67.4%) reported having at least 10 years of professional experience in the health and fitness industry, including 39.3% with

10 to 20 years of experience and 28.1% with more than 21 years of experience. These findings suggest that the survey results primarily reflect the perspectives of established professionals with substantial industry knowledge and practical experience. The distribution of professional experience is presented in Figure 2.

Figure 2. Years of professional experience reported by the survey respondents in Brazil (n = 377).



When asked about their employment status, 56.8% of respondents reported working full-time as exercise professionals, whereas 43.2% reported working part-time (Figure 3). The diversity of occupations represented in the survey provides a comprehensive overview of the Brazilian fitness industry and reflects perspectives from professionals working across commercial, clinical, academic, corporate, and community-based settings.

Respondents were asked to identify their primary occupation (Table 1). Personal trainers represented the largest professional group, accounting for 24.1% of the sample,

followed by program managers, directors, and facility operators (21.5%), university faculty members (15.6%), and group exercise instructors (13.0%). Other occupations included athletic trainers (6.6%), undergraduate and graduate students (4.2%), exercise physiologists and clinical exercise physiologists (3.7%), health and wellness coaches (3.4%), owners/operators (3.4%), medical professionals (3.2%), and professionals working in private practice or operating their own businesses (1.1%).

Table 1. Primary profession of survey respondents in Brazil (n = 377)

Occupation	**n**	**%**
Personal Trainer (part-time or full-time)	91	24.1
Program Manager / Director / Facility Operator	81	21.5
University Faculty	59	15.6
Group Exercise Instructor	49	13.0
Athletic Trainer	25	6.6
Undergraduate or Graduate Student	16	4.2
Exercise Physiologist / Clinical Exercise Physiologist	14	3.7
Health/Wellness Coach	13	3.4
Owner	13	3.4
Medical Professional	12	3.2
Private Practice / Own Business	4	1.1
Total	**377**	**100.0**

When asked about their current employment status, 56.8% of respondents reported working full-time as exercise professionals, whereas 43.2% reported working part-time (Figure 3). This distribution indicates a predominance of full-time professionals within the sample.

The diversity of occupations represented in the survey provides a comprehensive overview of the Brazilian fitness industry and reflects perspectives from professionals

working across commercial, clinical, academic, corporate, and community-based settings.

Figure 3. Current work status of survey respondents in Brazil (n = 377).

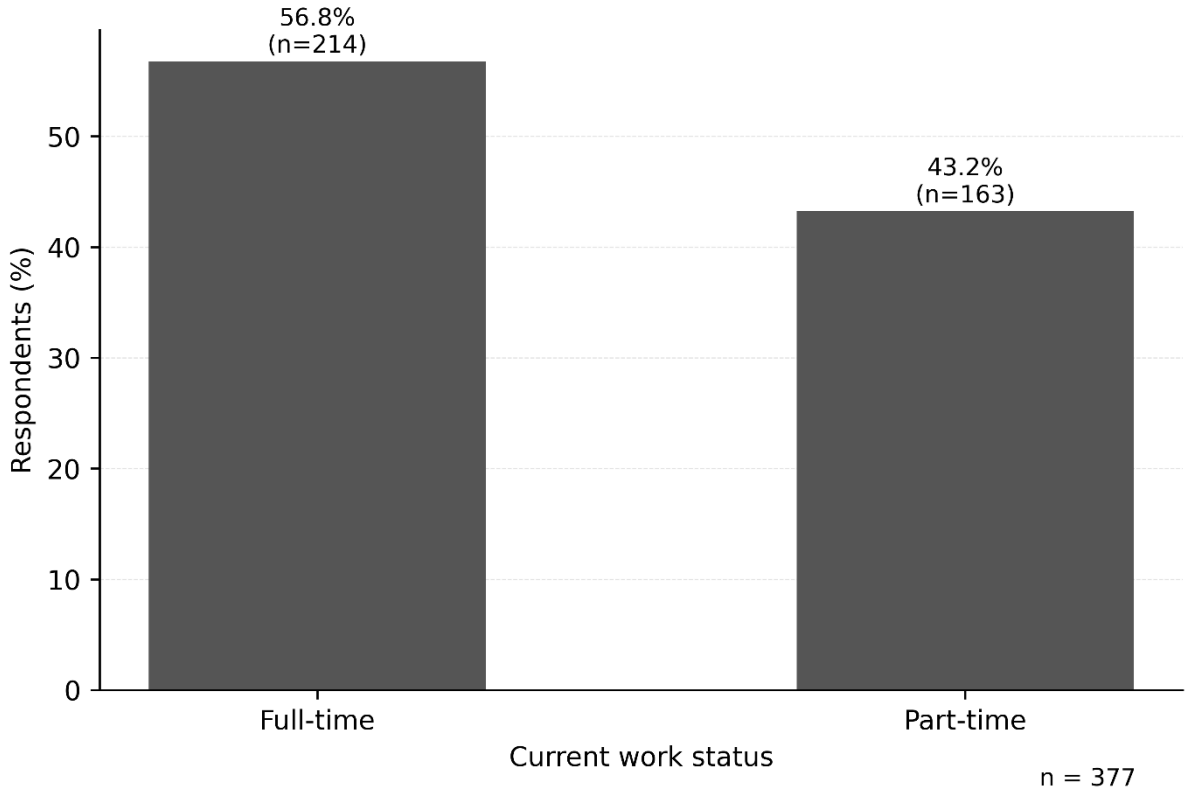
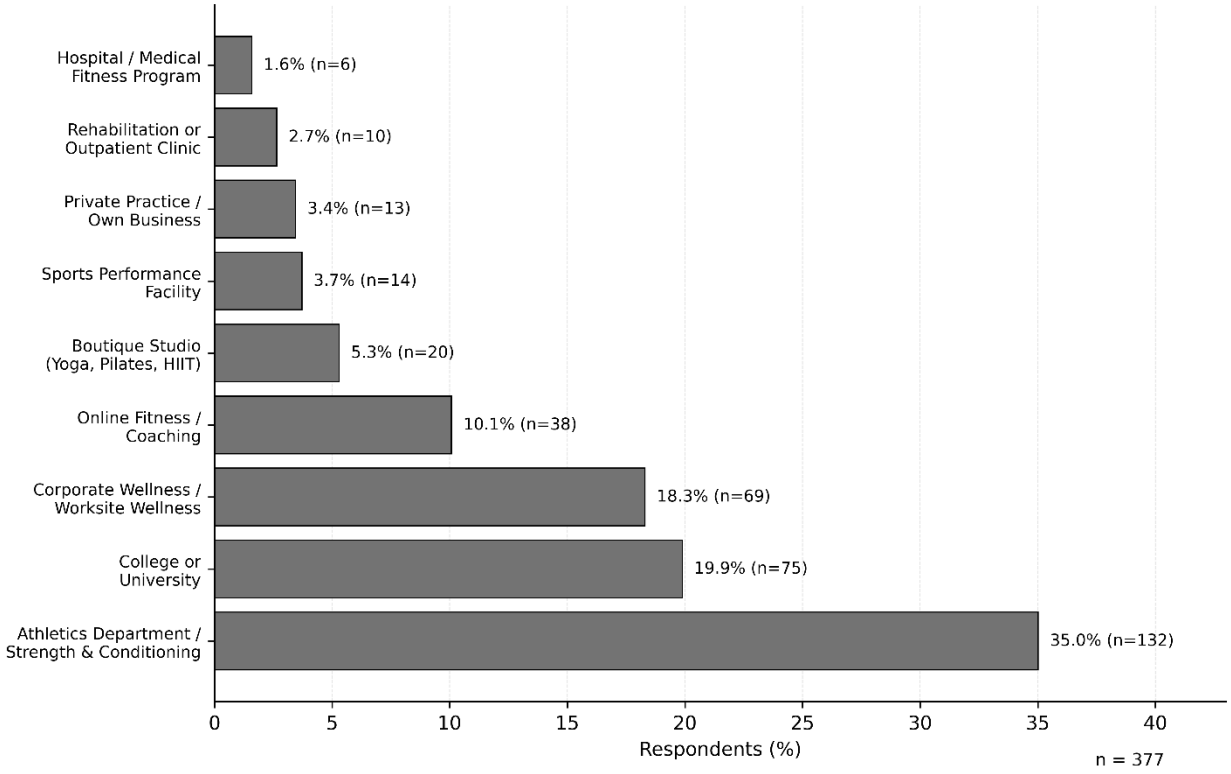


Figure 4 presents the primary workplace settings of the survey respondents. The largest proportion of participants reported working in athletics departments and strength and conditioning programs (35.0%), followed by colleges and universities (19.9%) and corporate wellness programs (18.3%). Additional workplace settings included online fitness and coaching services (10.1%), boutique fitness studios (5.3%), sports performance facilities (3.7%), private practice or independently owned businesses (3.4%), rehabilitation or outpatient clinics (2.7%), and hospital-based fitness or medical wellness programs (1.6%).

These findings demonstrate that the Brazilian fitness industry extends far beyond traditional commercial fitness centers and encompasses a diverse range of educational, corporate, clinical, athletic, and digital environments. The growing presence of online coaching, corporate wellness, and academic settings highlights the expanding role of

fitness professionals in promoting health, performance, and well-being across multiple sectors of society.

Figure 4. Primary workplace of survey respondents in Brazil (n = 377).



In Brazil, the practice of Physical Education is regulated by Federal Law No. 9,696/1998 and supervised by the Federal Council of Physical Education (CONFEF) and its Regional Councils (CREFs). To legally work in fitness, exercise, sports, and related health promotion activities, professionals must hold a university degree in Physical Education and maintain active professional registration. Consequently, formal academic education is generally valued more highly than certifications offered by private organizations.

The results of the present study demonstrated that 96.3% of respondents did not hold an ACSM certification, whereas only 3.7% reported being certified as an ACSM Certified Personal Trainer®. This finding should not be interpreted as a lack of professional development. In Brazil, continuing education is primarily obtained through postgraduate

programs, specialization courses, professional conferences, workshops, and professional development programs offered in Portuguese by universities, professional associations, and educational institutions.

Additionally, participation in international certification programs may be influenced by language barriers. Although English has become increasingly important in the health and fitness industry, Brazil continues to demonstrate relatively low levels of English proficiency. According to the EF English Proficiency Index, Brazil ranked 75th among 123 countries and remained within the “low proficiency” category. Furthermore, the British Council has reported that only a small proportion of Brazilians possess functional knowledge of English (EF Education First, 2025).

As a result, professional development opportunities delivered in Portuguese remain the preferred pathway for most Brazilian fitness professionals. Therefore, the low prevalence of ACSM certifications observed in this study likely reflects the characteristics of the Brazilian educational, linguistic, and regulatory environment rather than a lack of professional qualification.

SURVEY RESULTS

The first step in analyzing the survey results was to calculate the mean score for each potential trend and rank them according to their relative importance. As the seventh edition of the Fitness Trends in Brazil survey series, this study provides a valuable longitudinal perspective on the evolution of the Brazilian fitness industry and allows the monitoring of changes in professional practice, consumer behavior, technological innovation, and health promotion priorities over time.

Several emerging trends entered the Top 20 ranking for 2027, reflecting ongoing transformations in the fitness, health, and wellness sectors. The results highlight the growing influence of personalized services, artificial intelligence, healthy aging, lifestyle medicine, and health-oriented exercise programs. In addition, important similarities and differences were observed when comparing the Brazilian findings with the worldwide fitness trends published annually by the American College of Sports Medicine (ACSM).

For clarity and consistency with previous publications, only the Top 20 fitness trends identified for 2027 in Brazil are presented and discussed in this article.

Table 2. Top 20 Fitness Trends for 2027 in Brazil.

Rank	Fitness Trend	Mean Score
1	Personal Training (Face-to-Face, Online, or Hybrid)	9.74
2	Traditional Strength Training	9.72
3	AI-Driven Fitness	9.71
4	Exercise for Weight Loss	9.71
5	Fitness Programs for Older Adults	9.71
6	Functional Fitness Training (FFT)	9.70
7	Exercise for Mental Health	9.70
8	Bodyweight Training	9.70
9	Group Fitness Classes	9.68
10	Health/Wellness Coaching	9.66
11	Lifestyle Medicine	9.02
12	Wearable Technology	9.02
13	Exercise for Chronic Disease Management	8.98
14	Exercise is Medicine®	8.98
15	High-Intensity Interval Training (HIIT)	8.96
16	Premium Health Clubs and Spas	8.96
17	Adaptive Fitness and Inclusive Training	8.95
18	Outdoor Fitness Activities	8.95
19	Exercise in Neurodegenerative Disease Management	8.93
20	Fitness at Home	8.93

1. Personal Training (Face-to-Face, Online, or Hybrid)

Personal Training ranked first among the fitness trends for 2027 in Brazil. This trend encompasses individualized exercise services delivered in face-to-face, online, or hybrid formats. The continued growth of personal training reflects consumers' increasing demand for personalized experiences, greater accountability, and programs tailored to individual goals, health conditions, and lifestyles.

From a market perspective, personal training has evolved from a premium service into a mainstream offering. The expansion of hybrid models has enabled fitness professionals to increase scalability while maintaining individualized support. The growing prevalence of chronic diseases, obesity, and aging-related conditions has further reinforced the value of personalized exercise supervision.

Compared with the worldwide survey, where Personal Training ranked 14th in 2027, Brazil demonstrates a significantly stronger preference for individualized services. This difference highlights the importance of human interaction, professional guidance, and relationship-based services within the Brazilian fitness market.

Professionals should invest in niche specialization, digital delivery platforms, and hybrid coaching models to maximize client retention and long-term business growth.

2. Traditional Strength Training

Traditional Strength Training ranked second in Brazil for 2027 and remains one of the most established trends worldwide. This category includes resistance training programs focused on increasing muscular strength, muscle mass, functional capacity, and long-term health outcomes.

Scientific evidence supporting strength training has expanded considerably over the last decade. Research consistently demonstrates benefits for cardiovascular health, metabolic control, bone density, sarcopenia prevention, and overall longevity. As a result, strength training has become a cornerstone of modern exercise prescription.

The worldwide survey ranked Traditional Strength Training in fifth place, demonstrating strong alignment between Brazilian and international markets.

Fitness facilities should prioritize investments in resistance training equipment, staff education, and evidence-based programming to meet growing consumer demand.

3. AI-Driven Fitness

AI-Driven Fitness emerged as the third most important fitness trend in Brazil for 2027, representing one of the most significant changes ever observed in the history of the Brazilian fitness survey. This trend includes artificial intelligence applications for exercise prescription, performance analysis, client engagement, predictive analytics, and automated coaching systems.

From a business perspective, artificial intelligence has the potential to transform the entire fitness ecosystem. AI can improve operational efficiency, enhance personalization, automate administrative tasks, and support decision-making processes for both professionals and organizations.

A particularly interesting finding is the substantial difference between Brazil and the worldwide survey. While AI-Driven Fitness ranked third in Brazil, it occupied only the 23rd position globally. This result suggests that Brazilian professionals perceive artificial intelligence as a major opportunity for innovation and competitive differentiation.

Professionals should seek education in AI tools, automation systems, and data analytics to remain competitive in the coming years.

4. Exercise for Weight Loss

Exercise for Weight Loss remains one of the strongest fitness trends in Brazil, reflecting the growing prevalence of overweight and obesity throughout the country.

The continued increase in sedentary lifestyles, poor dietary habits, stress, and excessive screen time has contributed to rising obesity rates across all age groups. Consequently, consumers increasingly seek exercise programs specifically designed to support weight management and long-term behavior change.

Globally, Exercise for Weight Management ranked sixth, demonstrating strong convergence between Brazilian and worldwide priorities.

Fitness professionals should focus on multidisciplinary approaches that combine exercise, nutrition, behavioral coaching, and lifestyle modification strategies.

5. Fitness Programs for Older Adults

Fitness Programs for Older Adults ranked fifth among the top fitness trends in Brazil for 2027. This trend reflects the growing demand for exercise programs specifically designed to maintain functional independence, mobility, balance, strength, and quality of life among older adults.

Brazil is experiencing one of the fastest aging processes in the world. As life expectancy increases, healthcare professionals and consumers increasingly recognize exercise as a fundamental strategy for healthy aging and disease prevention. Scientific evidence consistently demonstrates that regular physical activity can reduce the risk of falls, frailty, chronic diseases, cognitive decline, and functional limitations.

In the worldwide survey, Fitness Programs for Older Adults ranked fourth, demonstrating strong alignment between Brazilian and international markets.

Fitness professionals should seek specialization in aging-related exercise prescription and develop programs focused on functional capacity, independence, and healthy longevity.

6. Functional Fitness Training (FFT)

Functional Fitness Training (FFT) ranked sixth in Brazil for 2027 and continues to attract consumers seeking improvements in daily-life performance, mobility, balance, coordination, and injury prevention.

Unlike traditional exercise programs focused primarily on aesthetics, functional fitness emphasizes movement patterns that replicate everyday activities and occupational demands. This approach appeals to a broad range of populations, including older adults, athletes, and individuals returning from injury.

The worldwide survey ranked FFT in 13th place, indicating that Brazilian consumers and professionals place greater value on functional training than many international markets.

Fitness facilities should integrate functional training zones, movement-based assessments, and personalized programming to capitalize on this demand.

7. Exercise for Mental Health

Exercise for Mental Health ranked seventh among the top fitness trends in Brazil for 2027. This trend reflects growing awareness of the relationship between physical activity and psychological well-being.

The increasing prevalence of anxiety, depression, burnout, and stress-related disorders has created new opportunities for exercise professionals to collaborate with healthcare providers. Research consistently demonstrates that exercise can improve mood, reduce symptoms of depression and anxiety, and enhance overall quality of life.

Globally, Exercise for Mental Health and Well-Being ranked ninth, highlighting a strong international movement toward integrating mental and physical health.

Professionals should incorporate behavioral strategies, supportive environments, and holistic wellness approaches into their services.

8. Bodyweight Training

Bodyweight Training ranked eighth in Brazil for 2027. This trend includes exercise programs that use an individual's own body mass as resistance, requiring little or no equipment.

The popularity of bodyweight training is driven by its accessibility, low cost, versatility, and adaptability across different environments. It can be performed in gyms, homes, parks, schools, and corporate settings, making it particularly attractive for large-scale health promotion initiatives.

Interestingly, Bodyweight Training ranked only 30th worldwide, suggesting a considerably stronger interest in this training method within the Brazilian market.

Professionals should leverage bodyweight-based programs to increase accessibility and reach underserved populations.

9. Group Fitness Classes

Group Fitness Classes ranked ninth in Brazil and continue to be an essential component of the fitness industry. These programs include activities such as cycling, dance, yoga, Pilates, functional training, and various instructor-led group formats.

From a business perspective, group classes offer an effective way to increase member engagement, retention, and social interaction while maximizing facility utilization.

The worldwide survey ranked Group Fitness Classes seventh, demonstrating strong consistency between Brazil and international markets.

Fitness facilities should continue investing in innovative class formats, instructor development, and community-building strategies.

10. Health/Wellness Coaching

Health/Wellness Coaching ranked tenth in Brazil for 2027. This trend reflects the growing recognition that long-term behavior change requires more than exercise prescription alone.

Health coaching focuses on goal setting, accountability, motivation, habit formation, and lifestyle modification. As consumers increasingly seek comprehensive health solutions, coaching has become an important complement to exercise services.

A notable finding is that Health/Wellness Coaching ranked 10th in Brazil but only 29th worldwide, indicating a stronger perceived value among Brazilian professionals.

Professionals should develop coaching skills, communication strategies, and behavior change competencies to enhance client outcomes and long-term adherence.

11. Lifestyle Medicine

Lifestyle Medicine ranked 11th among the top fitness trends in Brazil for 2027. This approach focuses on preventing, managing, and even reversing chronic diseases through evidence-based lifestyle interventions, including physical activity, healthy nutrition, stress management, sleep quality, social relationships, and avoidance of harmful substances.

From a market perspective, Lifestyle Medicine represents a shift from a reactive healthcare model toward a preventive health model. Consumers are increasingly seeking integrated solutions that improve long-term health outcomes rather than simply treating symptoms. This creates significant opportunities for collaboration among fitness professionals, physicians, nutritionists, psychologists, and physiotherapists.

Worldwide, Lifestyle Medicine ranked 31st, suggesting that Brazilian professionals perceive greater opportunities in this field than their international counterparts.

Professionals should seek interdisciplinary education and position themselves as health promoters rather than simply exercise instructors.

12. Wearable Technology

Wearable Technology ranked 12th in Brazil and remains one of the most influential trends in the global fitness industry. Wearables include smartwatches, fitness trackers, heart rate monitors, sleep trackers, and other devices capable of collecting physiological and behavioral data.

These technologies allow professionals and consumers to monitor physical activity levels, exercise intensity, sleep quality, recovery, and overall health status in real time.
Interestingly, while Wearable Technology ranked first worldwide in 2027, it occupied only the 12th position in Brazil. This difference may reflect economic factors, device accessibility, and the greater emphasis that Brazilian consumers place on direct professional supervision.

Fitness professionals should learn how to interpret wearable-generated data and integrate it into their coaching and decision-making processes.

13. Exercise for Chronic Disease Management

Exercise for Chronic Disease Management ranked 13th in Brazil. This trend includes exercise interventions designed to help individuals manage conditions such as diabetes, hypertension, obesity, cardiovascular disease, osteoporosis, and metabolic disorders.

The increasing prevalence of chronic diseases has created a growing demand for qualified exercise professionals capable of working safely and effectively with clinical populations.

Worldwide, this trend ranked 22nd, demonstrating stronger interest within the Brazilian fitness industry.

Professionals should pursue specialized education in clinical exercise physiology and evidence-based exercise prescription.

14. Exercise is Medicine®

Exercise is Medicine® ranked 14th in Brazil and represents one of the most important global initiatives promoting physical activity as a standard component of healthcare.

The concept encourages physicians and healthcare professionals to assess physical activity levels and refer patients to qualified exercise professionals whenever appropriate.

Although Exercise is Medicine® ranked only 37th worldwide, it achieved a much higher position in Brazil. This result reflects growing integration between healthcare and fitness services.

Professionals should strengthen relationships with healthcare providers and position exercise as an essential component of disease prevention and treatment.

15. High-Intensity Interval Training (HIIT)

HIIT ranked 15th in Brazil and continues to attract consumers seeking time-efficient exercise solutions. HIIT involves alternating periods of high-intensity exercise with brief recovery intervals.

The popularity of HIIT is supported by scientific evidence demonstrating improvements in cardiovascular fitness, metabolic health, and body composition in relatively short periods.

Worldwide, HIIT ranked 12th, indicating strong global acceptance.

Professionals should ensure proper screening and progression strategies, particularly for beginners and clinical populations.

16. Premium Health Clubs and Spas

Premium Health Clubs and Spas ranked 16th in Brazil, reflecting the growing demand for differentiated experiences, comfort, convenience, and high-quality services. Consumers increasingly seek environments that combine fitness, wellness, recovery, nutrition, and lifestyle services within a single facility.

Worldwide, this trend ranked 27th, suggesting greater market potential in Brazil.

Fitness operators should focus on customer experience, service quality, personalization, and premium amenities.

17. Adaptive Fitness and Inclusive Training

Adaptive Fitness and Inclusive Training ranked 17th in Brazil. This trend focuses on providing accessible exercise opportunities for individuals with disabilities, physical limitations, and diverse functional needs.

The growing emphasis on inclusion, accessibility, and social responsibility has increased awareness of the need for adapted fitness programs.

Worldwide, this trend ranked 34th, indicating that Brazilian professionals are placing greater emphasis on inclusion than many international markets.

Professionals should pursue education in adaptive exercise and inclusive program design.

18. Outdoor Fitness Activities

Outdoor Fitness Activities ranked 18th in Brazil and continue to benefit from growing consumer interest in nature-based exercise experiences.

Activities such as walking, running, cycling, functional training, and group exercise in parks offer opportunities for social interaction, mental well-being, and reduced participation costs.

This trend ranked 18th both in Brazil and worldwide, representing one of the strongest examples of alignment between the two markets.

Professionals should explore outdoor programs as a strategy to expand service offerings and attract new participants.

19. Exercise in Neurodegenerative Disease Management

Exercise in Neurodegenerative Disease Management ranked 19th in Brazil and reflects increasing recognition of exercise as a therapeutic strategy for conditions such as Parkinson’s disease, Alzheimer’s disease, and other neurodegenerative disorders.

Research has demonstrated positive effects of exercise on motor function, cognition, balance, quality of life, and functional independence.

Worldwide, this trend ranked 35th, indicating substantially greater interest in Brazil.

Professionals should seek specialized training to safely serve this rapidly growing population.

20. Fitness at Home

Fitness at Home ranked 20th in Brazil and remains a relevant segment despite the reopening and recovery of traditional fitness facilities following the COVID-19 pandemic.

Consumers continue to value convenience, flexibility, and the ability to exercise without commuting. Advances in digital platforms, mobile applications, and virtual coaching services continue to support this trend.

Interestingly, Fitness at Home also ranked 20th worldwide, demonstrating remarkable consistency between the Brazilian and international markets.

Professionals should consider hybrid business models that combine in-person services with home-based exercise solutions.

LIMITATIONS

Several limitations should be considered when interpreting the results of this study.

First, although the survey included professionals from a variety of sectors within the fitness industry, including gym owners, managers, professors, students, healthcare professionals, and exercise specialists, personal trainers represented the largest occupational group among respondents. Consequently, some trends may reflect the perceptions and priorities of professionals working primarily in individualized exercise services.

Second, participation in the survey was voluntary and based on convenience sampling. Therefore, the results may not fully represent the opinions of all fitness professionals working in Brazil.

Third, fitness trends reflect perceptions regarding future market developments rather than objective measurements of market size, revenue, or participation rates. As a result, the identified trends should be interpreted as indicators of professional expectations and emerging opportunities rather than definitive predictions.

Finally, Brazil is a geographically large and culturally diverse country. Regional differences in economic development, access to fitness services, technology adoption, and consumer behavior may influence the perception of trends across different states and regions.

Despite these limitations, the study represents one of the largest annual surveys of fitness professionals conducted in Brazil and provides valuable insights into the current and future direction of the Brazilian fitness industry.

PRACTICAL IMPLICATIONS FOR FITNESS PROFESSIONALS AND ORGANIZATIONS

The fitness trends identified in this survey provide valuable insights for fitness professionals, gym owners, educators, healthcare providers, and organizations seeking to adapt to a rapidly evolving marketplace. Beyond highlighting emerging trends, the findings offer practical guidance for strategic planning, professional development, service innovation, and business growth.

As consumer expectations continue to evolve, successful professionals and organizations will be those capable of integrating personalized services, technological innovation, evidence-based practice, and health-oriented solutions into their business models.

Table 3 summarizes practical applications and recommendations based on the major fitness trends identified in Brazil for 2027.

Table 3. Practical applications of the 2027 fitness trends in Brazil.

Trend Category	Practical Application	Recommendation for Professionals and Organizations
Personal Training	Personalized services	Develop specialized programs and niche markets.
AI-Driven Fitness	Automation and personalization	Incorporate AI tools for marketing, client engagement, exercise programming, and business management.
Healthy Aging	Programs for older adults	Develop services focused on strength, balance, mobility, and functional independence.

Trend Category	Practical Application	Recommendation for Professionals and Organizations
Weight Management	Multidisciplinary interventions	Integrate exercise, nutrition, behavior change, and coaching strategies.
Mental Health	Exercise-based wellness programs	Create environments that promote psychological well-being and long-term adherence.
Health Coaching	Behavior change support	Offer coaching and accountability services to improve client outcomes.
Wearable Technology	Data-driven decision making	Use wearable devices to monitor activity, recovery, and health indicators.
Lifestyle Medicine	Preventive healthcare	Collaborate with healthcare professionals and promote healthy lifestyle habits.
Chronic Disease Management	Clinical exercise programs	Develop evidence-based programs for individuals with chronic conditions.
Digital Fitness	Online products and services	Create online courses, memberships, hybrid coaching, and digital education programs.
Professional Development	Continuing education	Invest in certifications, postgraduate programs, conferences, and mentorship.
Business Growth	Revenue diversification	Combine face-to-face services with scalable digital products and recurring revenue models.

CONCLUSIONS

The 2027 Fitness Trends in Brazil survey provides important insights into the evolving landscape of the Brazilian fitness, health, and wellness industry. The findings indicate that personalized services, traditional strength training, artificial intelligence, weight management, healthy aging, mental health, and health-oriented exercise programs are expected to play a central role in shaping the sector over the coming years.

One of the most significant findings of this study is the emergence of AI-Driven Fitness as the third highest-ranked trend in Brazil. While technology has become increasingly integrated into the fitness industry worldwide, the strong positioning of artificial intelligence suggests that Brazilian professionals recognize its potential to improve personalization, operational efficiency, client engagement, and business competitiveness. At the same time, the continued leadership of Personal Training reinforces the enduring importance of human interaction, individualized exercise prescription, and relationship-based service delivery.

The comparison between Brazilian and worldwide fitness trends revealed both similarities and differences. Although global trends continue to emphasize wearable technology and digital health solutions, Brazilian professionals demonstrated greater interest in areas related to health promotion, behavior change, healthy aging, chronic disease management, lifestyle medicine, and personalized services. These findings reflect the increasing convergence between fitness, healthcare, and wellness in the Brazilian market.

Another notable observation is the strong presence of trends associated with population aging, weight management, mental health, and chronic disease prevention. These results are consistent with current demographic and epidemiological transitions occurring in Brazil and highlight the growing role of exercise professionals in supporting public health initiatives and improving quality of life across the lifespan.

The practical implications of these findings extend beyond fitness facilities and personal training services. Educational institutions, healthcare organizations, fitness companies, technology providers, and policymakers may use these results to support strategic planning, curriculum development, service innovation, professional education, and future investment decisions.

As the seventh edition of the Fitness Trends in Brazil survey series, this study contributes to the ongoing monitoring of industry developments and provides a valuable benchmark for researchers, educators, fitness professionals, and business leaders seeking to understand emerging opportunities and challenges within the Brazilian fitness market. Continued surveillance of fitness trends will remain essential for identifying shifts in consumer behavior, technological innovation, and professional practice in an increasingly dynamic and competitive environment.

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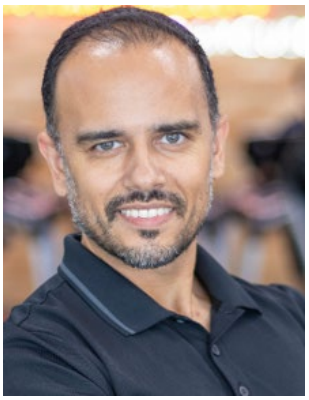
DISCLOSURES

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