

2021 FITNESS TRENDS IN AUSTRALIA

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The Australian survey of fitness trends was based on the American College of Sports Medicine's Worldwide Survey of Fitness Trends and included 42 possible trends. There were some minor alterations for the purpose of contextualizing the survey for the Australian fitness industry. A total of 40 possible trends were used from the worldwide survey, one was deleted, and the following two Australia-specific trends were added: inclusive fitness centers and quality accredited business.

The research was conducted from June 10 to August 7, 2020 (8 weeks) and was promoted through Fitness Australia's networks and conducted electronically. The survey was designed to be completed in 15 minutes or less. The research was constructed using a Likert-type scale, ranging from a low score of 1 (not a hot trend) to a high score of 10 (hot trend).

Australian survey participants included 536 respondents (70% female and 30% male). Demographics data also identified the survey was completed by various age groups (see Figure 1) with the majority, 66% having more than 5 years of experience in the industry and 23.6% with more than 20 years (Figure 2).

Figure 1. Age (in years) of survey respondents in Australia

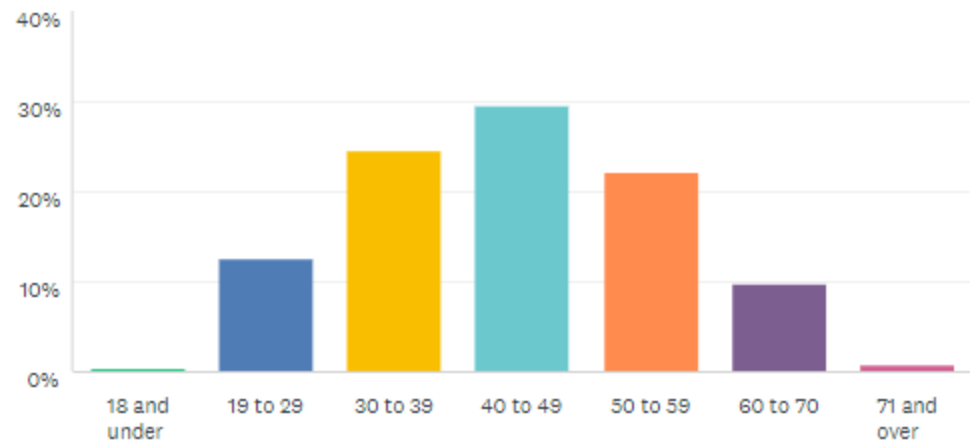
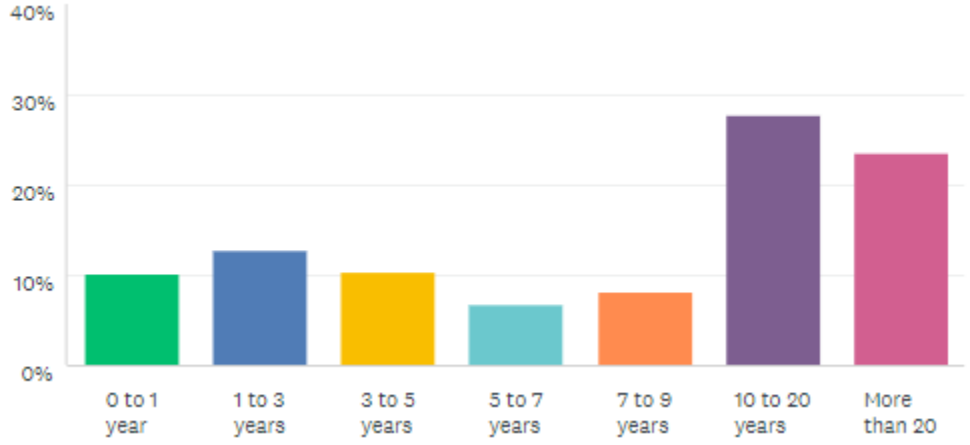


Figure 2. Years of experience reported by the survey respondents in Australia



SURVEY RESULTS

Top 20 Fitness Trends for 2021 in Australia

- 1 Strength Training with Free weights
 - 2 Functional Fitness Training
 - 3 Employing Registered Exercise Professionals
 - 4 Fitness Programs for Older Adults
 - 5 Wearable Technology
 - 6 Body Weight Training
 - 7 Group Training
 - 8 High Intensity Interval Training
 - 9 Exercise is Medicine
 - 10 Exercise for Weight loss
 - 11 Personal Training
 - 12 Outdoor Activities
 - 13 Inclusive Fitness Services
 - 14 Small Group Personal Training
 - 15 Health & Wellness Coaching
 - 16 Core Training
 - 17 Yoga
 - 18 Lifestyle Medicine
 - 19 Online Training
 - 20 Pre and Post Natal Fitness
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