

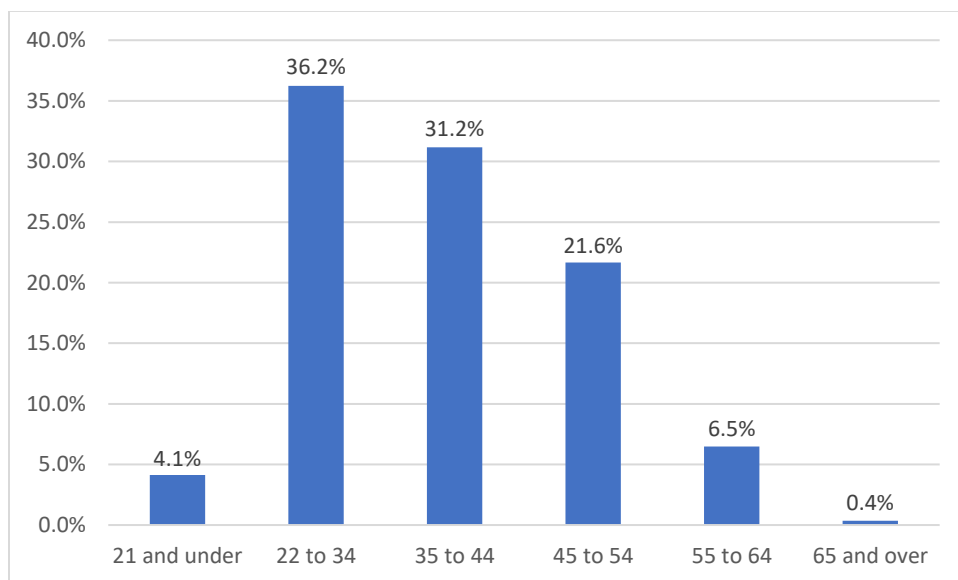
## 2021 FITNESS TRENDS IN BRAZIL

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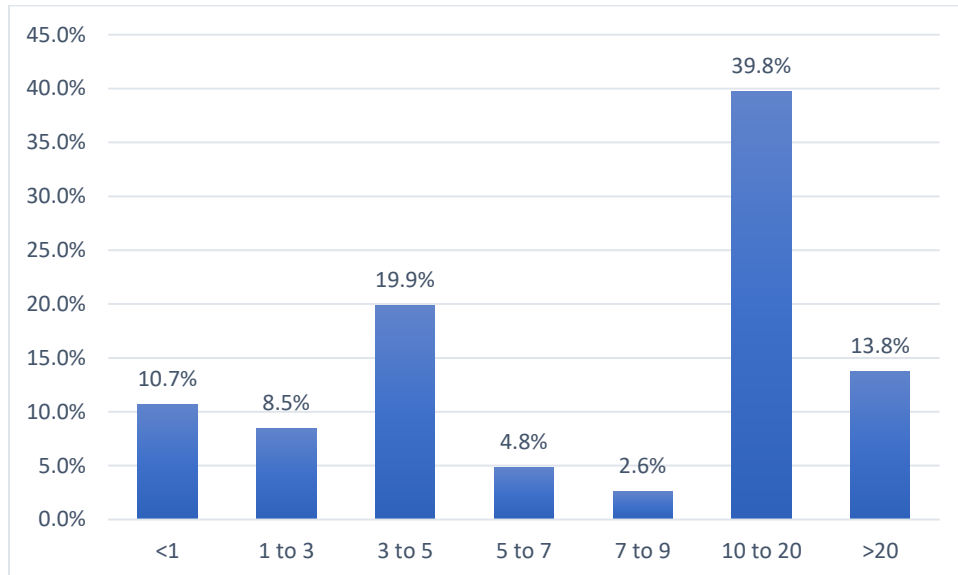
For the second consecutive year, fitness trends were analyzed in Brazil. The Brazil survey was identical to the worldwide survey developed by the American College of Sports Medicine which included 41 possible trends. The research was conducted electronically, from March 30 to August 23, 2020 (21 weeks). The data collection period was longer due to the coronavirus pandemic (COVID-19). The survey was designed to be completed in 10 minutes or less. There was no financial incentive offered to complete the survey. The research was constructed using a Likert-type scale, ranging from a low score of 1 (least likely to be a trend) to a high score of 10 (most likely to be a trend). At the end of the survey period, an opportunity was given for respondents to include possible non-listed fitness trends to be considered for future research.

Survey participants included 850 respondents from Brazil. Demographics data of the survey included 45% females and 55% males across a wide spectrum of backgrounds and experiences (Figure 1), with 39.8% having more than 10 years of experience in the industry (Figure 2), and 13.8% with more than 20 years of experience.

**Figure 1.** Age (in years) of survey respondents in Brazil

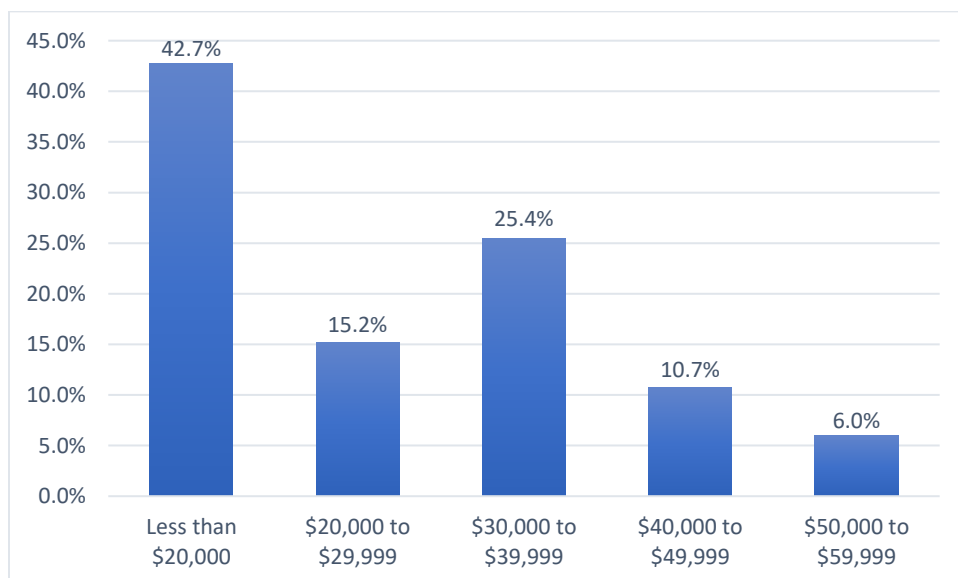


**Figure 2.** Years of experience reported by the survey respondents in Brazil



Due to the coronavirus pandemic (COVID-19), many professionals were impacted financially. It also is worth mentioning that commercial agreements in Brazil are monthly, making it difficult to compare with other countries in the world. In this sense, only 16.7% of survey respondents received an annual salary of more than USD \$40,000 (Figure 3).

**Figure 3.** Annual salary of survey respondents in Brazil.



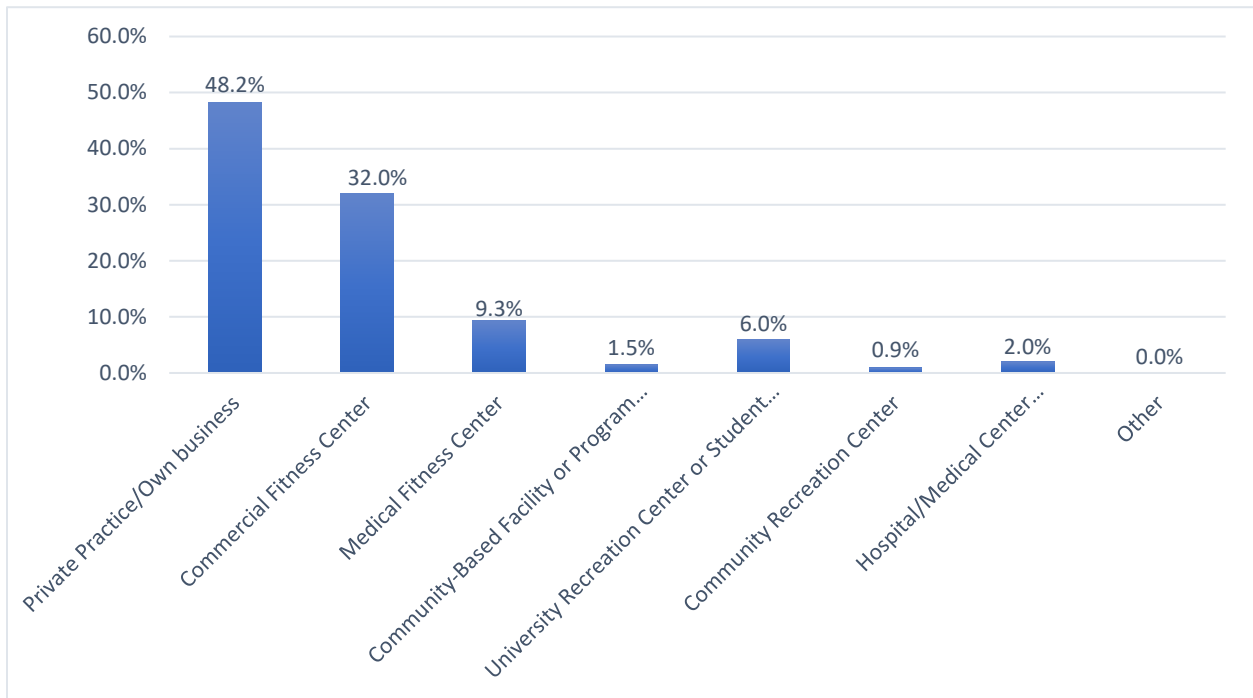
Respondents were asked to identify their occupations (Table 1), with 25% indicating that they were either full- or part-time personal trainers.

**Table 1.** Survey Respondents' Occupation in Brazil.

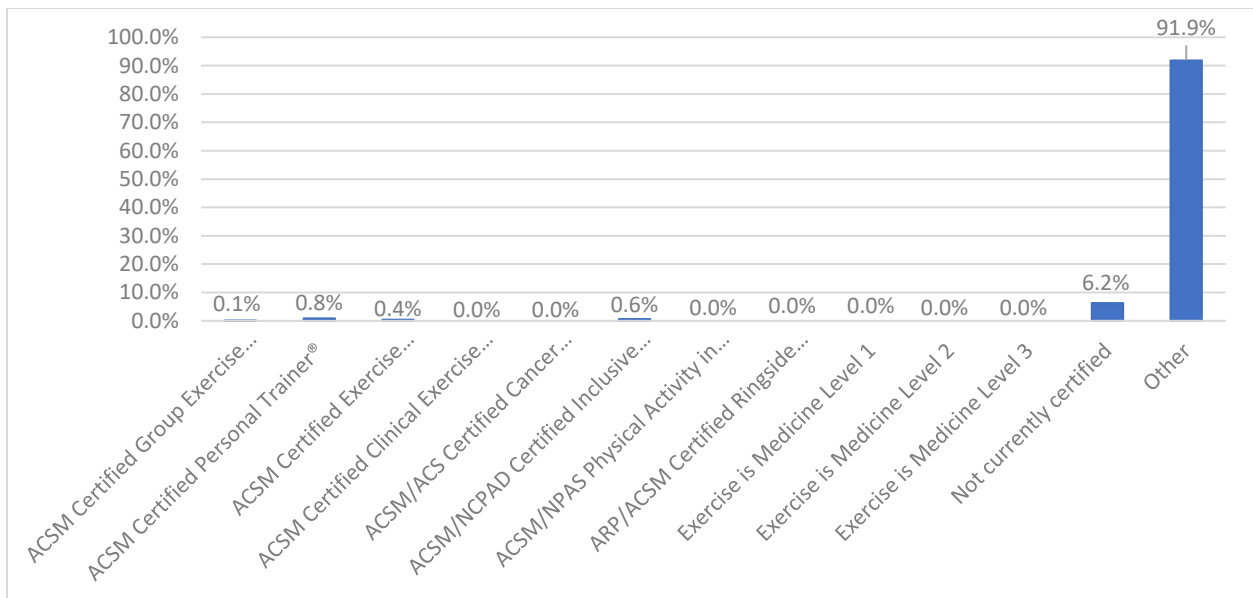
<b>Respondent Occupation</b>	<b>Total Respondents</b>
Personal Trainer (part-time)	8%
Personal Trainer (full-time)	17%
Group Exercise Leader	14%
Exercise Physiologist	3%
Clinical Exercise Physiologist	3%
Program Manager	0%
Health/Fitness Director	20%
Owner/Operator	5%
Health/Wellness Coach	8%
Undergraduate Student	0%
Graduate Student	6%
Teacher	3%
Professor	8%
Medical Professional (MD/DO, RN, Physical Therapist, Occupational Therapist)	4%
Registered Dietician (RD, RDN, LD)	2%
Other (please specify)	0%

Figure 4 reveals where responders were employed. Survey respondents were asked about their career choices with 69.2% indicating they were in their first job and 30.8% indicating they were in their second career. In view of the Brazilian economic situation, many fitness professionals act as entrepreneurs. In this sense, 48.2% of the responders work in a private practice/own business.

**Figure 4. Where do you work in Brazil?**



**Figure 5. Which certifications do survey respondents hold in Brazil?**



It is important to note that to work as a physical education professional in Brazil, it is necessary to pursue higher education at a university accredited by the Ministry of Education. After completing the course, professional registration with the Federal Council

of Physical Education (CONFEF), which regulates the performance of the physical education professional in Brazil, is mandatory. This is why 91.9% of the responders do not hold a certification with ACSM or other certifying institutions. A degree from a university is a requirement, but certification is not.

The top 20 trends for 2021 in Brazil can be found in Table 2. New to the top 20 trends identified for 2021 are clinical integration/medical fitness (ranked 6 in 2021 and 28 in 2020), exercise is medicine (EIM) (ranked 8 in 2021 and 21 in 2020), post reahabilitation classes (ranked 12 in 2021 and 25 in 2020), virtual training (ranked 16 and is new to the survey), walking/running/jogging/cycling clubs (ranked 17 in 2021 and 24 in 2020), wearable technology (ranked 18 and is new to the survey), body weight training (ranked 19 in 2021 and 26 in 2020), and group training (ranked 20 in 2021 and 33 in 2020).

**Table 2.** Top 20 Fitness Trends for 2021 in Brazil

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1	Exercise for Weight Loss
2	Lifestyle Medicine
3	Online Training
4	Personal Training
5	Fitness Programs for Older Adults
6	Clinical Integration/Medical Fitness
7	Employing Certified Fitness Professionals
8	Exercise is Medicine (EIM)
9	Functional Fitness Training
10	Health/Wellness Coaching
11	Outdoor Activities
12	Post Rehabilitation Classes
13	High Intensity Interval Training (HIIT)
14	Small Group Personal Training
15	Mobile Exercise Apps
16	Virtual Training
17	Walking/Running/Jogging/Cycling Clubs
18	Wearable Technology
19	Body Weight Training
20	Group Training

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## **Summary**

In Brazil, exercise to lose weight continues to be the main trend, emphasized by the media and touted as a prevention against chronic non-communicable diseases.

The coronavirus pandemic (COVID-19) has had an impact on the performance of physical education professionals. In addition to the prescription of physical exercises, physical education professionals and companies in this sector must adopt strategies to promote healthy habits and be prepared to serve people affected by health problems and those who are undergoing rehabilitation. It also is worth highlighting the importance of integrated action with other health professionals (doctors, nutritionists, physiotherapists, psychologists, etc.) in a multidisciplinary or interdisciplinary way. Regarding the effects of COVID-19, it highlights the importance of practicing physical activity to maintain the physical, mental, and spiritual health of both practitioners and clients. Thus, all virtual training using only body weight stand out.

We are in a moment when it is necessary to change the mindset of physical education professionals and companies in this sector, aiming at the customer experience with a focus on all dimensions of wellness.

## **ACKNOWLEDGMENTS**

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