

2021 FITNESS TRENDS IN EUROPE

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The Europe survey utilized the same survey methodology as ACSM's Worldwide Survey of Fitness Trends (*i.e.*, 10-point Likert-type scale and cumulative scores were calculated for each question). The data collection period was open from April 7, 2020 to June 2, 2020 or approximately 8 weeks. The European survey was developed in SurveyMonkey and included 41 possible trends. An email invitation was sent to 6,230 ACSM members residing in Europe and also was distributed to 11,423 professionals through social media networks in fitness groups and by email to university professors specializing in physical activity and fitness. A total of 1,271 fitness professionals responded to the survey for a return rate of 7.2%.

See Table 1 for demographic information from the European survey respondents.

Table 1. Demographics of the European survey respondents

		%
Gender		
	Female	48.6
	Male	51.4
Age (yrs)		
	18–21	8.8
	22–34	33.5
	35–44	31.5
	45–54	18.7
	55–64	6.5
	65+	1.0

<i>European region</i>		
	Northern Europe	13.8
	Southern Europe	54.9
	Western Europe	16.9
	Eastern Europe	14.4
<i>Education</i>		
	Bachelor's degree	27.5
	Master's degree	15.2
	Doctorate degree	19.6
	Medical Doctor	3.3
	None	31.7
	Other	2.7
<i>Certification</i>		
	Assistant Fitness Instructor	3.7
	Fitness Instructor	44.1
	Group Fitness Instructor	31.5
	Personal Trainer	39.9
	Youth Fitness Instructor	5.4
	Active Aging Trainer	2.9
	Pilates Teacher	14.2
	Yoga Teacher	8.3

	Aqua Fitness Instructor	4.0
	Exercise for Health Specialist	14.6
	Pre/Diabetes Exercise Specialist	2.3
	Weight Management Exercise Specialist	6.5
	Pre/Post Natal Exercise Specialist	4.4
	Advanced Health and Exercise Specialist	8.5
	Clinical Exercise Physiologist	3.8
	Cancer Exercise Trainer	0.4
	Inclusive Exercise Training	0.7
	Physical Activity in Public Health Specialist	3.3
	Exercise is Medicine	4.8
	Not Applicable	15.4
	<i>Primary profession</i>	
	Personal Trainer (part-time)	6.5
	Personal Trainer (full-time)	18.3
	Group Fitness Instructor	11.9
	Pilates Teacher	3.3
	Yoga Teacher	1.1
	Exercise Specialist	2.4

	Health/Wellness Coach	3.1
	Exercise Physiologist	3.5
	Clinical Exercise Physiologist	1.2
	Undergraduate Student	5.8
	Graduate Student	1.8
	Vocational Educator/Tutor	3.5
	Physical Education Teacher	6.0
	University/College Professor	11.9
	Medical Professional	1.7
	Registered Dietitian	0.2
	Gym Manager	6.5
	Owner/Operator	6.8
	Other	4.5
<i>Experience</i>		
	0 to 1 year	6.9
	1 to 3 years	9.6
	3 to 5 years	15.3
	5 to 7 years	9.3
	7 to 9 years	14.4
	10 to 20 years	24.6
	More than 20 years	20.0
<i>Annual salary</i>		

	Not willing to share	14.1
	Less than €20,000	35.6
	€20,000 to €29,999	10.3
	€30,000 to €39,999	5.3
	€40,000 to €49,999	7.2
	€50,000 to €59,999	8.9
	€60,000 to €69,999	13.2
	€70,000 to €79,999	2.5
	€80,000 to €89,999	0.9
	€90,000 to €99,999	0.4
	More than €100,000	1.6
<i>Work setting</i>		
	Private Practice/Own Business	33.5
	Boutique Fitness Studio	20.1
	Commercial Fitness Center	29.6
	Medical Fitness Center	4.8
	Community-Based Facility or Program	0.9
	University Recreation Center	10.4
	Community Recreation Center	0.7
	Hospital/Medical Center Department	7.1
	Corporate Fitness Facility	1.7
	Sport Tourism Facility	3.1

	Vocational Training Provider	3.5
	National Association	2.7
	Supplier	2.5
Work status		
	Part-time	17.4
	Full-time	78.9
	Other	3.7
Career choice		
	First job	72.5
	Second job	21.9
	Other	5.5

Table 2. Top 20 European Fitness Trends for 2021

Rank	Trend	Score (0-10)
1	Personal Training	9.031 ± 1.630
2	High-Intensity Interval Training	8.856 ± 1.669
3	Exercise is Medicine	8.820 ± 1.684
4	Exercise for Weight Loss	8.688 ± 1.905
5	Functional Fitness Training	8.670 ± 1.797
6	Body Weight Training	8.644 ± 1.710
7	Health/Wellness Coaching	8.245 ± 1.933
8	Employing Certified Fitness Professionals	8.188 ± 2.206

9	Fitness Programs for Older Adults	8.186 ± 1.806
10	Licensure for Fitness Professionals	8.125 ± 2.252
11	Small Group Training	8.046 ± 1.977
12	Clinical Integration/Medical Fitness	8.006 ± 2.058
13	Circuit Training	7.796 ± 2.018
14	Post Rehabilitation Classes	7.469 ± 2.246
15	Children and Exercise	7.446 ± 2.362
16	Boutique Fitness Studios	7.340 ± 2.089
17	Strength Training with Free Weights	6.483 ± 1.955
18	Group Training	6.389 ± 2.114
18	Wearable Technology	6.338 ± 2.439
20	Core Training	6.286 ± 1.920

Data are presented as mean ± SD