

2021 FITNESS TRENDS IN MEXICO

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The Mexico survey of fitness trends was based on the American College of Sports Medicine’s Worldwide Survey of Fitness Trends and included 46 possible trends. There were some minor alterations for the purpose of contextualizing the survey for the Mexican fitness industry. A total of 27 trends were used from the worldwide survey and 19 trends were added to the survey that were unique to Mexico. The 19 unique trends include: multidisciplinary teams, new activities/services adapted to post-pandemic COVID-19, training at home with personalized professional support, strength training, cardiometabolic rehabilitation, exercise programs for childhood obesity, professional fitness regulation, monitoring of training results, new market niches in the fitness center, specific training for a sport, fitness influencers, fitness in streaming, sustainable gyms/eco-gyms, training for popular running and races, street workout, training at home with online or video conference support from professionals, complement of workouts with online sessions organized by gyms, home-gym set up, and use of new technologies to control personal health status.

The survey was distributed to 13,589 fitness professionals through social networks in specialized fitness groups and by email to university professors specializing in physical activity and fitness. A total of 1,077 responses were received from 29 of the 33 states in Mexico. The survey was open from May 13 through May 31, 2020 (3 weeks).

To learn more about the demographic characteristics of the responders to the Mexico survey, see Tables 1-3 below. See Table 4 for a listing of the top 20 trends in Mexico for 2021.

Table 1. Demographic Characteristics of Responders	
	%
<i>Age</i>	
< 21 years	25.81
22 to 34 years	53.39
35 to 44 years	12.44
45 to 54 years	6.50
≥ 55 years	1.86
<i>Years of fitness experience</i>	
< 1 year	12.84
1 to 4 years	39.16
5 to 7 years	18.42
8 to 10 years	8.56
11 to 20 years	10.60
> 20 years	10.42
<i>Academic training</i>	

Postgraduate degree in physical activity or related field	8.36
Graduated with a degree in physical activity or related field	24.42
Student of a degree in physical activity or related degree	36.58
Staff with practical experience	1.11
Staff with practical experience and certifications	6.69
Professional with a university degree in physical activity or, related degrees	21.73
No related training	43.73
<i>Annual salary of survey respondents*</i>	
< \$2,700	13.09
\$2,700 to \$5,400	6.87
\$5,400 to \$8,100	5.85
\$8,100 to \$10,800	43.73
> \$10,800	30.45

* 1 U.S. dollar = 22.68 Mexican pesos

Table 2. Survey Respondents' Occupation

Reported Occupation	%
1 Sports Coach or Instructor	23.84
2 Personal Trainer	8.54
3 Professor	8.53
4 Gym Instructor	5.75
5 Physical Education Teacher	2.41
6 Gym Manager	2.40
7 Gym Director	1.66
8 Manager or Sports	1.29
9 Multidisciplinary Instructor	1.11
10 Group Exercise Leader	0.92
11 Sports Coordinator	0.74
12 Physiotherapist	0.37
13 Other	42.33

Table 3. Work Situation of the Respondents and Characteristics of the Workplace

		%
Work Center Features	Private Practice/Own Business	46.33
	Community Recreation Center	30.08
	Outdoor Spaces	10.95
	Online	4.27
	Other	8.35
Fitness Sector in Which You Work	Commercial Fitness Center	40.39
	Community (Low-cost/Public)	31.38
	Exercise Programs at Work Centers	5.76
	Medical Fitness Center	3.71

	Other	18.75
Job Occupation	Work in fitness part-time	28.41
	Work in fitness full-time	24.79
	I worked in fitness, but not now	23.21
	Secondary Job Occupation	11.33
	Other	12.26

Table 4. Top 20 Mexican Fitness Trends for 2021	
Rank	Trend
1	Exercise for Weight Loss
2	Functional Fitness Training
3	Personal Training
4	Strength Training
5	Body Weight Training
6	Multidisciplinary Work Teams (Physical Activity Professionals, Doctors, Physical Therapists, and Nutritionists)
7	Outdoor Activities
8	Specific Training for a Sport
9	Circuit Training
10	Prevention/Functional Rehabilitation of Injuries
11	Licensure for Fitness Professionals
12	New Activities and Services Adapted to Post-pandemic COVID-19
13	High Intensity Interval Training (HIIT)
14	Training with Free Weights
15	Wearable Technology
16	Worksite Health Promotion and Workplace Well-being Programs
17	Outcome Measurements
18	Group Training
19	Core Training
20	Training at Home with Personalized Professional Support

Note: The rows with a green background are Mexico-specific potential trends added in the survey.