

2021 FITNESS TRENDS IN SPAIN

Oscar L. Veiga, Ph.D.; Manel Valcarce-Torrente, Ph.D.; and Miguel Á. De la Cámara, Ph.D.

The Spain survey of fitness trends was based on the American College of Sports Medicine's Worldwide Survey of Fitness Trends and included 44 possible trends. There were some minor alterations for the purpose of contextualizing the survey for the Spanish fitness industry. A total of 31 trends were used from the worldwide survey with 13 trends unique to Spain to include: multidisciplinary teams, fitness and dietary, new market niches, prevention/rehabilitation of injuries, exercise programs against children and adolescent obesity, medical derivation, gamification of activities/services of fitness, specific sport training, popular races and running, training, CrossFit, fitness influencers/youtubers/bloggers, and new yoga modalities.

A total of 6,230 online questionnaires were distributed among fitness professionals, with 503 responding to the survey (8.1% response rate). The survey was distributed through social networks in fitness groups. The survey was open from May 2020 to July 2020 (approximately 10 weeks).

Respondents for this survey were primarily males (70%) with nearly three-quarters of the respondents between the ages of 22 and 34 years of age (42.7%) and 35 to 44 years of age (29.6%). Nearly half of responders (47%) reported having more than 10 years of experience in the fitness industry. Demographic information on responders can be found in Tables 1-3. The list of top 20 trends for 2021 in Spain can be found in Table 4.

Table 1. Sample characteristics	Percentage
<i>Sex</i>	
Female	30.0
Male	70.0
<i>Age</i>	
Less than 21 years	1.8
From 22 to 34 years	42.7
From 35 to 44 years	29.6
From 45 to 54 years	19.4
More than 55 years	6.4
<i>Experience in the fitness sector</i>	
Less than 1 year	3.6
From 1 to 3 years	9.9
From 3 to 5 years	12.9
From 5 to 7 years	12.3
From 7 to 9 years	9.9
From 10 to 20 years	26.4
More than 20 years	20.8
I have not experience in fitness sector	4.1

<i>Place of work</i>	
Private Center	38.9
Public Center	22.4
Studio Boutique	12.1
Outdoor Places	4.4
Work at Home	4.8
Mainly Online Work	5.0
Other	12.4
<i>Sector of Fitness</i>	
Commercial Fitness	50.9
Community Fitness	12.9
Corporate Fitness	16.9
Medical Fitness	7.6
Other	11.7
<i>Job Situation in Fitness Sector</i>	
Main job	75.0
Second job	12.1
Third job, or more	0.6
Currently, I am not working in the fitness sector	12.3
Full-time	53.4
Part-time without any other job	10.3
Part-time with other job	15.3
I have had a job in the fitness sector, but not currently	3.2
I currently do not have a job in fitness sector, I am unemployed	5.6
Other	12.2

Note: data are shown as percentages (%).

Table 2. Position and Annual Income of Responders

<i>Type of job</i>	
Center Owner/Entrepreneur	16.7
Manager	8.5
Technical Director	8.5
Coordinator	7.5
Multidisciplinary Instructor	11.7
Classroom Instructor	2.4
Group Training Instructor	5.8
Personal Trainer (Full-time)	9.9
Personal Trainer (Part-time)	8.5
Teacher	2.8
Health Profesional (doctor, physiotherapist, etc.)	1.6
Graduated Student	0.8
Ungraduated Student	2.4
None. I do not currently have job in fitness sector	6.5
Other	6.4
<i>Annual Gross Income</i>	
Less than 10.000 €	20.6
From 10.000 to 14.999 €	16.4
From 15.000 to 19.999 €	10.3
From 20.000 to 24.999 €	11.3

From 25.000 to 29.999 €	8.3
From 30.000 to 34.999 €	4.2
From 35.000 to 39.999 €	3.6
From 40.000 to 44.999 €	2.6
From 45.000 to 49.999 €	2.2
More than 50.000 €	6.3
I do not have any income from a job in fitness sector	13.7

Note: data are presented in percentages (%).

Table 4. Top 20 Trends in Spain for 2021

1	Exercise and Weight Loss
2	Employing Certified Professionals
3	Personal Training
4	Small Group Personal Training
5	Functional Fitness Training
6	Outdoor Activities
7	Multidisciplinary Work Teams (Doctors, Physiotherapists, Nutritionists and Physical Trainers)
8	Fitness and Dietary
9	Seeking New Market Niches
10	Fitness Programs for Older Adults
11	Licensure for Fitness Professionals
12	High Intensity Interval Training (HIIT)
13	Mobile Exercise Apps
14	Outcome Measurement
15	Online Fitness
16	Body Weight Training
17	Post-rehabilitation Classes
18	Injury Prevention/Functional Rehabilitation
19	Free-weights Training
20	Group Training

Note: The rows with an orange background are Spain-specific potential trends added in the survey.