

## 2022 FITNESS TRENDS IN AUSTRALIA

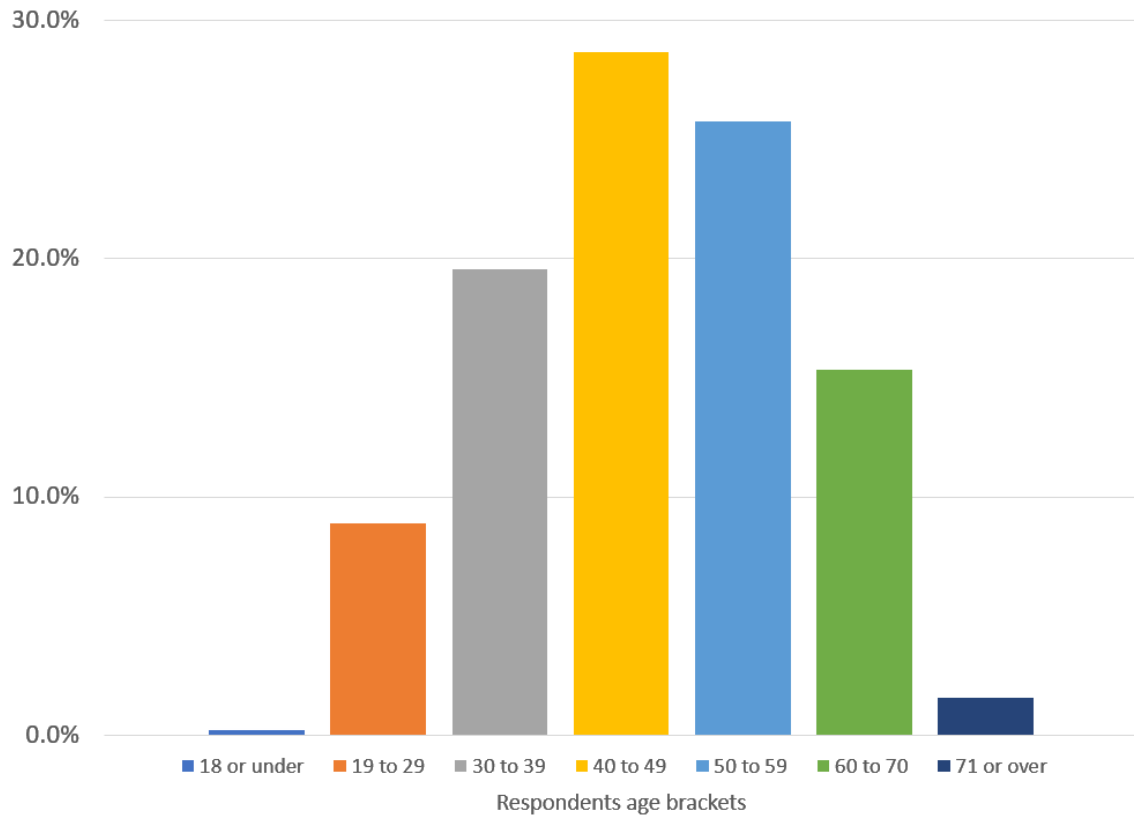
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The Australian survey of fitness trends was based on the American College of Sports Medicine's Worldwide Survey of Fitness Trends. There were some minor alterations for the purpose of contextualising the survey for the Australian fitness industry. A total of 39 of the 42 possible trends were used from the worldwide survey. The following four Australia-specific trends were added to the survey; inclusive fitness services; boxing, kickboxing, and mixed martial arts; electrical muscle stimulation training; and quality accredited businesses.

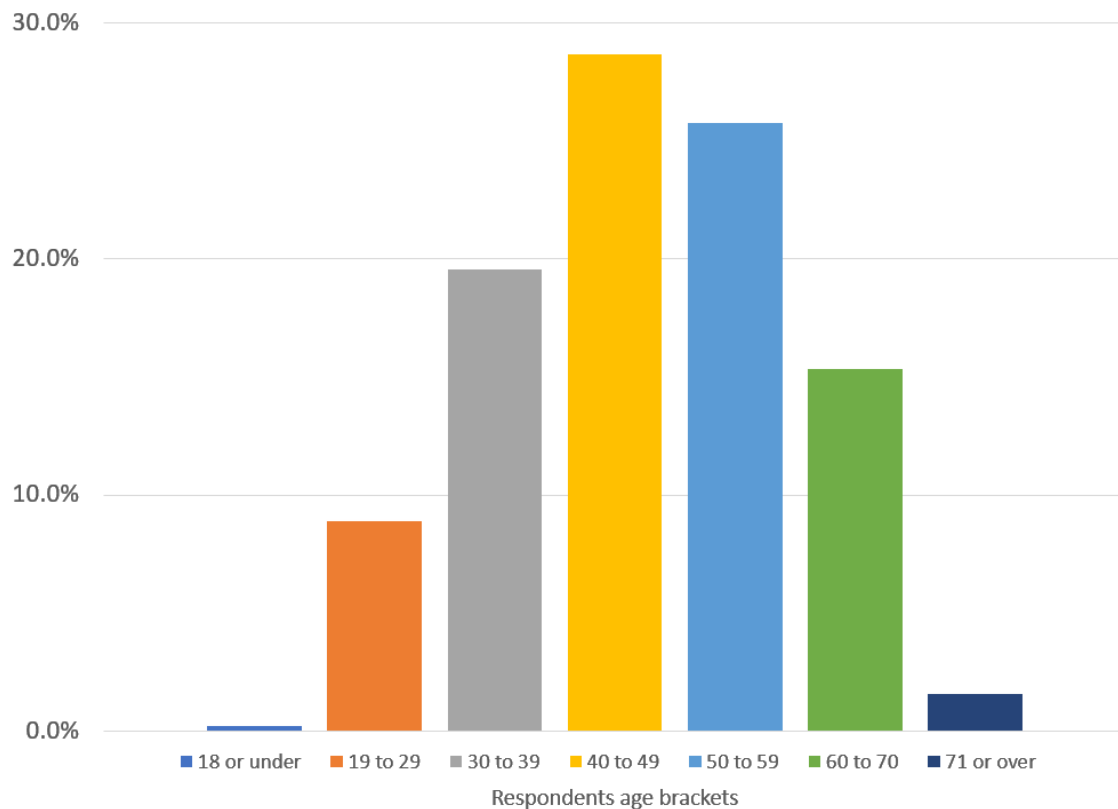
The research was conducted from June 21 to August 2, 2021 (6 weeks) and promoted through Fitness Australia's professional networks and conducted electronically. The survey was designed to be completed in 15 minutes or less. A Likert-type scale was utilised in the research, ranging from a low score of 1 (not a hot trend) to a high score of 10 (hot trend).

Australian survey participants included 478 respondents (70% female and 30% male) across a broad spectrum of backgrounds and experience within the health and fitness industry. Demographics data identified the survey was completed by various age groups (see Figure 1) with the majority (56%) having more than 10 years of experience in the industry (see Figure 2). Over a third (39%) of respondents own their personal business, 27% operate in a commercial setting and 12% work in a boutique fitness studio.

<b>Australian Top 20 Fitness Trends for 2022</b>		
1	Functional Fitness Training	8.20
2	Strength Training with Free Weights	8.16
3	Fitness Programs for Older Adults	8.11
4	Group Training	7.87
5	Employing Registered Exercise Professionals	7.86
6	Body Weight Training	7.83
7	Personal Training	7.78
8	High Intensity Interval Training (HIIT)	7.77
9	Wearable Technology	7.70
10	Small Group Personal Training	7.65
11	Inclusive Fitness Services	7.64
12	Outdoor Activities	7.62
13	Exercise is Medicine	7.60
14	Core Training	7.42
15	Exercise for Weight Loss	7.38
16	Home Exercise Gyms	7.37
17	Pilates	7.37
18	Post Rehabilitation Classes	7.32
19	Online live and On-Demand Exercise Classes	7.31
20	Health/Wellness Coaching	7.31



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



**Figure 2.** Years of experience in health and fitness industry reported by the survey respondents in Australia.