

2022 FITNESS TRENDS IN EUROPE

Alexios Batrakoulis, Ph.D., ACSM-EP, ACSM-CPT

The online survey created using SurveyMonkey was initially sent to 19,778 people including 7,122 ACSM members residing in Europe and 12,656 European health and fitness professionals, including gym owners/managers, faculty members, graduate students, and registered members onto the European Register of Exercise Professionals (EREPS) specializing in physical activity and fitness. A link also was shared on various social media sites. The survey was open from June 14 through August 9, 2021 (for a total of 8 weeks).

Survey participants included 1,571 respondents from 42 countries in Europe. Demographics data from the survey included 42% females and 58% males across a wide spectrum of backgrounds and experiences, with 43.5% having less than 10 years of experience in the industry, and 31% with more than 20 years of experience. Additionally, 71.4% of respondents held an academic degree while 16.1% were not certified.

Europe 2022 Trends		
1	Home Exercise Gyms	8.036
2	Exercise is Medicine (EIM)	7.898
3	Personal Training	7.794
4	Wearable Technology	7.775
5	Body Weight Training	7.700
6	High Intensity Interval Training (HIIT)	7.642
7	Online live and On-Demand Exercise Classes	7.622
8	Exercise for Weight Loss	7.308
9	Outdoor Activities	7.278
10	Functional Fitness Training	7.261
11	Online Personal Training	7.185
12	Resistance Band Training	7.040
13	Fitness Programs for Older Adults	7.028
14	Licensure for Fitness Professionals	7.004
15	Health/Wellness Coaching	6.982
16	Employing Certified Fitness Professionals	6.970
17	Post-COVID Recovery Programs	6.720
18	Clinical Integration/Medical Fitness	6.700
19	Walking/Running/Jogging/Cycling Clubs	6.673
20	Boutique Fitness Studios	6.512

21	Circuit Training	6.457
22	Mobile Exercise Apps	6.397
23	Children and Exercise	6.363
24	Pre- and Post-Natal Fitness	6.342
25	Strength Training with Free Weights	6.311
26	Lifestyle Medicine	6.188
27	Small Group Personal Training	6.043
28	Core Training	5.950
29	Post Rehabilitation Classes	5.903
30	Group Exercise Training	5.707
31	Pilates	5.533
32	Yoga	5.481
33	Outcome Measurements	5.383
34	Long-term Youth Development	5.305
35	Boot Camp-style	5.278
36	Mind-Body Movement	4.899
37	Worksite Health Promotion and Workplace Well-being Programs	4.890
38	Mobility/Myofascial Devices/Rollers	4.812
39	Worker Incentive Programs	4.649
40	Dance-based Workouts	4.533
41	Blood Flow Restriction Training	4.323
42	Aquatic Exercise	4.321

Demographics of the European survey respondents

		%
<i>Gender</i>		
	Female	42.0
	Male	58.0
<i>Age (yrs)</i>		
	18–21	3.5

	22–34	26.3
	35–44	27.1
	45–54	24.7
	55–64	13.7
	65+	4.7
<i>European region</i>		
	Northern Europe	13.3
	Southern Europe	46.7
	Western Europe	26.7
	Eastern Europe	13.3
<i>Education</i>		
	Bachelor's degree	38.0
	Master's degree	22.4
	Doctorate degree	25.1
	None	28.6
<i>Certification</i>		
	Assistant Fitness Instructor	3.7
	Fitness Instructor	46.7
	Group Fitness Instructor	32.2
	Personal Trainer	55.7
	Pilates Teacher	14.2
	Yoga Teacher	9.0

	Aqua Fitness Instructor	5.1
	Health Coach	10.6
	Exercise Physiologist	16.5
	Clinical Exercise Physiologist	9.0
	Not currently certified	16.1
<i>Primary profession</i>		
	Personal Trainer (part-time)	11.4
	Personal Trainer (full-time)	20.4
	Group Fitness Instructor	3.5
	Pilates Teacher	3.9
	Yoga Teacher	2.0
	Health/Wellness Coach	0.8
	Exercise Physiologist	1.6
	Clinical Exercise Physiologist	0.8
	Undergraduate Student	2.0
	Graduate Student	1.6
	Vocational Educator/Tutor	0.4
	Physical Education Teacher	2.4
	University/College Professor	19.2
	Medical Professional	4.3
	Gym Manager	9.4
	Owner/Operator	10.2

	Other	6.3
<i>Experience</i>		
	0 to 1 year	5.9
	1 to 3 years	10.6
	4 to 6 years	14.1
	7 to 9 years	12.9
	10 to 20 years	25.5
	More than 20 years	31.0
<i>Annual salary</i>		
	Less than €20,000	28.2
	€20,000 to €29,999	10.2
	€30,000 to €39,999	10.6
	€40,000 to €49,999	5.9
	€50,000 to €59,999	7.5
	€60,000 to €69,999	7.5
	€70,000 to €79,999	4.3
	€80,000 to €89,999	3.9
	€90,000 to €99,999	2.8
	More than €100,000	3.5
	Do not wish to disclose	15.7
<i>Work setting</i>		
	Private Practice/Own Business	37.7

	Boutique Fitness Studio	15.7
	Commercial Fitness Center	23.1
	Medical Fitness Center	3.9
	Community-Based Facility or Program	2.8
	University Facility	23.5
	Hospital/Medical Center	3.9
	Corporate Fitness Facility	1.6
	Sport Tourism Facility	1.2
	Vocational Training Provider	3.1
	National Association	2.8
	Supplier	0.8
<i>Work status</i>		
	Part-time	22.8
	Full-time	72.9
	Other	4.3
<i>Career choice</i>		
	First job	60.4
	Second job	23.1
	Other	16.5