

FITNESS TRENDS FOR 2023 IN BRAZIL

Paulo Costa Amaral, Ph.D., MBA, M.Sc.

APPLY IT!

From this article, the reader should understand the following concepts:

- Use the fitness trends of Brazil in the commercial, corporate, clinical (including personal trainers, medical, physiotherapists and nutritionists), universities (professor and graduate student), and fitness for community health industry to further promote physical activity.
- Use the fitness trends to create new training methodologies.
- Knowledge concerning the fitness and wellness market of Brazil and the word.

Keywords: Commercial, Trends, Fitness Business, Corporate, Community, Future Program.

INTRODUCTION

For the fourth consecutive year, fitness trends are being analyzed in Brazil. To act as a physical education professional in Brazil, it is necessary to attend higher education at a university accredited by the Ministry of Education. Upon completion of the course, professional registration with the Federal Council of Physical Education (CONFEF), which regulates the performance of physical education professionals in Brazil, as a health profession is mandatory. According to CONFEF (1) data, on January 04, 2022, Brazil had 539,710 physical education professionals and 65,665 registered companies (gyms, studios, sports clubs).

Therefore, the result of this study contributes to the development of skills of students and professionals in physical education and the fitness and wellness industry.

THE SURVEY

The Brazilian survey was applied based on the instrument developed by the American College of Sports Medicine (based on a team of experts in the commercial,

community, corporate and clinical health and fitness sectors), which included 42 possible trends, and included three trends regional.

The survey was conducted electronically, from May 16 to July 31, 2022 (11 weeks). It is designed to be completed in 7 minutes or less. There was no financial incentive offered to respond to the survey.

The survey was constructed using a Likert-type scale, ranging from a low score of 1 (least likely to be a trend) to a high score of 10 (most likely a trend). At the end of the survey period, respondents were given the opportunity to include potential unlisted aptitude trends for consideration in future surveys.

Survey participants included 985 respondents from Brazil. The survey demographics included 41.9% women and 58.1% men across a broad spectrum of backgrounds and experiences (Figure 1), with 27% having more than 10 years of industry experience (Figure 2), and 19.5% with more than 20 years of experience.

Figure 1. Age (in years) of survey respondents in Brazil.

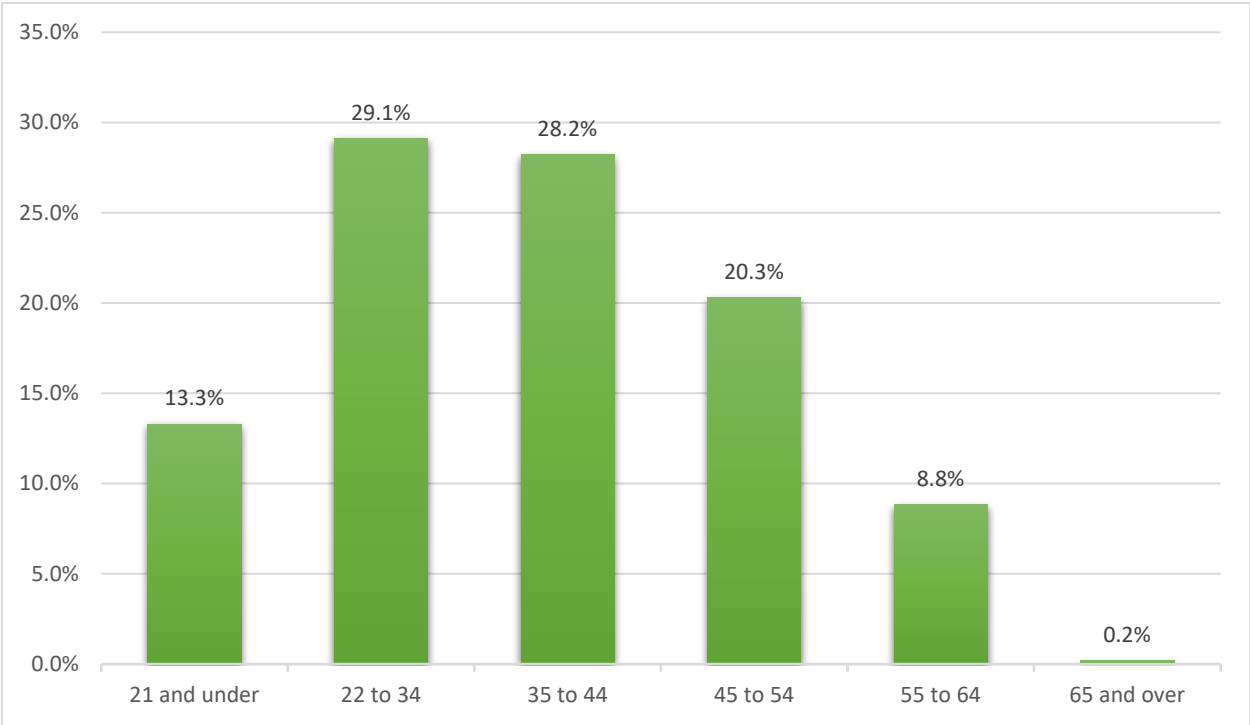
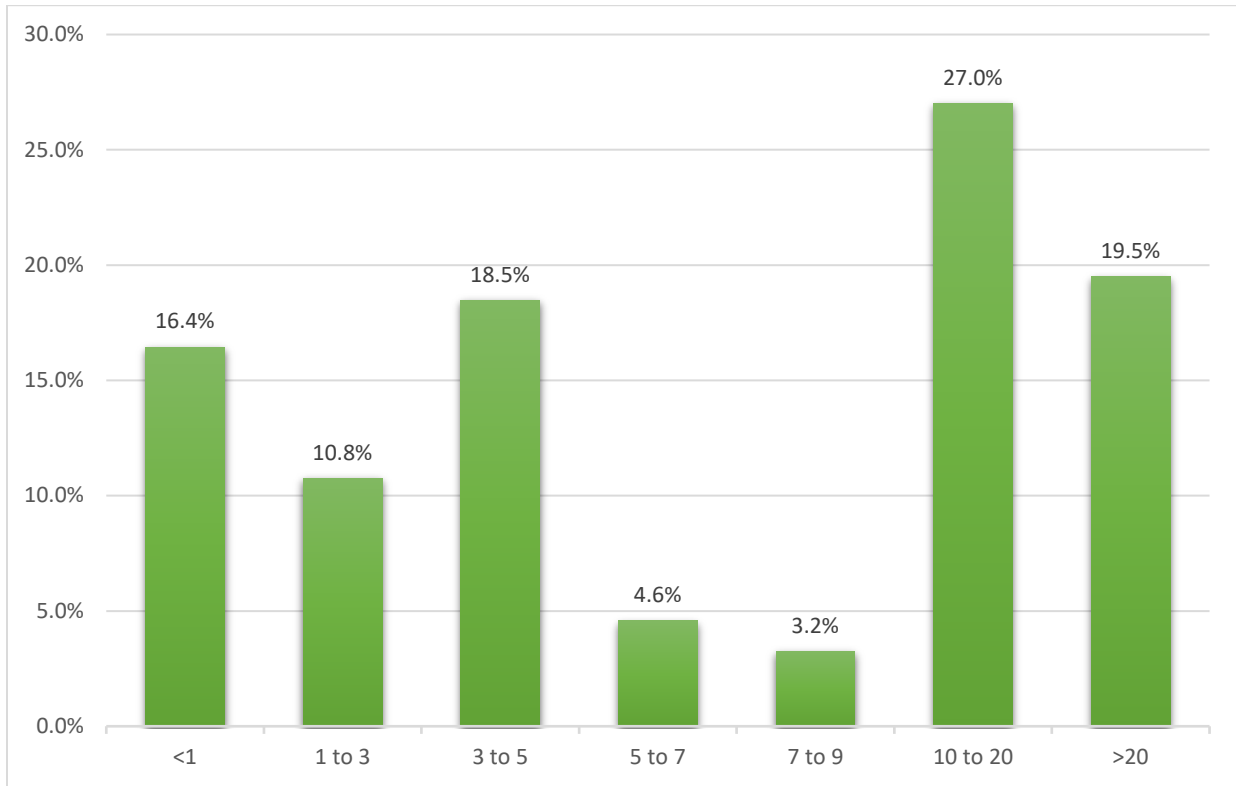
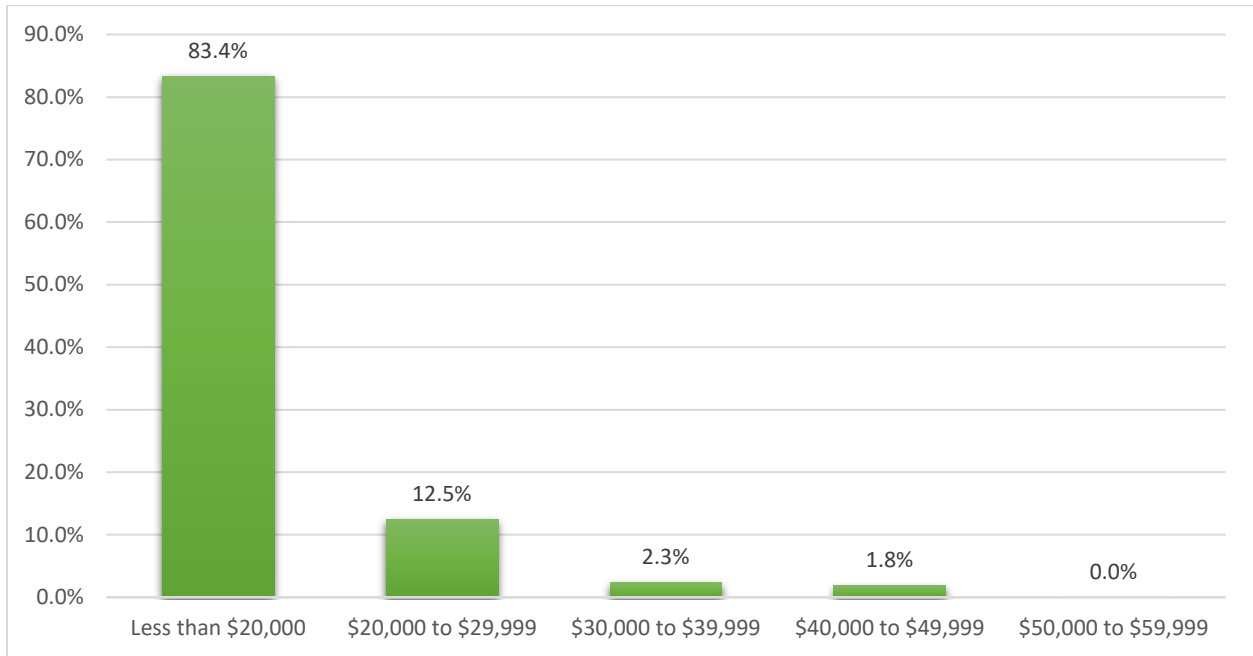


Figure 2. Years of experience reported by the survey respondents in Brazil.



Due to interest rates in Brazil, international tourism, the trade surplus or deficit, among other factors, the real currency has a lower value compared to the American dollar (average of 5 times less). It is also worth mentioning that commercial agreements in Brazil are monthly, making it difficult to compare with other countries in the world. In this sense, only 16.6% of survey respondents received an annual salary of more than USD \$ 20,000 (Figure 3).

Figure 3. Annual salary of survey respondents in Brazil.



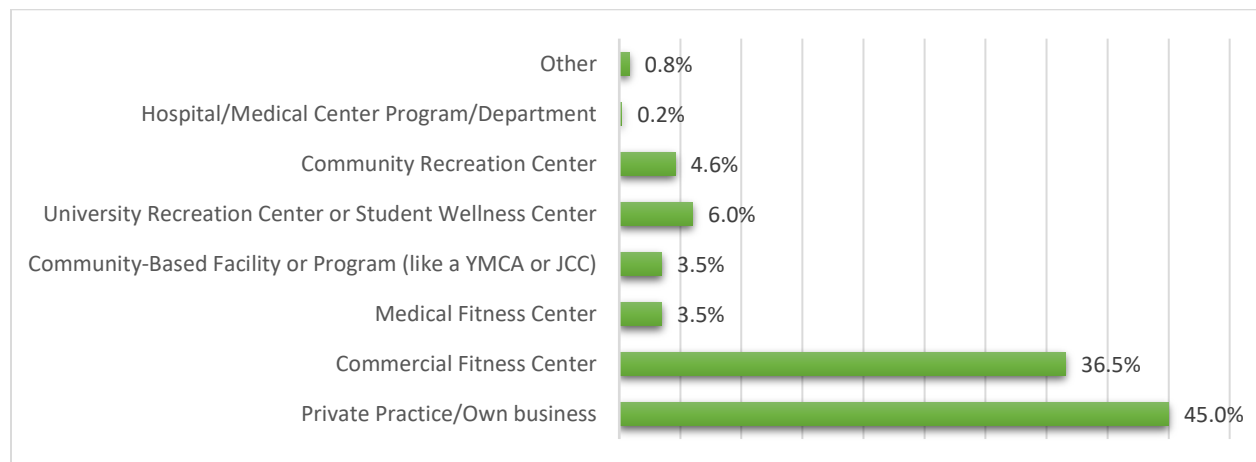
Respondents were asked to identify their occupations (Table 1), with 39% indicating that they were full or part-time personal trainers. When asked whether they worked full-time or part-time, 57.4% indicated full-time and 42.6% part-time (less than 20 hours a week). Of the responses, 18% reported they were director of health/fitness, 8% professor, 1% medical professional, 2% exercise physiologist, 2% clinical exercise physiologist, 6% group exercise leader, and 8% graduate student.

Table 1. Survey Respondents' Occupation in Brazil.

Respondent Occupation	Total Respondents
Personal Trainer (part-time)	29%
Personal Trainer (full-time)	10%
Group Exercise Leader	6%
Exercise Physiologist	2%
Clinical Exercise Physiologist	2%
Program Manager	0%
Health/Fitness Director	18%
Owner/Operator	1%
Health/Wellness Coach	7%
Undergraduate Student	2%
Graduate Student	8%
Teacher	5%
Professor	8%
Medical Professional (MD/DO, RN, Physical Therapist, Occupational Therapist)	1%
Registered Dietician (RD, RDN, LD)	1%
Other (please specify)	0%

Figure 4 reveals where respondents were employed. In view of the Brazilian economic situation, many fitness professionals act as entrepreneurs (own business). In this sense, 45% of the interviewees work in a private practice/ own business. In this study there was a participation of 36.5% who work in a commercial fitness center, and 3.5% in a medical fitness center.

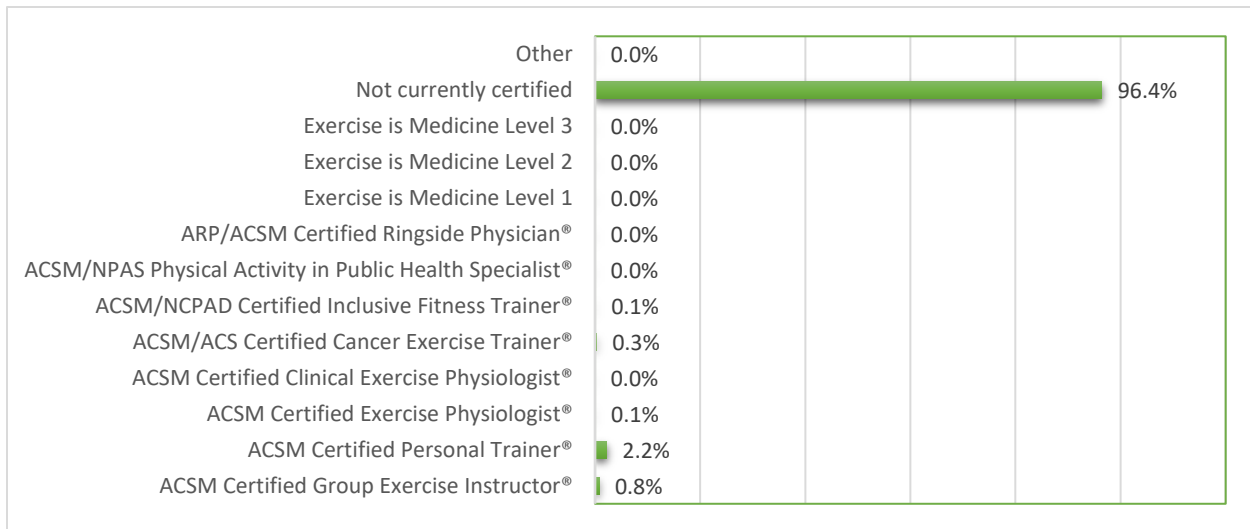
Figure 4. Where do you work in Brazil?



In Brazil, because of specific governmental regulations, any professional working in physical activity, fitness, or sport (including the personal trainer) is required to obtain a

degree in Physical Education at a university, which is why 96.4% of the respondents do not have certification with ACSM or other certifying institutions. A degree from a university is a requirement but not a certification.

Figure 5. Which certifications do survey respondents hold in Brazil?



SURVEY RESULTS

The first step in analyzing the survey was to group the responses and rank them in order of importance.

This is the fourth consecutive publication of fitness trends in Brazil. The news in the 20 main trends identified for 2023 is not even in the ranking order in Table 2.

Only the ranking of the top 20 trends for 2023 in Brazil was highlighted in this article.

Table 2. Top 20 Fitness Trends for 2023 in Brazil.

1	Personal Training
2	Exercise for Weight Loss
3	Fitness Programs for Olders Adults
4	Functional Fitness Training
5	Body Weight Training
6	Strength Training with Free Weights
7	Employing Certified Fitness Professionals
8	Outdoor Activities
9	Lifestyle Medicine
10	Hight Intensity Interval Training (HIIT)
11	Online Personal Training
12	Small Group Personal Training
13	Health/Wellness Coaching
14	Group Exercise Training
15	Outcome Measurements
16	Post Rehabilitation Classes
17	Home Exercise Gyms
18	Circuit Training
19	Wearable Tecnhology
20	Core Training

1. **Personal Training:** It the provision of personalized physical training services with appropriate application of overload to improve physical fitness according to the client's goals. It's the provision of presomost sought-after service by physical education professionals due to the greater profitability in relation to other areas of professional activity. However, it's necessary to develop competencies, including customer service with a focus on health and well-being, specialization in special groups, management, and marketing. It also appears in the number #1 trend in 2022.
2. **Exercise and weight loss:** Weight loss continues to be the dream of many people around the world, as well as the Brazilian population. It's necessary to understand this need and develop exercise programs to achieve people's goals, and as consequences for the prevention of chronic non-communicable diseases. It's up to physical education professionals to understand health habits to enhance the weight loss process, including a process of dietary reeducation and periodic clinical examinations. In 2022 it was also the 2nd trend in Brazil.

3. **Fitness Programs for Older Adults:** Currently, 16,7% of the Brazilian population is 65 years of age or older. It's estimated that in 2050 Brazil is composed of more than 29,3%. In a setting where people are aging, creating fitness programs for seniors is a business opportunity for both personal trainers and for gyms, clubs, and studios. Fitness programs for older adults fell one position and occupied #6 trend in 2022.
4. **Funcional Fitness Training:** Functional fitness training is a trend focused on improving activities of daily living and work, through the development and/or maintenance of balance, coordination, agility, power, muscular strength and endurance, which can be applied from the childhood to older people. In 2022 was #9 trend.
5. **Body Weight Training:** Body weight training (also known as "exercise calisthenic") consists of a combination of resistance exercises, muscle strength, flexibility, and neuromotor movements using various planes of movement. It's a training medium that can be carried out in any environment, including public parks, beaches, the office and at home. It remains in the #5 ranking compared to 2022.
6. **Strength Training with Free Weights:** Many physical activity practitioners, physical education professionals and athletes are avoiding machine-based weight exercises and finding alternative training methods. Weight machines have a high cost and are often disputed in gyms, increasing the interval time between sets or exercises. In this sense, strength training with free weights can be performed similarly to the proposed movement pattern, being considered a functional training to improve activities of daily living or performance. In 2022 it was the #15 trend.
7. **Employing Certified Fitness Professionals:** In Brazil, the certificates issued by Universities are the most sought after, mainly because they enable the student to work in a certain profession, as happens with the physical education professional. However, many of the contents covered in the courses did not follow market trends, requiring the development of technical and behavioral skills through improvement courses offered by companies registered in Brazil and by

international certifications. Employing certified fitness professionals is not in the 2022 trends; however, it was the #7 trend in 2021.

8. **Outdoor Activities:** Performing outdoor physical activity is a fitness trend by providing the practitioner with proximity to the nature or city where he resides for free, practiced in beaches, public parks and cycling tracks. Included in this trend are hiking, running, biking, skating, skateboarding, slackline, yoga, and physical training in public equipment. Outdoor activities remains the #8 trend compared to 2022.
9. **Lifestyle medicine:** Lifestyle medicine is the adoption of healthy behaviors, including awareness and education for healthier living, including health promotion and disease prevention. It also includes the elimination of smoking, moderation of alcohol consumption, dietary re-education and regular physical activity. Lifestyle medicine went down two positions. In 2022 it was the #7 trend.
10. **High Intensity Interval Training (HIIT):** High Intensity Interval Training (HIIT) consists of the application of a series of stimuli, with intervals that allow partial recovery. To be considered a HIIT, the stimuli must occur above 90% of the person's maximum heart rate (HR max), and the intervals must vary from 5 seconds to 3 minutes. In Brazil, HIIT is a training method much sought after by practitioners looking for short-term results. However, for injury prevention, the supervision of a physical education professional is essential to prescribe and monitor the intensity and pattern of movement. It has been popular in gyms, studios, and clubs all over the world. HIIT moved up four spots. In 2022 it was the #14 trend.
11. **Online Personal Training:** Online personal training was one of the most sought-after services during the COVID-19 pandemic, and it remains an alternative to provide services for practitioners who wish to do physical activity in any environment. With the wide range of technological options and virtual training applications available, the physical education professional can migrate to an online personal training business, without depending on physical establishments (gyms,

studios, public parks, etc.), and still incorporate this type of training. of service. in face-to-face consultations. In 2022 it was the #3 trend in Brazil.

12. Small Group Personal Training: It's the provision of services with two or more people (but in a small group of less than five) and offers discounts for the group. This type of service promotes greater socialization among the participants (family, friends, etc.) without losing differentiated care, as it is still possible for the physical education professional to customize the training prescription based on everyone's movement pattern. In addition, it is an alternative of the personal trainer to increase the income and offer services with a lower cost in comparison to the individualized training, in person or live transmission. Small group personal training climbed one position. In 2022 this was the #13 trend.

13. Health/Wellness Coaching: It's a trend that integrates techniques, questionnaires, and tools to change mindsets and promote health habits, including the dimensions of well-being (physical, social, intellectual, spiritual, emotional, and environmental) that can be applied in individual, group sessions or incorporated into exercise prescriptions, with a focus on transforming goals/dreams into short, medium and long-term goals for the client. In 2022, it was #12 trend.

14. Group Exercise Training: Group training, also known in Brazil as "collective gymnastics" or "collective training", is one of the most popular means of training for attendees, mainly due to the influence of music during classes and the motivation of the physical education professional. However, the focus of this professional's activity is on movement pedagogy, teaching students how to correctly perform exercises aimed at body awareness and autonomy. There are many types of classes and equipment, from cardio-based classes (such as aerobics, step, jump), muscular strength, core training, mat Pilates, stretching, dancing and indoor cycling. Group Exercise Training was not in the 2022 trends; however, it was the #20 trend in 2021.

15. Outcome Measurements: Physical education professionals, before performing any type of physical activity, need to assess their clients' physical and motor skills. It is one of the trends that adds value to personal trainers, gyms, clubs, and studios

aiming at a better quality of customer service. Outcome measurements are not in the 2022 trends; however, it was trend number 13 in 2020.

16. Post Rehabilitation Classes: They are physical activity programs designed for patients with chronic non-communicable diseases, such as stroke recovery, cancer, cardiovascular disease, respiratory disease, and Parkinson's disease. In Brazil, Resolution no. 391, of August 26, 2020 (2), enables the physical education professional to act in a hospital environment or in health and well-being clinics, in a multidisciplinary or interdisciplinary way together with other health professionals (doctors, physiotherapists, nutritionists, psychologists, etc.). Post rehabilitation classes was ranked #11 for 2022.

17. Home Exercise Gyms: Home gyms during the COVID-19 pandemic were practically the only alternative for many people not to be sedentary, working their body and mind. This type of training continues as a trend due to people's level of awareness of maintaining healthy habits, optimizing their time, and including family members in the activity. In 2022, it appeared in the #10 trending ranking.

18. Circuit Training: It consists of a sequence of exercises (stations) executed one after another, without interval or with a minimum of rest between them. In this sense, the functional circuit is the performance of functional training in circuit format. Each station has an average of 60 seconds of stimulation, and each participant performs the proposed exercise according to their physical condition without a certain number of repetitions. The functional circuit is being used as a means of physical preparation in sport and also in collective classes (with music) in the gyms, clubs and studios. Circuit Training was not in the top 20 trends in 2022; however, it was the #11 trend in 2020.

19. Wearable Technology: It's a reality in Brazil to use wearable technology for physical activity, mainly in group exercise training or indoor cycling, through GPS tracking devices in smart watches and fitness trackers, which includes HR, calories, sitting time, sleep hours, and other functions. Wearable technology is down two positions in 2023. In 2022 it was the #17 trend.

20. Core Training: It's a trend in the gyms of Brazil that aims to strengthen the stabilizing muscles, protecting the spine, and creating a solid base to develop different physical activities. Core Training is not in the 2022 trends; however, it was the #20 trend in 2020.

BRIDGING THE GAP

The fitness sector in Brazil experienced one of the biggest impacts with the advent of COVID-19, forcing physical education professionals and fitness entrepreneurs to adopt strategies to keep the active population in home isolation. In 2021, with the gradual release of activities, the fitness sector slowly warms up again, requiring the improvement of services and greater professional development, which is why this study is extremely important to guide entrepreneurs and professionals in physical education.

Based on this information, it is recommended that training methodologies be created, including the hybrid model (in person and online) in the provision of services.

It's worth mentioning the gradual inclusion of wearable technology in group exercise training, in order to entertain and keep customers more informed about the safe practice of physical activity.

ACKNOWLEDGMENTS

We would like to thank the collaboration and active participation of the members of ABPT (Brazilian Academy of Personal Trainers), and the Federal Council of Physical Education (CONFED).

DISCLOSURES:

The author declares no conflict of interest and does not have any financial disclosures.

REFERENCES

1. CONFEF – Conselho Federal de Educação Física. Registro de pessoas físicas e jurídicas. 01 Jan. 2022.
2. CONFEF – Conselho Federal de Educação Física. Resolução no. 391, de 26 de agosto de 2020.



Paulo Costa Amaral, Ph.D., MBA, M.Sc., is a doctor in business administration and master of science in aging. He earned his Ph.D. in Physical Education and administration and is a graduate student in nutrition. He is a co-founder of ABPT (Brazilian Academy of Personal Trainers). Currently he is a personal trainer, gym manager, professor in postgraduate courses of Physical Education and Administration, health/wellness coach, and a speaker in fitness, wellness, and gym management. Address: Rua General Porfírio da Paz, 1350, B.J, Apartamento14, Vila Bancária, São Paulo/SP, Zip code: 03918-000, Brazil. E-mail: contato@profpauloamaral.com.br.