

## 2024 ACSM International Trends – EUROPE

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The online survey created using SurveyMonkey was initially sent to 18,200 people, including 7,500 ACSM members residing in Europe and 10,700 European health and fitness professionals, including gym owners/managers, faculty members, graduate students, and registered members onto the European Register of Exercise Professionals specializing in physical activity and fitness; a link also was shared on various social media sites. The survey was open from June 1 through August 1, 2023 (for a total of 8 weeks).

The survey participants included 1,188 respondents from 30 European countries. Demographics data from the survey included 35% females and 65% males across a wide spectrum of backgrounds and experiences, with 66.4% having more than 10 years of experience in the industry and 37.3% with more than 20 years of experience. Additionally, 84% of respondents held a bachelor's degree in exercise science or a related field and 80% stated a full-time work status.

<b>Europe 2024</b>		
<b>1</b>	Personal Training	8.283
<b>2</b>	High-Intensity Interval Training	8.059
<b>3</b>	Small Group Training	7.967
<b>4</b>	Exercise for Weight Loss	7.958
<b>5</b>	Body Weight Training	7.879
<b>6</b>	Functional Fitness Training	7.769
<b>7</b>	Fitness Programs for Older Adults	7.758
<b>8</b>	Employing Certified Exercise Professionals	7.735
<b>9</b>	Exercise is Medicine	7.732
<b>10</b>	Traditional Strength Training	7.603
<b>11</b>	Post Rehabilitation or Disease/Condition Maintenance Classes	6.939
<b>12</b>	Lifestyle Medicine	6.741
<b>13</b>	Outdoor Fitness Activities	6.719
<b>14</b>	Circuit Training	6.652
<b>15</b>	Wearable Technology	6.646
<b>16</b>	Health/Wellness Coaching	6.645
<b>17</b>	Walking/Running/Jogging/Cycling Clubs	6.364
<b>18</b>	Boutique Fitness Studios	6.302
<b>19</b>	Pilates	6.271
<b>20</b>	Exercise for Children's Health	6.190

## Country/Region Specific Questions:

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### **What were the 3 to 5 major takeaways from your country's 2024 survey results?**

- In Europe, trends related to training modalities and exercise programming demonstrate the higher popularity with personalized and semi-personalized fitness services being some of the most popular.
- Trends related to the medical fitness space appear attractive showing some potential for growth and innovation in the future.
- Technology-oriented trends were not ranked high, besides wearable technology, showing that digital fitness is not a very attractive area in Europe in the post-COVID-19 era.

### **What are the biggest benefits of reporting the top 20 fitness trends in your country/region, and who benefits the most from your findings?**

The aim of the European survey is to support gym owners, operators, program directors, health club managers, and fitness professionals with making important business decisions, professional development opportunities, and innovative concepts to enhance customer engagement through positive exercise experiences. Given that Europe currently demonstrates growth and innovation, inactivity and obesity epidemics are on the rise, showing that an active lifestyle should be a priority for public health policymakers and the fitness industry should be a key stakeholder in this direction. The interpretation of the present results into applicable solutions will help the health and fitness sector continue its primary mission through high-quality services.

### **As the world begins to rebound from the COVID-19 pandemic, what are the primary opportunities for the health and fitness industry in your country/region both currently and within the next year?**

The European health and fitness industry seems to have recovered at a significant level since the top health and fitness trends for 2024 demonstrate exceptional similarities with those reported for Europe prior to the COVID-19 pandemic. According to the present results, it appears that next year will take the industry to absolute normality with a few adjustments.

### **What unique features/results do you think your survey highlights when compared to the U.S. survey results?**

Interestingly, a total of 13 out of the top 20 trends were shared between the two regions. However, no similarities were found with respect to rankings.

### **What surprised you the most about the results from the 2024 survey?**

Health-related trends are on the rise and technology-oriented trends as well as digital services showed a remarkable decline in both Europe and the USA for 2024, highlighting a return to absolute normality in the post-COVID-19 era.

**What are 3 to 5 major differences you noticed between your country's trends and the U.S. trends for 2024? What were 3 to 5 major similarities? Describe potential reasons for these differences and similarities (e.g., policies, infrastructure, health disparities, credentialing).**

### **Differences**

1. Traditionally popular training modalities were ranked among the top trends in Europe but not in the USA.
2. Personal training and small group training were ranked significantly higher in Europe.

### **Similarities**

1. Boutique fitness studios seem to be the most promising exercise setting in both regions.
  2. Digital technology-oriented trends do not appear attractive in both regions.
  3. Health-related trends were popular in both regions.
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