

FITNESS TRENDS FOR 2024 IN ITALY

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The online survey contained 45 trends and was based on the survey created by the American College of Sports Medicine. The survey, conducted using Google Forms, was sent to graduated kinesiologists, employees in the sport and exercise field, and sports practitioners. A link also was shared on a web site and on various social media sites, including the Italian Society of Motor Science Twitter, Facebook, and Instagram pages. The survey was open for four weeks from July 1 until August 1, 2023.

The survey participants included 299 respondents from Italy. Demographic data from the survey included 35% females (N = 106) and 65% males (N = 107) across all different backgrounds and experiences, with 43.5% having 0 to 1 years of experience in the industry, 12.7% from 1 to 3 years, and 14% from 3 to 5 years of experience.

All Trends in Rank Order for Italy.

1	ESERCIZIO FISICO ADATTATO A PATOLOGIE (Post Rehabilitation or Disease/Condition Maintenance Classes)	8,94
2	ESERCIZIO PER LA SALUTE DEI BAMBINI (Exercise for Children's Health)	8,89
3	ATTIVITÀ FISICA PER ANZIANI (Fitness Programs for Older Adults)	8,81
4	SVILUPPO ATLETICO GIOVANILE (Youth Athletic Development)	8,77
5	PERSONAL TRAINING	8,75
6	L'ESERCIZIO COME MEDICINA (Exercise is Medicine)	8,74
7	STILE DI VITA COME MEDICINA (Lifestyle Medicine)	8,70
8	ALLENAMENTO PRE E POST GRAVIDANZA (Pre- and Post-natal Fitness)	8,48
9	ESERCIZIO MIRATO ALLA PERDITA DI PESO (Exercise for Weight Loss)	8,42
10	ESERCIZIO PER LA SALUTE MENTALE (Exercise for Mental Health)	8,40
11	ATTIVITÀ DI FITNESS ALL'APERTO (Outdoor Fitness Activities)	8,38
12	ALLENAMENTO A CORPO LIBERO (Body Weight Training)	8,37
13	ALLENAMENTO DELLA FORZA TRADIZIONALE (Traditional Strength Training)	8,32
14	RIMBORSO PER I PROFESSIONISTI DELL'ESERCIZIO FISICO QUALIFICATI (Reimbursement for Qualified Exercise Professionals)	8,31
15	COACHING SALUTE/BENESSERE (Health/Wellness Coaching)	8,27
16	ASSUNZIONE DI PROFESSIONISTI DELL'ESERCIZIO CERTIFICATI (Employing Certified Exercise Professionals)	8,24
17	ALLENAMENTO PER L'EQUILIBRIO E LA STABILITÀ (Balance and Stabilization Training)	8,22
18	ALLENAMENTO IN PICCOLI GRUPPI (Small Group Training)	8,16
19	ALLENAMENTO FUNZIONALE (Functional Fitness Training)	8,13
20	HIGH INTENSITY INTERVAL TRAINING (HIIT)	8,13
21	GRUPPI DI LAVORO MULTIDISCIPLINARI (Multidisciplinary Work Teams)	8,03
22	PROMOZIONE DELLA SALUTE SUL POSTO DI LAVORO (Worksite Health Promotion)	8,02
23	ALLENAMENTO DI CIRCUITO (Circuit Training)	8,00
24	ALLENAMENTO BASATO SULLO STRETCHING (Stretch-based Training)	7,85
25	ESERCIZIO IN AMBIENTE ACQUATICO (Aquatic Exercise)	7,75
26	ALLENAMENTO PLIOMETRICO (Plyometric Training)	7,70
27	TECNOLOGIA INDOSSABILE (Wearable Technology)	7,69
28	ALLENAMENTO BASATO SULL'ACQUISIZIONE DI DATI (Data-driven Training Technology)	7,65
29	RILASCIO MIOFASZIALE (Myofascial Release)	7,64
30	CLUB DI CAMMINATA/CORSA/JOGGING/CICLISMO (Walking/Running/Jogging/Cycling Clubs)	7,63
31	PILATES	7,43
32	BOXE, KICKBOXING E ARTI MARZIALI MISTE (MMA) (Boxing, kickboxing, and mixed martial arts)	7,40
33	ISCRIZIONE BASATA SULL'ABBONAMENTO (Subscription Based Membership)	7,38
34	STUDI DI FITNESS (Boutique Fitness Studios)	7,31
35	APP PER L'ESERCIZIO FISICO (Mobile Exercise Apps)	7,23
36	ESERCIZIO SVOLTO A CASA (Home Exercise Gyms)	7,22
37	YOGA	7,17
38	CENTRO BENESSERE E SPA (Health Club and Spa)	7,13
39	PERSONAL TRAINING ONLINE (Online Personal Training)	6,85
40	LEZIONI ONLINE E ON-DEMAND (On-Demand Exercise Classes)	6,85
41	ALLENAMENTO BASATO SULLA DANZA (Dance-based Workouts)	6,64
42	ALLENAMENTO IN REALTÀ VIRTUALE (Virtual Reality Exercise Training)	6,41
43	ALLENAMENTO CON STIMOLAZIONE MUSCOLARE ELETTRICA (EMS) (Electrical Muscle Stimulation Training)	6,40
44	PALESTRE A BASSO COSTO (Low-Cost and Budget Gyms)	6,39
45	INFLUENCER DEL CAMPO DEL FITNESS (Influencer Fitness)	6,27