

FITNESS TRENDS FOR 2024 IN MEXICO

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The 2024 trends survey was sent to 32,151 people (an increase of 2.7% over the previous year, in which 31,277 were sent), the distribution via Google Forms included the list of respondents from previous editions, the database of researchers from Mexican universities that have a degree in physical culture and sports and related careers, as well as through social networks of both the research group UdeG-CA-1076 Determinants of Health and in thematic groups of gym owners and managers, instructors, personal trainers, and physical activity professionals. Additionally, for this edition, the survey was distributed through the news community, business, training, and networking for fitness professionals and entrepreneurs in Mexico.

The survey was open from May 7 through July 12, 2023, for a total of 9 weeks. The survey contained a total of 53 trends and included all 45 trends from the ACSM survey along with the following eight local trends:

- Training and feeding programs
- Healthy diet
- Cardiometabolic rehabilitation
- Employment of professionals who graduated in physical activity or related careers
- Aerobic training
- Regulation of professional fitness
- License for fitness professionals
- Sustainable gyms or eco-gyms

A total of 1,266 Mexican adults responded to the 2024 fitness trends survey, of which 69.6% are men, 29.7% women, and 0.5% non-binary people, they are mostly young people, 52.0% reported to be between 22 and 34 years old, as well as 26.4% reported having 1 to 3 years of experience in the fitness sector, with respect to the level of education, 71.7% reported having a bachelor's degree or being studying it.

| <i>Top 20 fitness trends in Mexico for 2024</i> | | |
|-------------------------------------------------|-----------------------------------|------|
| <i>#</i> | <i>Trends</i> | |
| 1 | Exercise for Weight Loss | 1.73 |
| 2 | Personal Training | 1.69 |
| 3 | Traditional Strength Training | 1.66 |
| 4 | Training and feeding programs | 1.62 |
| 5 | Functional Fitness Training (FFT) | 1.61 |

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| 6 | Youth Athletic Development | 1.52 |
| 7 | Healthy diet | 1.51 |
| 8 | Multidisciplinary Work Teams | 1.51 |
| 9 | Body Weight Training | 1.46 |
| 10 | Exercise for Children's Health | 1.44 |
| 11 | Fitness Programs for Older Adults | 1.44 |
| 12 | Employing Certified Exercise Professionals | 1.44 |
| 13 | Cardiometabolic rehabilitation | 1.43 |
| 14 | Walking/Running/Jogging/Cycling Clubs | 1.43 |
| 15 | Outdoor Fitness Activities | 1.41 |
| 16 | Employing of professionals graduated in physical activity or related careers | 1.41 |
| 17 | High-Intensity Interval Training (HIIT) | 1.41 |
| 18 | Aerobic training | 1.39 |
| 19 | Data-driven Training Technology | 1.39 |
| 20 | Mobile Exercise Apps | 1.36 |

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

Exercise programs for body weight loss remain the main trend in Mexico, this situation coincides with the high prevalence of overweight and obesity in the country. Also, this trend is aligned with the main motivations for the practice of physical activities, which are associated with health, well-being, and body aesthetics. The second most popular trend is personal training, which is surely the ideal situation for training processes and healthy achievement of users' goals, and also, a modality that is increasingly accessible to more people in Mexico.

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 benefits of reporting on the main fitness trends in Mexico are related to the potential strengthening of the fitness sector and public health, from the continuous updating of training centers, timely introduction of the most popular fitness activities, training of staff, procurement of equipment, and refurbishment of facilities. All these elements promote user satisfaction, customer loyalty, and the integration of new users, thereby strengthening adherence to the practice of physical activity and decreasing the abandonment of it, which has an impact on the increase in the economic volume of the sector, the generation of wealth, new and better jobs and successful undertakings, as well as health benefits for the population, particularly in the prevention and control of diseases of high prevalence in Mexico such as cardiometabolic and mental health.

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?

In terms of context, professional fitness regulation could be one of the largest areas of opportunity in the sector, this is associated with the increase of people attending gyms and training centers with health and welfare objectives, which implies the need for human resources with university training and specific knowledge in physical activity. This same context of seeking the health and well-being of users exposes the need to generate multidisciplinary teams of work, to respond to the demands of the population, either with the integration of nutrition professionals, physical therapy, and psychology into gyms or the generation of commercial alliances between professionals or enterprises.

As far as trends are concerned, personalized online training has begun to position itself as one of the fastest-growing fitness trends, although for this edition it does not appear in the top 20, it is predicted as a trend that will take on more popularity in the coming years. In the same sense, fitness trends related to the attention of specific groups such as children, older adults, and people with cardiometabolic diseases are shown as an area of opportunity.

Please provide a brief paragraph about the limitations of your country's/region's survey.

The survey may present some limitations, such as the subjective burden on the response of the participants, the complications of an online survey, and the difficulties in reaching an adequate response rate. Although, despite having alliances with the news community, business, training, and networking for fitness professionals and entrepreneurs in Mexico, the Mexican survey tends to be more charged to the University level than to the commercial one.

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

It appears the Mexican fitness sector and the United States have taken different paths for 2024, this is manifested in the fact that in the top 10 fitness trends of both countries, there are only two coincidences, in the case of exercise for weight loss and personal training. It is evident that the US fitness sector reports a transition to the most contemporary fitness trends, while the Mexican fitness sector keeps a slower transition and considers to a greater extent fitness trends that have prevailed in the sector for some years.

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).

Among the main differences between the fitness sector of the United States and Mexico, are manifested in eight fitness trends between the top 10 of both countries, in this same sense, exposes the most accelerated transition of the US fitness sector to cutting-edge fitness trends and

a more stable process of the Mexican fitness sector, Finally, highlights in Mexico a protagonist of food that is exposed in the presence of three trends related to respect in the top 10.

The main coincidences between both fitness sectors are the prevalence of the main fitness trends of both countries related to health, as well as the care of populations with specific needs such as pregnant women, older adults, and children.

We consider that cultural differences and economic disparities integrate the reasons why the fitness sector in the United States and Mexico are projected so differently by 2024, as an example, we expose the number one trend in the United States Reimbursement for Qualified Exercise Professionals, associated with the culture of hiring medical expense insurance, in Mexico this situation is not very present (although increasingly), however, most of the Mexican population does not have the economic possibility to purchase these services.
