

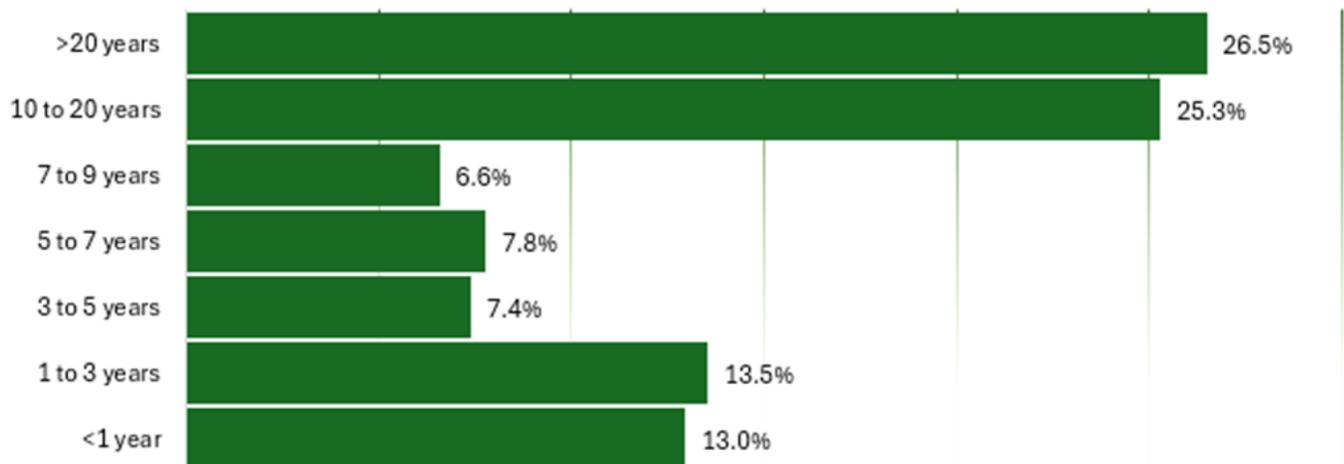
2025 FITNESS TRENDS IN AUSTRALIA

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For the fifth consecutive year, Australia's fitness industry trends were comprehensively surveyed and analysed. This study was conducted based on the American College of Sports Medicine's (ACSM) Worldwide Survey of Fitness Trends and included 48 trends. The survey required minor adaptations to contextualise it to the Australian fitness industry. The survey was disseminated online through the AUSactive's network, which includes various stakeholders such as industry business operators, managers, professionals, training organisations and universities. Additionally, the survey link was widely shared across AUSactive's social media platforms to ensure broad participation and representation within the industry.

The Australian survey included 632 individual responses from the active health and fitness sector, representing a diverse array of backgrounds and experiences within the industry. Demographic data reveals that 71% of respondents were female, 27% male, and the mean age was 48 years old (SD = 13). Over half (52%) reported having more than a decade of industry experience (see Figure 1). Sixty percent of respondents hold a Certificate IV in Fitness, and 35% are employed full-time in the sector. More than a third (38%) work in private practice, with 27% operating in commercial settings and 16% working in boutique fitness, Pilates, or Yoga studios.

Figure 1: Years of experience in the active-health and fitness industry



Results

Top 20 Australian Fitness Trends for 2025

Rank	Mean (/10)	Trend
1	8.53	Fitness Programs for Older Adults
2	8.49	Exercise for Mental Health
3	8.05	Pilates
4	8.03	Employing Registered Exercise Professionals
5	7.99	Traditional Strength Training
6	7.92	Wearable Technology
7	7.84	Exercise for Weight Loss
8	7.75	Functional Fitness Training
9	7.73	Small Group Training
10	7.71	Exercise is Medicine
11	7.67	Pre-and Postnatal Fitness
12	7.62	Personal Training
13	7.58	Health/Wellness Coaching
14	7.47	Lifestyle Medicine
15	7.46	Inclusive Exercise Services
16	7.42	Exercise for Children's Health
17	7.41	Outdoor Fitness Activities
18	7.39	Exercise in Cancer Treatment
19	7.35	Reimbursement for Qualified Exercise Professionals
20	7.33	Body Weight Training

Summary

The Australian active health and fitness sector is adapting to meet diverse community needs through focused trends: recognising the growing aging population with tailored fitness programs, emphasising exercise for mental health benefits, embracing the rise of accessible Pilates classes, and prioritising the expertise of registered exercise professionals. These trends underscore a holistic approach to enhancing overall well-being across Australian society.

Recognition of Aging Population

The sustained high ranking of Fitness Programs for Older Adults as the top trend underscores the industry's recognition of the growing aging population in Australia. There is a continued focus on providing tailored fitness services to enhance quality of life and support older Australians' physical, social, and mental health.

Focus on Exercise for Mental Health

Exercise for Mental Health, ranked second, emphasises the industry's recognition of exercise as a natural, holistic pathway for stress reduction, emotional regulation, and fostering social connection. Embracing mounting scientific research, the industry identifies the crucial role beyond physical fitness by assisting in the community's prevention and management of mental health issues.

Rise of Pilates

Pilates moving up to #3 in the rankings shows a substantial increase in interest compared to its previous position at #8. This shift reflects how Pilates has become more widely accessible, with classes now available not only in specialised studios but also in mainstream health and fitness centres. This broader availability seems to have contributed to Pilates becoming a significant trend in Australian fitness culture.

Integration of Registered Exercise Professionals

Employing Registered Exercise Professionals (REPs) also improved three ranking points from last year to #4. The emphasis on employing REPs signals a commitment to quality and expertise in the active health and fitness industry. This trend highlights the importance of ensuring that fitness services are delivered by qualified professionals who can tailor programs based on evidence-based practices and ongoing education to enhance effectiveness and safety.

These takeaways illustrate how the Australian active health and fitness sector is evolving to meet the community's diverse health and wellness needs. Emphasising holistic approaches, the industry recognises the pivotal role of exercise in supporting mental health, underscored by professional expertise. This comprehensive commitment reflects a dedicated effort to enhance overall well-being across Australian society.