

# FITNESS TRENDS FOR 2025 IN BRAZIL

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## 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 world.

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

## INTRODUCTION

For the sixth consecutive year, fitness trends are being analyzed in Brazil, under the coordination of Prof. Dr. Paulo Costa Amaral. To work as a physical education professional in Brazil it is necessary to attend higher education at a university accredited by the Ministry of Education. Upon completing the course, professional registration with the Federal Council of Physical Education (CONFEF) is mandatory, which regulates the role of physical education professionals in Brazil as a health profession. Therefore, the result of this study contributes to the development of skills of students and professionals in physical education and the fitness and well-being sector.

## THE SURVEY

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

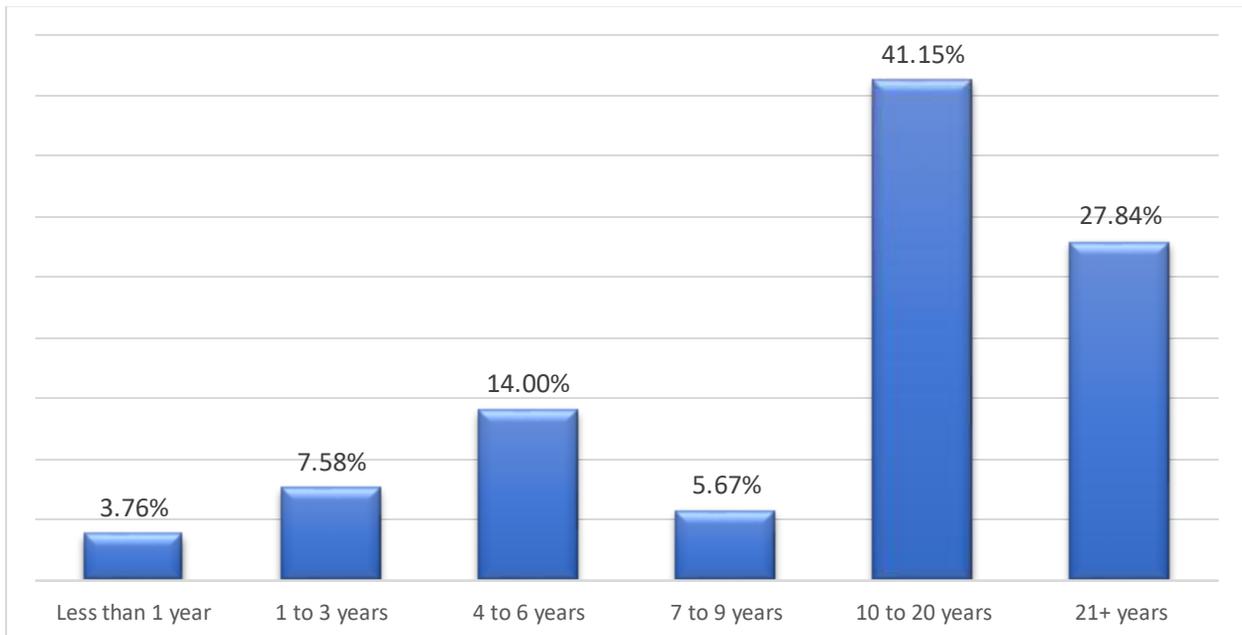
community, corporate, and clinical health and fitness sectors), which included 45 possible trends.

The research was carried out electronically, from April 29 to June 8, 2024 (6 weeks). The survey was designed to be completed in 7 minutes or less. There was no financial incentive offered for completing the survey.

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

Survey participants included 1,728 respondents from Brazil: Survey response rate was 18.32%. A post and a link were published on social networks (Instagram and landing page <https://tendenciasdofitness.com.br>) for fitness and wellness professionals to answer the survey electronically, without any type of financial aid or distribution of incentives. Survey demographics included 64.18% male, 34.84% female, and 0.98% who preferred not to say, across a wide spectrum of backgrounds and experiences (Figure 1), with 68.99% having more than 10 years of experience in the sector (Figure 2).

**Figure 1.** Years of experience reported by the survey respondents in Brazil.



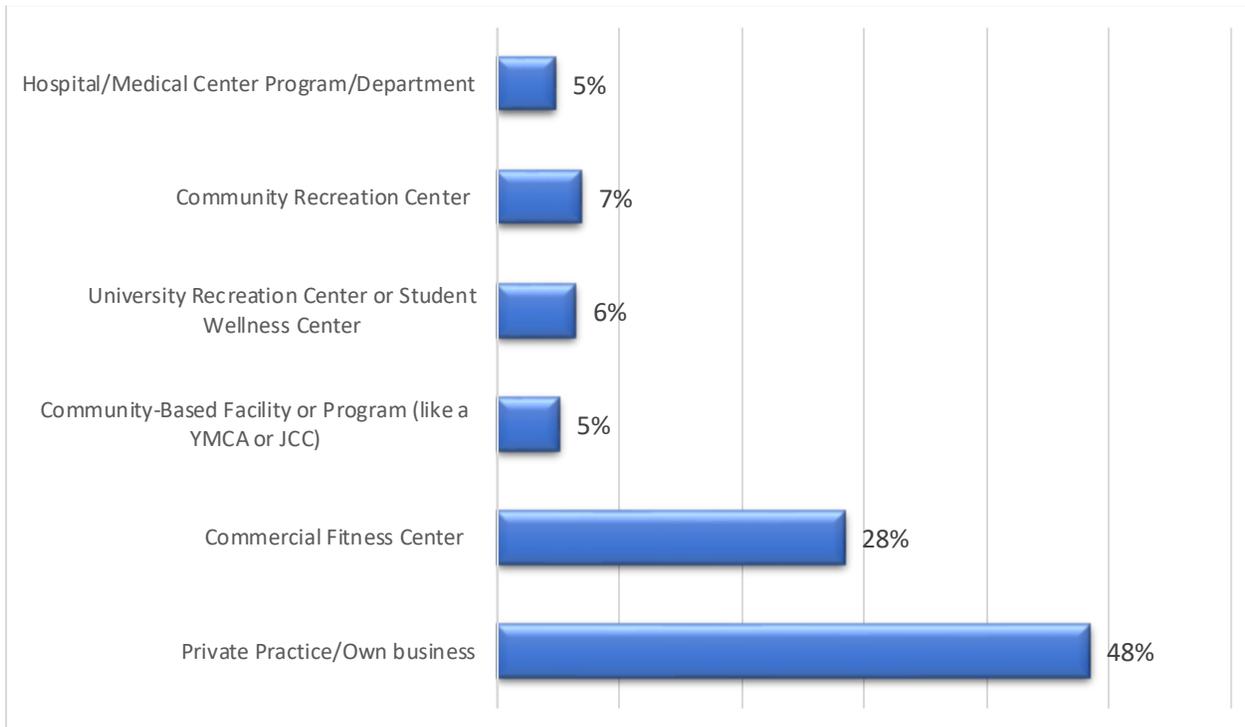
Respondents were asked to identify their occupations (Table 1), with 39% indicating that they were full- or part-time personal trainers. When asked whether they worked full-time or part-time, 57.4% indicated full-time and 42.6% part-time (less than 20 hours a week). Of the responses, 18% reported they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

**Table 1.** Survey Respondents' Occupation in Brazil.

<b>Respondent Occupation</b>	<b>Total Respondents</b>
Personal Trainer (part-time)	25.1%
Personal Trainer (full-time)	9.1%
Group Exercise Instructor	3.0%
Exercise Physiologist	3.0%
Clinical Exercise Physiologist	3.4%
Program Manager/Director/Facility Operator	20.0%
Health/Fitness Director	0.0%
Strength Coach	0.0%
Owner	1.4%
Health/Wellness Coach	10.2%
Corporate Health and Wellness	0.0%
Athletic Trainer	0.0%
Undergraduate Student	2.0%
Graduate Student	0.4%
Teacher	0.0%
Research Faculty/Professor	18.5%
Medical Professional (MD/DO, RN, Physical Therapist, Occupational Therapist)	1.9%
Registered Dietician (RD, RDN, LD)	2.0%
Other (please specify)	0.0%

Figure 2 reveals where respondents were employed. In view of the Brazilian economic situation, many fitness professionals act as entrepreneurs (own business). In this sense, 48% of the respondents work in a private practice or own their own business and 28% who work in a commercial fitness center.

**Figure 2.** 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 97.3% of the respondents do not have a certification with ACSM or other certifying institutions. A degree from a university is a requirement but not a certification.

## **SURVEY RESULTS**

This is the fourth consecutive publication of fitness trends in Brazil. The first step in analyzing the survey was to group the responses and rank them in order of importance. Only the ranking of the top 20 trends for 2025 in Brazil was highlighted in this article.

**Table 2.** Top 20 Fitness Trends for 2025 in Brazil.

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- 1 Personal Training
  - 2 Fitness Programs for Olders Adults
  - 3 Exercise for Weight Loss
  - 4 Traditional Strenght Training
  - 5 Functional Fitness Training (FFT)
  - 6 Exercise for Mental Health

- 7 Home Exercise Gyms
  - 8 Body Weight Training
  - 9 On-Demand Exercise Classes
  - 10 Wearable Technology
  - 11 Exercise for Children's Health
  - 12 Lifestyle Medicine
  - 13 High-Intensity Interval Training (HIIT)
  - 14 Health/ Wellness Coaching
  - 15 Pre- and Postnatal Fitness
  - 16 Worksite Health Promotion
  - 17 Online Personal Training
  - 18 Mobile Exercise Apps
  - 19 Outdoor Fitness Activities
  - 20 Data-driven Training Technology
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1. **Personal Training:** Personal training remains a cornerstone of the fitness industry, offering clients tailored workout plans, motivation, and expert guidance to achieve their fitness goals efficiently and safely. As technology advances, personal trainers increasingly use virtual platforms to reach clients worldwide. In 2024, this trend occupied third place in the ranking.
2. **Fitness Programs for Older Adults:** With the aging population growing, fitness programs tailored for older adults are essential. These programs focus on improving mobility, strength, and balance, helping seniors maintain independence, prevent injuries, and enhance their overall quality of life. In 2024, this was ranked as the #1 trend.
3. **Exercise for Weight Loss:** Exercise for weight loss continues to be a primary motivation for many individuals. Combining cardiovascular activities with strength training, these programs aim to create a calorie deficit, increase metabolism, and build lean muscle to support long-term weight management. In 2024, this trend ranked #2.
4. **Traditional Strength Training:** Traditional strength training remains popular for its effectiveness in building muscle, increasing strength, and improving overall body composition. This method involves using free weights, machines, and

resistance bands to target various muscle groups through structured routines. In 2024, it was ranked #5.

5. **Functional Fitness Training (FFT):** Functional fitness training emphasizes exercises that mimic everyday movements, enhancing an individual's ability to perform daily activities. By improving balance, coordination, and strength, FFT helps reduce the risk of injuries and improves overall physical function. In Brazil, it is one of the most popular modalities in gyms, personal training studios, public parks, and beaches. In 2024, this trend ranked #4.
6. **Exercise for Mental Health:** Recognizing the strong link between physical activity and mental well-being, exercise programs for mental health focus on reducing stress, anxiety, and depression. These programs incorporate mindfulness, yoga, and aerobic exercises to boost mood and cognitive function. There was no change in the ranking compared to 2024.
7. **Home Exercise Gyms:** The convenience and accessibility of home exercise gyms have emerged, allowing individuals to maintain their fitness routines without needing a commercial gym. Equipped with versatile equipment like dumbbells, resistance bands, and cardio machines, home gyms cater to various workout preferences. This trend was not in the top 20 for 2024.
8. **Body Wight Training:** Body weight training uses the individual's weight as resistance, making it an accessible and effective way to build strength, flexibility, and endurance. Exercises like push-ups, squats, and planks can be performed anywhere, requiring minimal to no equipment. This trend was not in the top 20 for 2024.
9. **On-Demand Exercise Classes:** On-demand exercise classes provide flexibility and convenience, allowing individuals to access a wide range of workout programs anytime, anywhere. These classes, available via streaming services or apps, cater to different fitness levels and preferences.
10. **Wearable Technology:** Wearable technology, including fitness trackers and smartwatches, has revolutionized how individuals monitor and improve their

health. These devices track metrics such as heart rate, steps, sleep patterns, and calorie expenditure, providing personalized insights and motivation. This trend was #13 in 2024.

11. **Exercise for Children's Health:** Promoting exercise for children's health addresses the rising concerns of childhood obesity and sedentary lifestyles. Programs designed for kids emphasize fun and engaging activities that develop physical skills, promote fitness, and instill healthy habits early on. This trend was #11 in 2024.
12. **Lifestyle medicine:** Lifestyle medicine integrates physical activity, nutrition, and behavioral changes to prevent and treat chronic diseases. This holistic approach emphasizes the importance of exercise in managing conditions like diabetes, cardiovascular diseases, and obesity. This trend was #15 in 2024.
13. **High Intensity Interval Training (HIIT):** HIIT involves short bursts of intense exercise followed by rest or low-intensity periods. This training method is effective for burning calories, improving cardiovascular health, and increasing metabolic rate in a time-efficient manner. This trend was #14 in 2024.
14. **Health/Wellness Coaching:** Health and wellness coaching provides personalized support and accountability for individuals seeking to improve their overall health. Coaches work with clients to set realistic goals, develop action plans, and foster sustainable lifestyle changes. This trend was not in the top 20 for 2024.
15. **Pre- and Post-natal Fitness:** Pre- and postnatal fitness programs cater to the unique needs of pregnant and postpartum women. These programs focus on safe exercises that support physical health during pregnancy, facilitate recovery after childbirth, and enhance overall well-being. In 2024, this trend ranked #17.
16. **Worksite Health Promotion:** Worksite health promotion programs aim to improve employee health and productivity through onsite fitness activities, wellness challenges, and health education. These initiatives create a healthier work environment, reducing health care costs and absenteeism. In 2024, this trend #18.

17. **Online Personal Training:** Online personal training offers the expertise of certified trainers through virtual platforms. This flexible option allows clients to receive personalized workout plans, coaching, and progress tracking without needing to meet in person. This trend was not in the top 20 for 2024.
18. **Mobile Exercise App:** Mobile exercise apps provide convenient access to workout routines, fitness tracking, and motivational tools. These apps cater to various fitness levels and goals, offering features like guided workouts, progress monitoring, and community support. In 2024, this trend was #20.
19. **Outdoor Fitness Activities:** Outdoor fitness activities capitalize on the benefits of exercising in natural settings. Activities like hiking, running, and group fitness classes in parks provide fresh air, scenic views, and a refreshing alternative to indoor workouts. In 2024, this trend was #10.
20. **Data-driven Training Technology:** Data-driven training technology leverages advanced analytics and artificial intelligence to create personalized fitness plans. By analyzing data from wearables, fitness apps, and other sources, this technology optimizes training efficiency, tracks progress, and enhances performance outcomes. This trend was not in the top 20 in 2024.

## **DISCLOSURES:**

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



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