

## 2025 SPANISH SURVEY TRENDS SURVEY DATA

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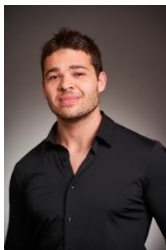
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The online fitness trends survey, created in Google Forms, was initially sent to 6,799 primarily fitness professionals in Spanish including those in the database of Valgo Consulting; 173 emails bounced. A link also was shared social networking sites as Facebook, Twitter, Instagram, and LinkedIn, as well as through newsletters of several collaborating institutions such as the General Council of Colleges for Physical and Sports Education (COLEF), the National Strength and Conditioning Association Spain (NSCA) and the Federation of Sports Management Associations of Spain (FAGDE). The survey was open from April 22 through July 15, 2024 (ten weeks). A total of 416 responses from

all Spanish regions were collected for a response rate of 6.3%. The 2025 survey contained a total of 54 trends, which included 43 (of 45) trends used in ACSM's Worldwide Survey of Fitness Trends and 11 Spanish-specific trends. The Spanish-specific trends include:

1. Searching for New Market Niches
2. High Intensity Functional Training (HIFT)
3. Group Training
4. Core Training
5. Breathing Fitness Training
6. Post Rehabilitation or Disease/Condition Maintenance Classes
7. Injury Rehabilitation Programs
8. Healthy Diet and Nutritional Programs
9. Outcome Measurement
10. Sport Prescription: Physician referrals to fitness programs
11. Gamification of Fitness and Training Programs

There were two trends from the ACSM survey that were not included because they did not apply in the Spanish fitness context. These were:

- Reimbursement for Qualified Exercise Professionals
- Licensure for Qualified Exercise Professionals

Most respondents were men, while women accounted for 26% of the sample, which covered a wide range of ages, with the majority of responders being between 33 and 44 years old (36.8%), followed by being between 22 and 34 years old and being between 45 and 54 years old (26.4% and 24.0% respectively). Around two thirds of the respondents have more than 10 years of experience working in the sector (68.8%) and 46.2% develop their professional work within the commercial fitness sector. A total of 83.7% of those surveyed are full-time or part-time active workers, while the remaining 16.3% manifest other situations. For 78.6% their work in the fitness sector is their main occupation. On the other hand, most of those surveyed declare that they work in private fitness centers (40.7%), 24.8% in public management centers, 9.6% in studios or boutiques, 3.4% declare that they work in outdoor setting and 6.7% mainly online or at home. The 56.4% of the sample occupies intermediate or responsible positions (such as owner of the center, manager, technical director, or coordinator). The majority of professionals declare that they have an income below 30,000€ / year (53.6%).

#### **APPENDIX 1: Full list of 2025 Fitness Trends in Spanish Survey**

Rank	TRENDS	Average	SD	ACSM Trend
1	Exercise for Weight Loss	8.10	1.63	Yes
2	Personal Training	7.98	1.73	Yes
3	Small Group Training	7.82	1.75	Yes
4	High Intensity Functional Training (HIFT)	7.74	1.75	NO
5	Fitness program for older adults	7.74	1.88	Yes
6	High Intensity Interval Training (HIIT)	7.71	1.65	Yes
7	Functional Fitness Training	7.60	1.72	Yes
8	Mobile Exercise Apps	7.57	1.90	Yes
9	Traditional Strength Training	7.55	1.92	Yes

10	Heath Diet and Nutritional Programs	7.54	1.84	NO
11	Employing Certified Exercise Professionals	7.41	2.20	Yes
12	Wearable Technology	7.38	2.15	Yes
13	Body Weight Training	7.35	1.73	Yes
14	Boutique Studios	7.33	2.34	Yes
15	Group Training	7.32	1.95	NO
16	Fitness Outdoor Activities	7.32	1.82	Yes
17	Multidisciplinary Work Teams	7.30	2.08	Yes
18	Low-Cost and Budget Gyms	7.28	2.14	Yes
19	Outcomes Measurements	7.25	1.94	NO
20	Searching for new market niches	7.18	1.86	NO
21	Exercise in Cancer Treatment	7.17	2.17	Yes
22	Circuit Training	7.15	1.86	Yes
23	Pilates	7.13	1.96	Yes
24	Injury Rehabilitation Programs	7.11	1.86	NO
25	Influencer/Ambassador-led Fitness Programs	7.04	2.29	Yes
26	Data-Driven Training Technology	6.96	1.99	Yes
27	Exercise is Medicine	6.94	2.11	Yes
28	Regulation of Exercise Professionals	6.93	2.35	Yes
29	Post Rehabilitation or Disease/Condition Maintenance Classes	6.91	1.84	NO
30	Wellness/Health Coaching	6.88	2.01	Yes
31	Pre and Postnatal Fitness	6.88	2.05	Yes
32	Online Personal Training	6.85	2.12	Yes
33	Sport Prescription: Physician referrals to fitness programs	6.83	2.24	NO
34	Exercise for Mental Health	6.82	2.13	Yes
35	Boxing, Kickboxing, and Mixed Martial Arts (MMA)	6.80	1.92	Yes
36	Lifestyle Medicine	6.75	2.00	Yes
37	Adult Recreation and Sport Clubs	6.63	1.89	Yes
38	Gamification of Fitness and Training Programs	6.60	2.12	NO
39	Medical Fitness Center	6.58	2.16	Yes
40	Yoga	6.56	2.06	Yes
41	Core Training	6.51	1.98	NO
42	Subscription Based Membership	6.49	2.09	Yes
43	Exercise for Children's Health	6.47	2.12	Yes
44	Youth Athletic Development	6.44	1.98	Yes
45	Worksite Health Promotion	6.42	2.10	Yes
46	On-demand Exercise Classes	6.23	2.07	Yes
47	Myofascial Release	6.13	2.07	Yes
48	Health Club and Spa	6.04	2.11	Yes
49	Home Exercise Gym	5.91	2.25	Yes
50	Aquatic Exercise	5.78	2.14	Yes
51	Cold and Hot Therapies	5.77	2.15	Yes
52	Breathing Fitness Training	5.37	2.18	NO
53	Pliometric Training	5.34	1.96	Yes
54	Stretch Training	5.27	2.19	Yes
55	Virtual Reality Exercise Training	4.99	2.26	Yes
56	Electrical Muscle Stimulation (EMS) Training	3.90	2.10	Yes

Note: The rows with an orange background are Spain-specific potential trends added in the survey.

## **APPENDIX 2: Some Sample Characteristics**

**Tabla 1**  
***Sample characteristics***

<i>Sex</i>	
Female	26.0
Male	74.0
<i>Age</i>	
Less than 21 years	1.7
From 22 to 34 years	26.4
From 35 to 44 years	36.8
From 45 to 54 years	24.0
More than 55 years	11.1
<i>Experiencia in fitness sector</i>	
Less than 1 year	1.4
From 1 to 3 years	7.5
From 4 to 6 years	8.4
From 7 to 9 years	10.6
From 10 to 20 years	36.1
More than 20 years	32.7
I have not experience in fitness sector	3.4
<i>Place of work</i>	
Privado eenter	40.7
Públic center	24.8
Studio o boutique	9.6
Outdoor places	3.4
Work at home	3.1
Mainly online work	3.8
Others	14.6
<i>Sector of fitness</i>	
Comercial fitness	46.2
Community fitness	13.5
Corporative fitness	21.9
Medical fitness	8.2
Other	10.3
<i>Job situation in fitness sector</i>	
Main job	78.6
Second job	7.4
Third job or more	1.0
Currently, I am not working in fitness sector	13.0
<i>Dedication to fitness sector</i>	
Full time	64.2
Part-time without any other job	7.2
Part-time with other job	12.3
I have had a job in fitness sector but now I have changed	6.5
I currently do not have a job in fitness sector, I am unemployed	2.6
Otros	7.2

**Note:** data are presented in percentages (%)

**Tabla 2*****Position and annual income of responders***

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<i>Type of job</i>	
Center or Business owner	19.0
Manager	13.9
Technical director	12.7
Coordinator	10.8
Multidisciplinary instructor	7.2
Classroom instructor	1.7
Group training instructor	1.9
Personal trainer (full time)	8.4
Personal trainer (Part-time)	6.3
Teacher	1.9
Health profesional (doctor, fisioherapist, etc.)	1.0
Graduated Student	1.2
Ungraduated Student	1.2
None. I do not currently have job in fitness sector	7.7
Otros	5.1
<i>Ingresos brutos anuales</i>	
Less than 10.000 €	12.7
From 10.000 to 14.999 €	7.5
From 15.000 to 19.999 €	10.6
From 20.000 to 24.999 €	13.9
From 25.000 to 29.999 €	8.9
From 30.000 to 34.999 €	8.2
From 35.000 to 39.999 €	7.5
From 40.000 to 44.999 €	5.3
From 45.000 to 49.999 €	2.9
More than 50.000 €	11.8
I do not have any income from a job in fitness sector	10.8

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**Note:** los datos son presentados en porcentaje (%)

### **What are some major takeaways from Spain regarding the 2025 survey results?**

- Most of the fitness trends in the 2025 Spanish survey (16 of 20, so 80% of them) are the same as in 2024, but there have been some changes to the positions. The four new trends in 2025 are 1) Mobile Exercise Apps, 2) Boutique Studios, 3) Low-Cost and Budget Gyms, and 4) Searching for new market niches. The four trends that dropped out of the top 20 are: 1) Regulation of Exercise Professionals, 2) Injury Rehabilitation Programs, 3) Post Rehabilitation or Disease/Condition Maintenance Classes, and 4) Core Training.
- This year, trends related to Personal Training (#2) and Training in Small Groups (#3) along with modalities of training characterized by high intensity, such as High Intensity Functional Training (#4) and High Intensity Interval Training (#6) are in the top positions of the ranking. As well as Exercise for Weight Loss (#1) and Fitness Programs for Older Adults (#5).
- Health-related trends such as Exercise is Medicine, Lifestyle Medicine, or Health/wellness coaching, which are usually in the top 20 in the global trends ranking, are still not relevant in Spain. At the same time, other health-related trends that were in the Spanish top 20 last year, such as Post Rehabilitation or Disease Maintenance Classes or Exercise Injury Rehabilitation Programs, are left out this year.
- Trends related to digital technology, such as Mobile Exercise Apps and Wearable Technology, which were not very relevant in previous Spanish surveys in previous years, have become quite relevant this year, notably increasing their positions in the ranking.

### **Briefly describe any significant changes to rank/order or appearance of country/region-specific trends AND any insight into potential reasons for these changes (e.g., policies, funding, etc.).**

- This year there are some notable changes in positions of some trends in this edition of the survey. One of them, as noted above, is the growth in the relevance of trends related with digital technology that had low relevance in previous surveys; however, this year they are in an intermediate position in the rankings. Perhaps this means that the worldwide trends are beginning to be reflected in Spain.
- Another notable change is the relevance of some trends related to fitness professionals. Employing Certified Exercise Professionals drops from #2 in 2024 to #11 in 2025 and Regulation of Exercise Professionals drops from #4 in 2024 to #28 in 2025, leaving the top 20. There is not a clear rationale to explain this phenomenon, so we have to wait for the results in the next editions of the survey to see if this continues over time.

**What are some major differences you noticed between Spain's trends and the global trends for 2025?**

- Considering all trends assessed in the Spanish survey, only 12 trends are the same, when compared with the other surveyed regions. These differences remain even when specific Spanish trends are excluded from this comparison. This means there are significant differences in the perception of the main fitness trends between Spanish professionals and international ones, highlighting once again the importance of conducting regional surveys.
- As previously highlighted, the difference in the relevance of health trends and technological trends is notable between Spain and the global results of the worldwide survey.
- Differences in health trends could be due to differences in the health status of the population from Spain and other countries (*e.g.*, the USA). Spain is the second country in the world with the highest life expectancy after Japan, and the typical Mediterranean diet is a strong factor in protecting the health of the Spanish population. Therefore, this could explain why the fitness sector in Spain is not yet too concerned about metabolic diseases and their health consequences.
- Differences in the penetration of technology in the fitness sector could be associated with the level of technology penetration at the global level. Countries like the USA are pioneers and global leaders in generating technology, so penetration in their societies is faster than in other parts of the world where new technological trends are adopted more slowly.