

2025 Turkey Fitness Trends

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A total of 2150 surveys were distributed in Turkey and 271 responses were received for a 12.6% response rate. The survey was distributed to all sport and health sciences faculties at universities across Turkey. It also was shared with a group of physical education teachers via Facebook and was sent to professional staff at Mars Athletic Club in Ankara, fitness professionals employed at private gyms in Ankara, and to students studying sport and health sciences. The team used Google Forms to create the survey. The survey opened on May 15 and responses were collected through July 2, 2024. The 45 trends used in ACSM's Worldwide Survey of Fitness Trends were used in the Turkey survey as well and no region-specific trends were added.

The 2025 Top 20 Trends for Turkey.

1	Exercise for Weight Loss
2	Pilates
3	Traditional Strength Training
4	Body Weight Training
5	Personal Trainer
6	Subscription Based Membership
7	Exercise is Medicine
8	Wearable Technology
9	Boxing, Kickboxing, and Mixed Martial Arts (MMA)
10	Boutique Fitness Studios
11	Low-Cost and Budget Gyms
12	Exercise for Children's Health
13	Online Personal Training
14	Health/Wellness Coaching
15	Functional Fitness Training (FFT)
16	Youth Athletic Development
17	Small Group Training
18	Pre- and Postnatal Fitness
19	High-Intensity Interval Training (HIIT)
20	Yoga

Demographics data from the survey included 42% females and 58% males across a wide spectrum of backgrounds and experiences, with 13.9% having more than 10 years of experience in the industry, and 32.6% with more than 20 years of experience. Additionally, 26% of the respondents held a high school diploma, 54% had a bachelor's degree, 12% had a master's degree, and 7% had a doctoral degree.

What are some major takeaways from the 2025 Turkey survey results?

- In Turkey, the primary motivation for people to engage in physical activity is to reduce body fat.
- In Turkey, advanced and more technological trends are not widely prevalent.
- Boutique fitness and Pilates studios, along with low-budget gyms, are expanding in Turkey, and the trend of subscription-based memberships also is on the rise.

Describe any significant changes to rank/order or appearance of Turkey's trends and provide any insight into potential reasons for these changes.

First, the challenge of introducing new fitness trends to the general population in Turkey is primarily due to low economic status and a conservative attitude towards new trends. Second, there is a lack of awareness among the public regarding the benefits of physical activity. Furthermore, the government has not implemented the necessary measures to address this issue. Another significant problem in Turkey is the shortage of experienced and qualified fitness professionals. Due to the inadequate quality of education, these professionals are unable to stay updated with global fitness trends.
