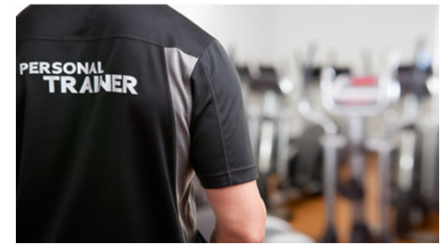


Trends in Fitness Programming

SARA KOOPERMANN, JD





- CEO of SCW Fitness Education
- CEO of WATERinMOTION®
- CEO of S.E.A.T. Fitness
- Founder of MANIA® Fitness Professional Conventions
- Illinois State Businesswoman of the Year
- National Fitness Hall of Fame Inductee
- *None of YOUR BUSINESS* Webinar/Podcast Host
- ACSM Committee Member
- Best Selling Author, *FIT FOR BUSINESS*





- S.E.A.T. Membership + Certification
- WATERinMOTION Kit + Certification
- MANIA Fitness Pro Convention

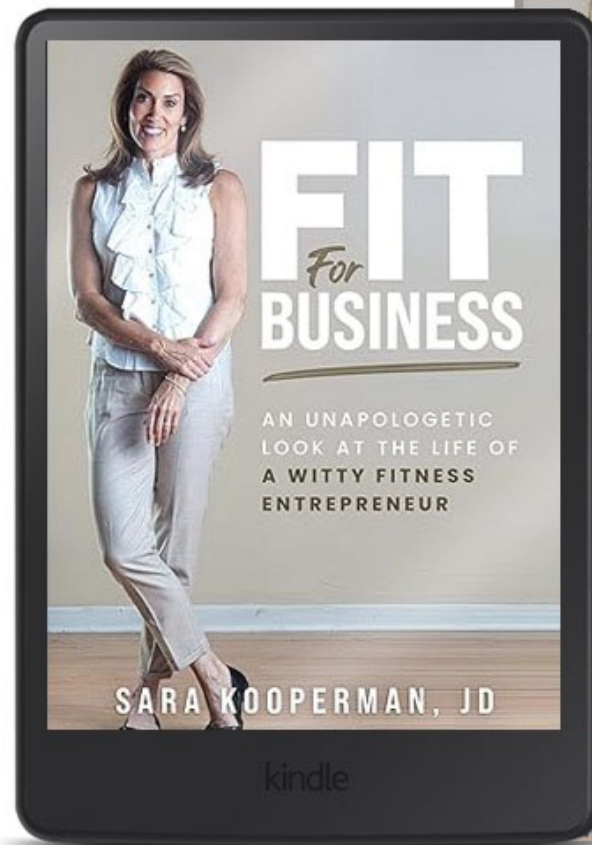




- MANIA® Conventions
- SCW Certifications
- WATERinMOTION®
- S.E.A.T.® FITNESS









MEN'S JOURNAL

COUNTRY & TOWN
HOUSE



 **EXPLODING TOPICS**

Athlete^{NEWS}**tech**



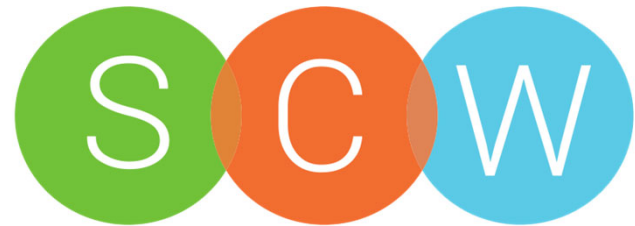
Pew Research Center 

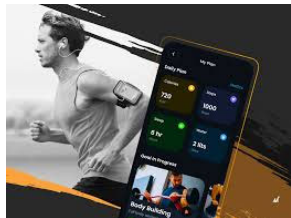
Men'sHealth



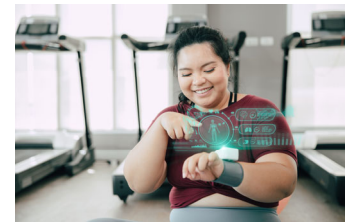
TIME

2026 Comparison of Trends





1. Wearable Technology
2. Fitness Programs for Older Adults
3. Exercise for Weight Management
4. Mobile Exercise Apps
5. Balance, Flow and Core Strength
6. Exercise for Mental Health
7. Traditional Strength Training
8. Data Driven Technologies
9. Adult Recreation & Sports Clubs
10. Functional Fitness Training





2024 Trends

1. Wearable Technology
2. ~~Worksite Health Promotion~~
3. Fitness for Older Adults
4. Exercise for Weight Loss
5. ~~Reimbursement for Exercise Professionals~~
6. ~~Employing Certified Exercise Professionals~~
7. Mobile Exercise Apps
8. Exercise for Mental Health
9. ~~Youth Athletic Development~~
10. ~~Personal Training~~

2026 Trends

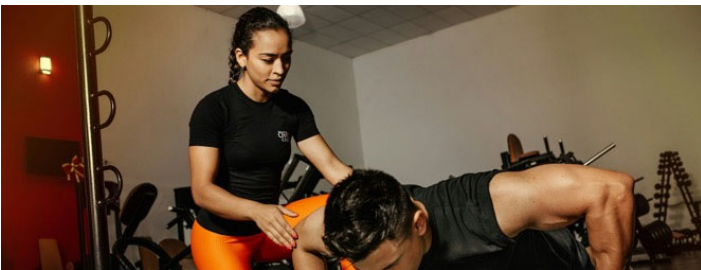
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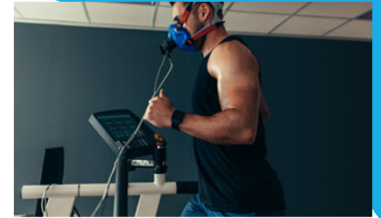
Respondent's Occupation

- 23.1% Personal Trainers
- 18% Academics (Professors, Students)
- 17.7% Medical Professionals
- 13.3% Owners & Managers
- 11% Fitness Coach
- 5.5% Group Exercise Leaders





1. Active Aging
2. Functional Training
3. Strength Training
4. Group Fitness
5. Core Training
6. Exercise Science
7. Nutrition
8. Personal Training
9. Mental Health & Stress Reduction
10. Recovery





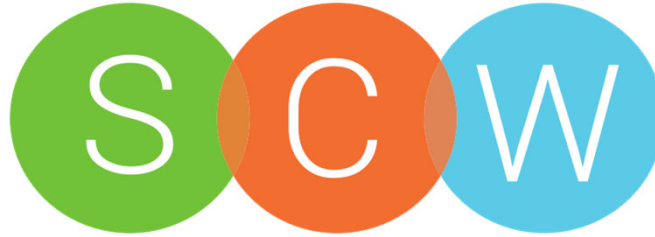
2024 Trends

1. Functional Training
2. Active Aging
3. Strength Training
4. Core Training
5. Nutrition
6. Exercise Science
7. Personal Training
8. ~~Foam Rolling~~
9. ~~HIIT~~
10. ~~Recovery~~

2025 Trends

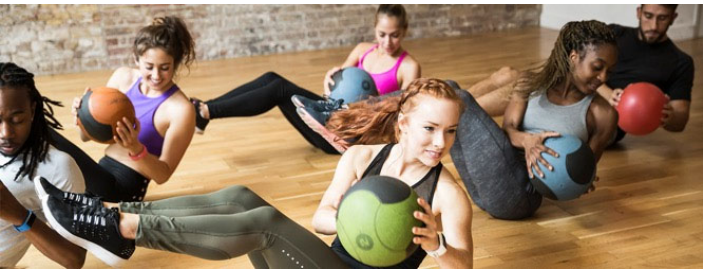
1. Active Aging
2. Functional Training
3. Group Fitness
4. Strength Training
5. Nutrition
6. Core Training
7. Exercise Science
8. Personal Training
9. Mental Health
10. Meditation & Mind Body





Respondent's Occupation *(Check all that apply)*

- 74% Group Exercise Instructors
- 60% Personal Trainers
- 27% Owners, Managers, & Directors





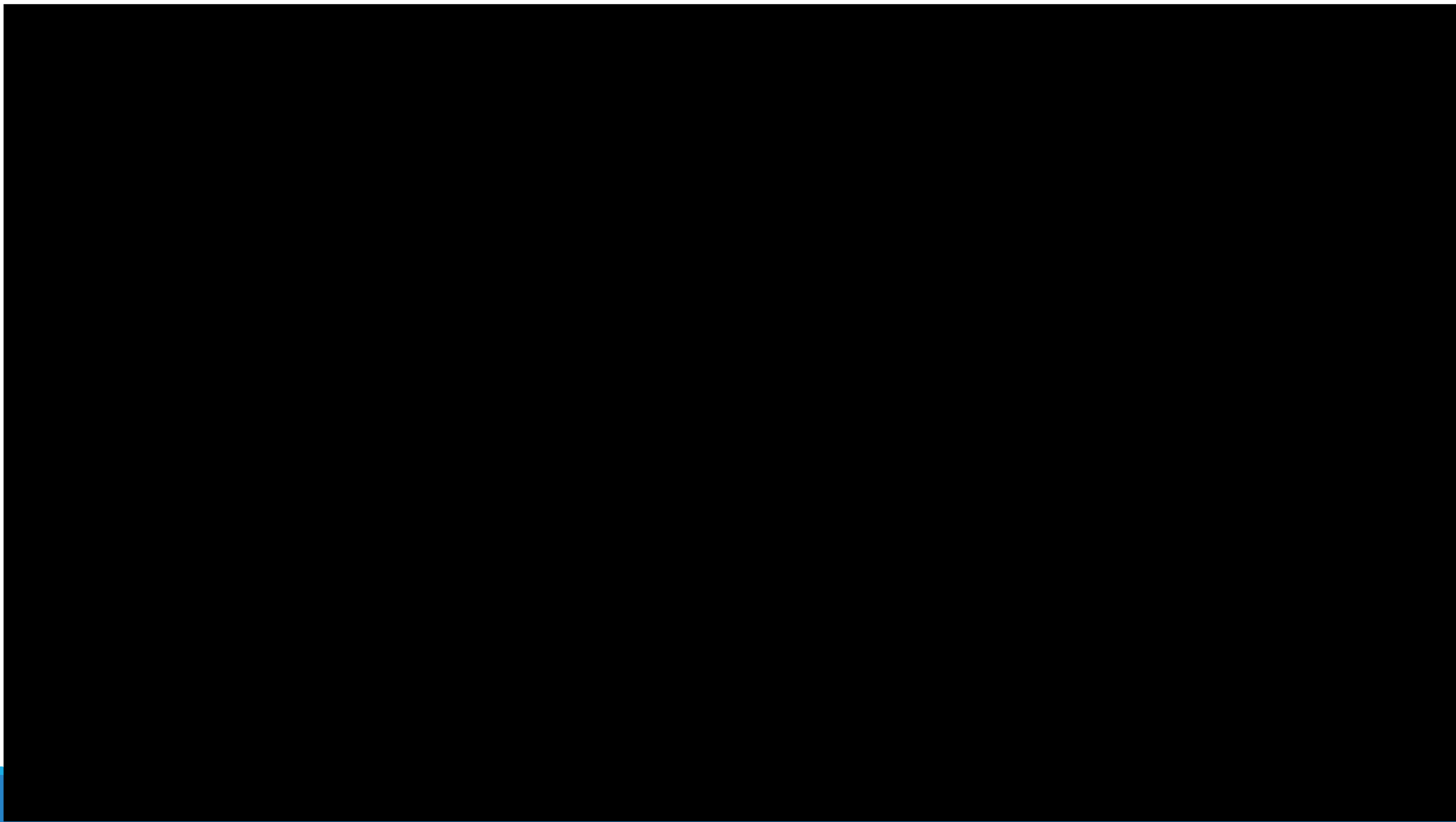
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1. Active Aging
2. Functional Training
3. Strength Training
4. Group Fitness
5. Core Training
6. Exercise Science
7. Nutrition
8. Personal Training
9. Mental Health & Stress Reduction
10. Recovery
11. Pilates



8 **MASSIVE** FITNESS INDUSTRY TRENDS

 **EXPLODING TOPICS**



8 MASSIVE INDUSTRY TRENDS

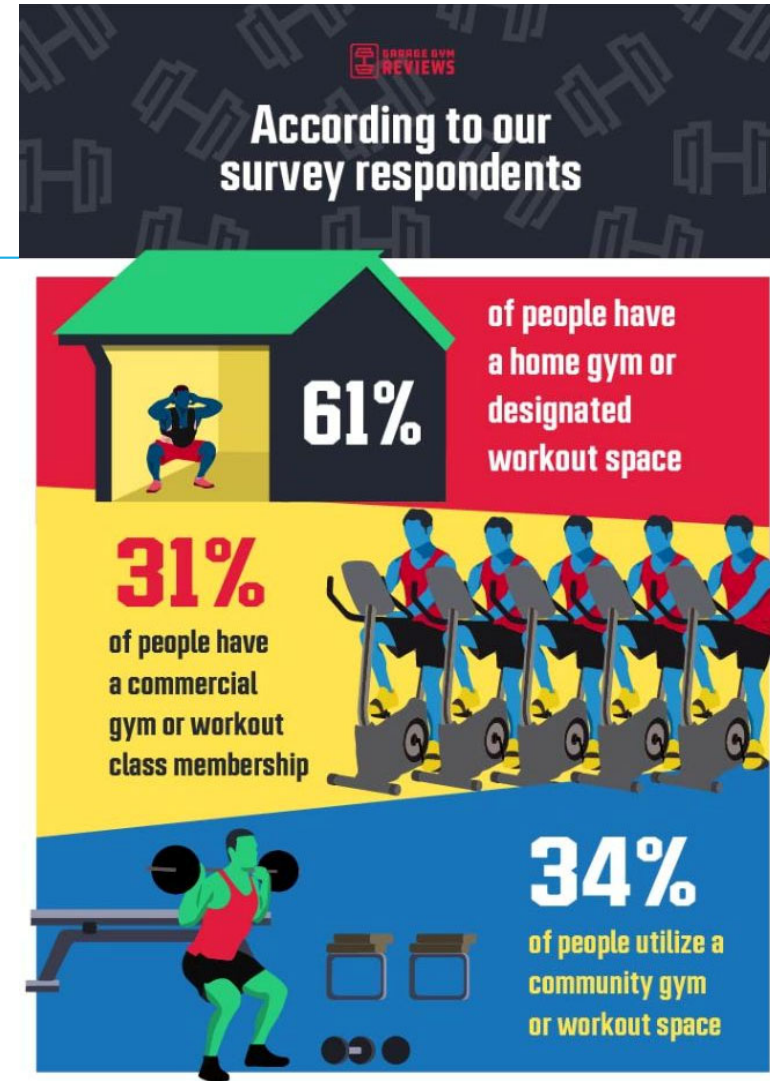
EXPLODING TOPICS

1. **BIOHACKING** – Cold Plunging, Saunas, Smartwatches - Feedback tools, Do-It-Yourself Biology
2. **WEARABLES** - \$90B Business, "Oura Ring" up 1,550% over the past 5 yrs
3. **HOME GYMS** –Stay? Used?
4. **FITNESS APPS** – 800M Users, Grow to \$30+ Billion by 2026
5. **HIIT** has evolved – Power-building: Powerlifting + Bodybuilding +Micro Workouts
6. **FLEXIBILITY & FUNCTION** - Performance & Posture (Stretch Lab)
7. **DIETS** – Plant-based, Keto, Vegan, Gluten-Free
8. **RECOVERY** - Equipment w/Vibration & Tech



2,000 people in the study

- 61% - Home Gym
- 31% - Commercial Gym
- 34% - Community or Apartment Gym
- 51% - Will join a gym



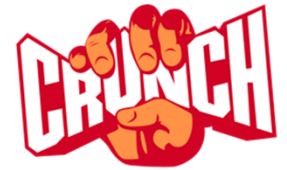
GYM VISITS UP - April 2024-April 2025



- **EōS Fitness:** +29.7%
 - High Value + Low Price – open 250 more by 2030
- **Crunch Fitness:** +25.9%
 - (450+ Gyms) Opening 115 by 2026
- **Chuze Fitness:** +23.7%
- **24 Hour Fitness:** +12.9%
- **Planet Fitness:** +10.5%
 - (Raising price from \$10/month to \$15)
- **Life Time:** +9.2%
 - (Greater attendance, longer visits 90+ min.)
- **LA Fitness:** +6.1%
- **Anytime Fitness:** +2.5%

EōS FITNESS®

LIFE TIME®

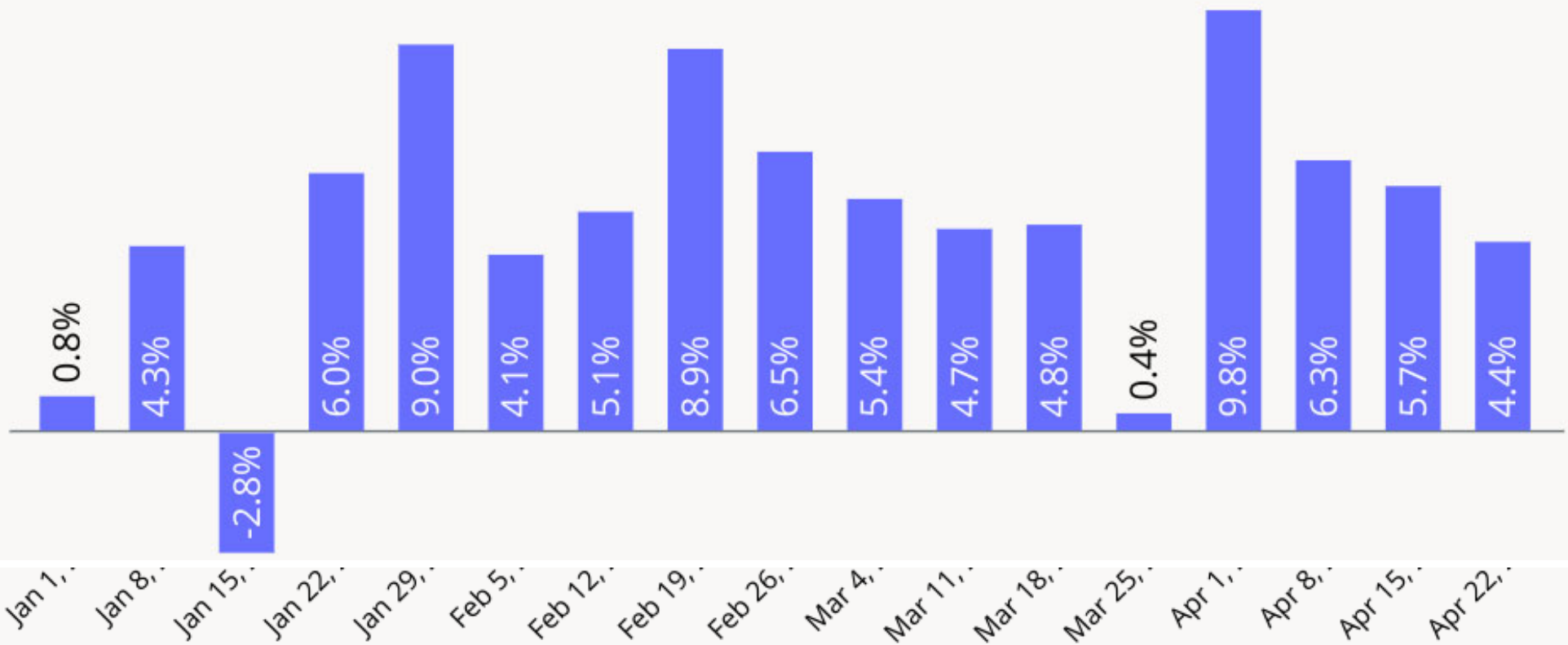



LA | FITNESS®

**CHUZE
FITNESS**

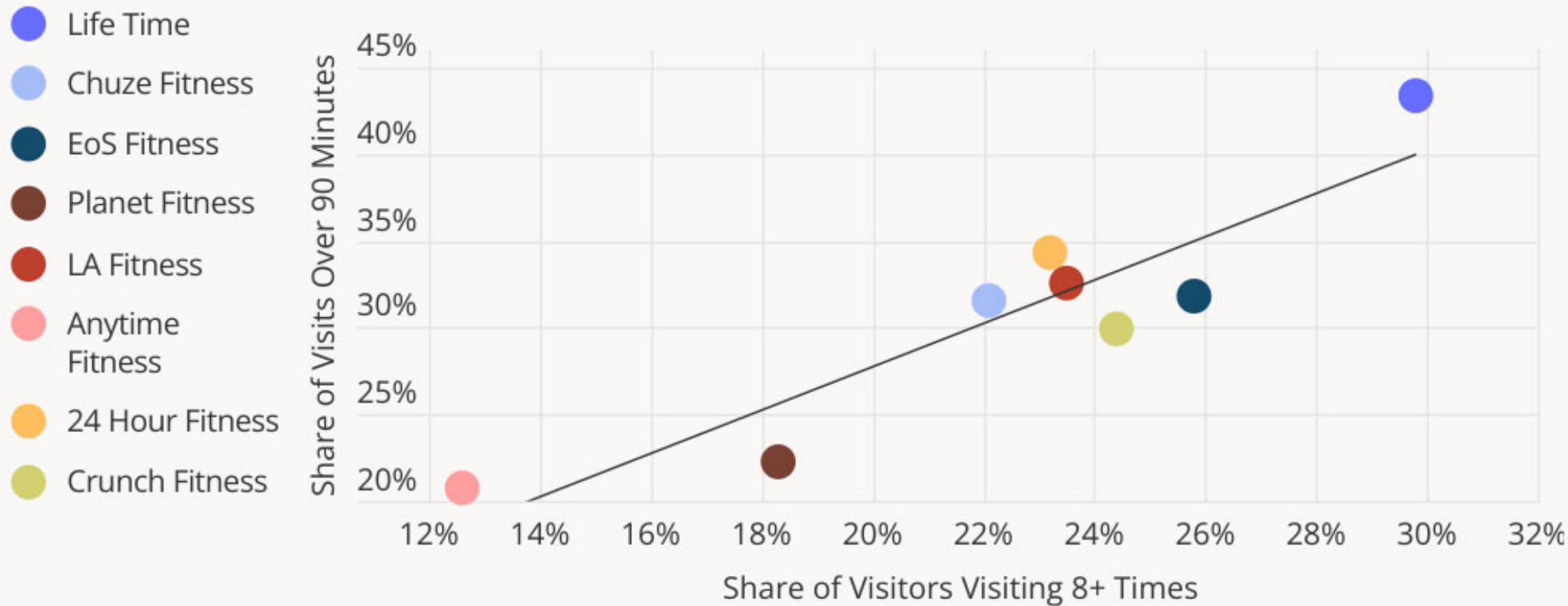


Strong Weekly Visit Growth 2024-2025



Visit Frequency to Fitness Chains* Correlates With Longer Dwell Times

Share of Visitors Visiting Gyms More Than 8 Times & Share of Visits over 90 Minutes |



*Report excludes locations within Washington state due to local legislation

MEN'S JOURNAL



Biggest Fitness Trends & Predictions of 2025





MEN'S JOURNAL



1. Steady-State Cardio
2. Strength-Flexibility (yoga/Pilates)
3. Group Fitness
4. Outdoor Pursuits
5. Brain Training
6. Gamifying workouts
7. Hybridized Functional Fitness
8. Recovery

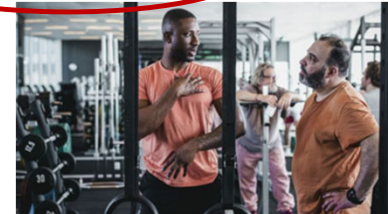


Men's Health

1. Gyms will be the focus for communities



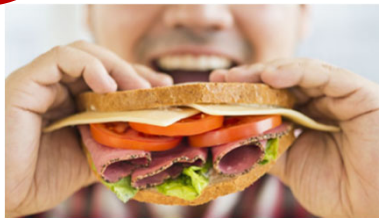
2. Training efficiency will be the goal



3. Big weights will rule



4. Carbs are making a comeback



5. Holistic training will expand



Pew Research Center



WHAT ARE PODCAST LISTENERS **INFLUENCED** BY?





Podcast – Pew Research Center

1. 25% of the American Public listen to Podcasts
2. 50% of Americans get news from Social Media
3. 30% get news from Podcasts
4. 20% Listen to podcasts a few times a week

46% bring in 1 guest

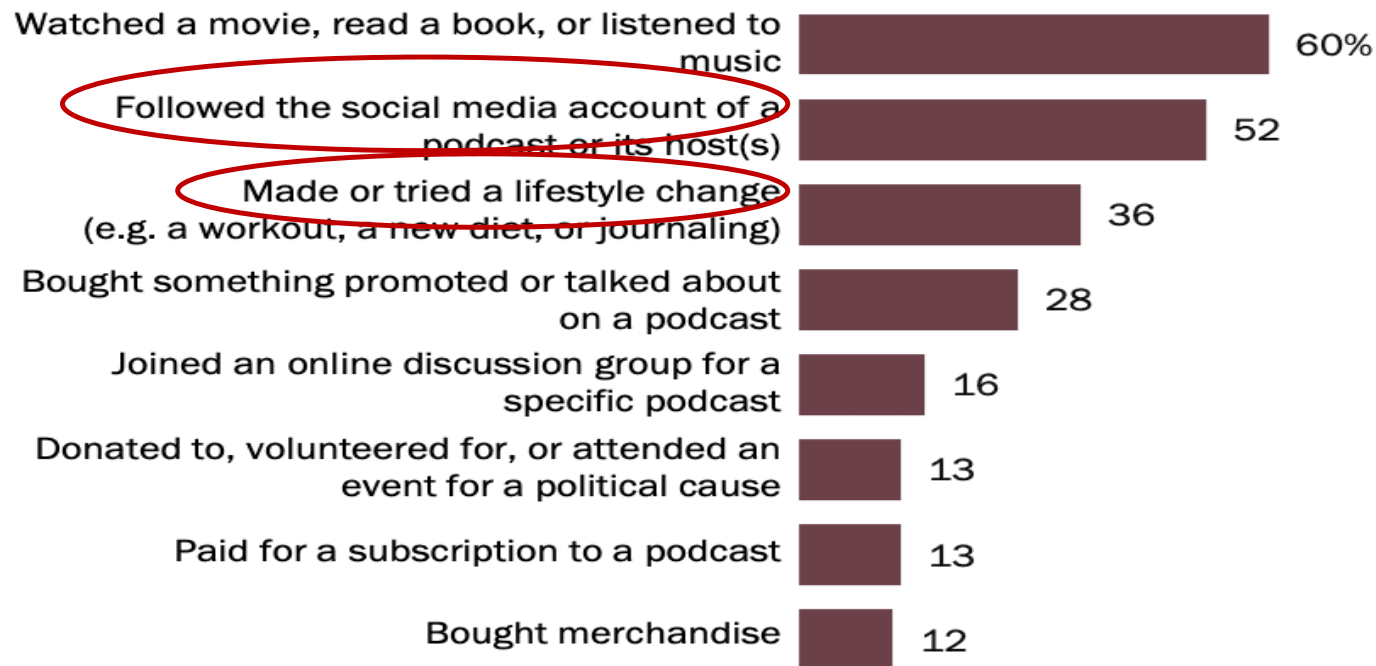
22% have several guests

Book guests that bring in listeners



About a third of podcast listeners have tried a lifestyle change because of a podcast they listened to

% of U.S. podcast listeners who say they have ____ because of a podcast they listened to



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.
"Podcasts as a Source of News and Information"

PEW RESEARCH CENTER



1



2



3



4

COUNTRY & TOWN HOUSE

(Lifestyle & Travel Magazine)

1. Metaverse wellness

2. Biophilia exercises

3. Women weight training

4. Free movement

5. Kegel exercises

6. Fitness abroad

7. Primal movement

8. Nostalgic workouts



5



6



7



8

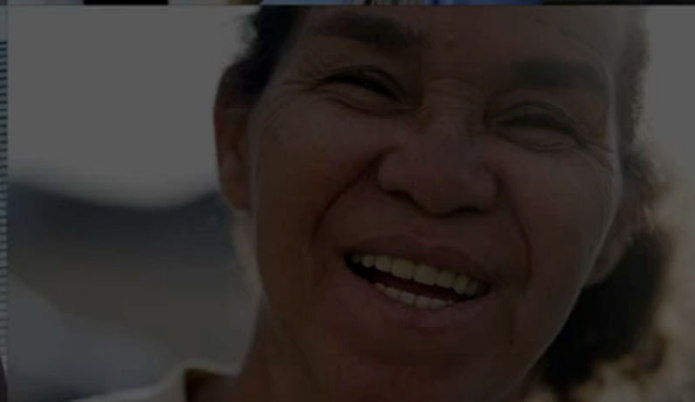
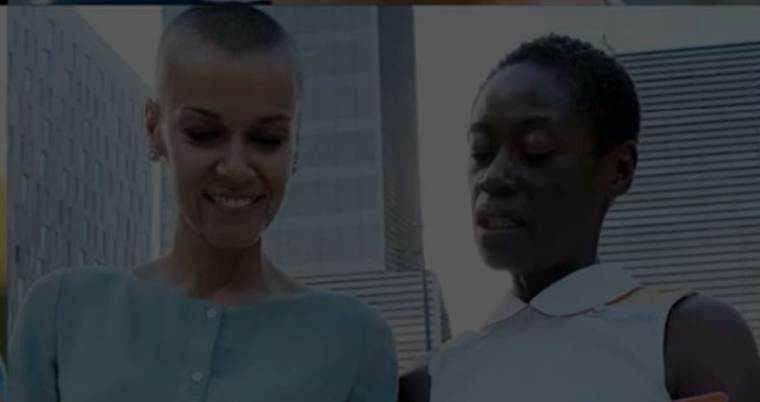
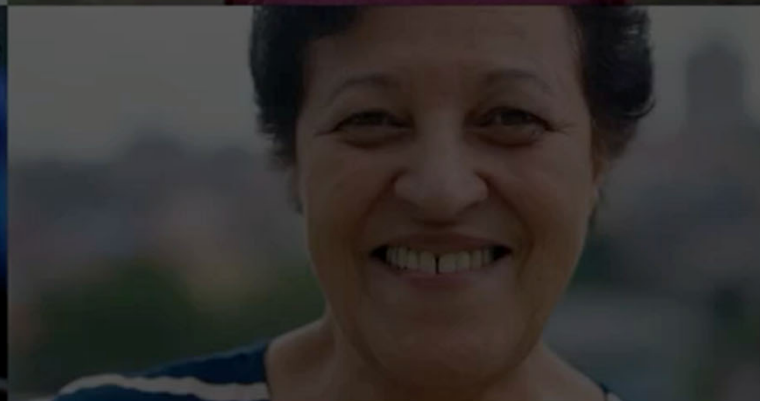
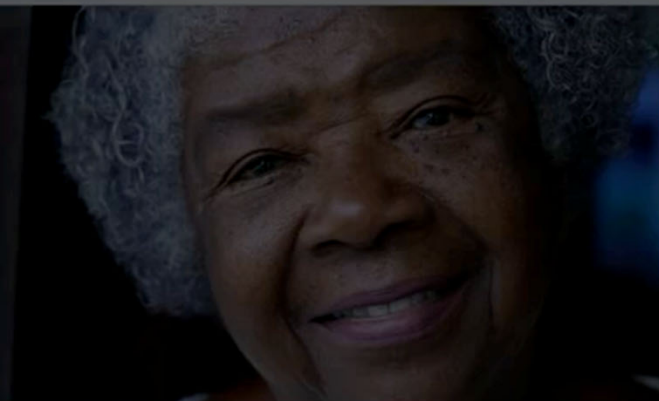
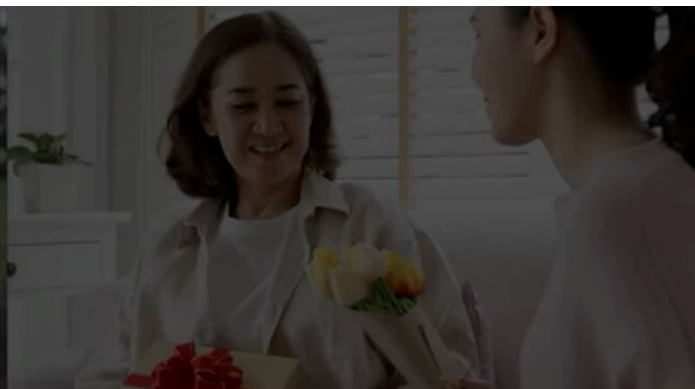
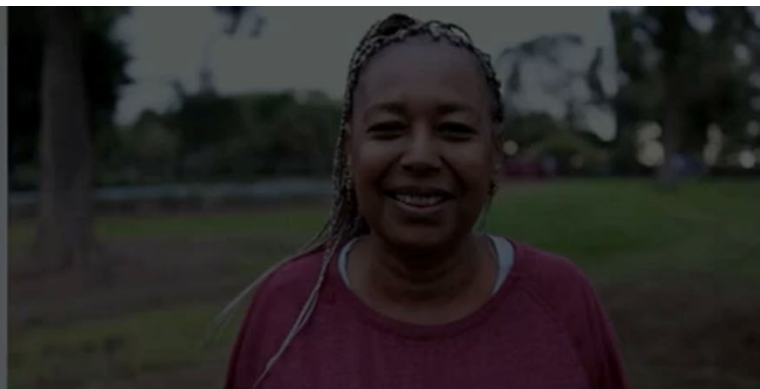
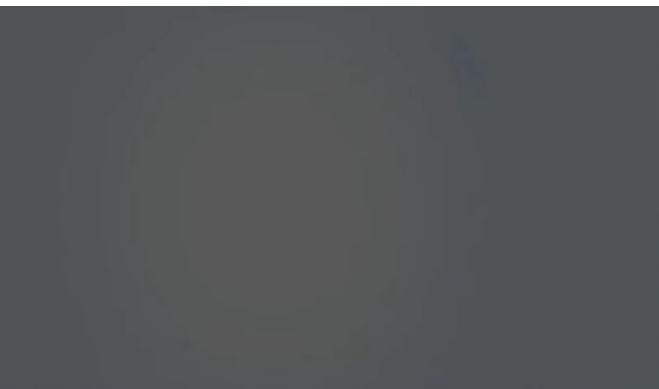




TIME

SCW

Menopause a HOT topic



MENOPAUSE

1. \$13 B on Menopause Products
2. Projected to be \$24.4 B by 2030
3. \$2,100 Annual Spend per woman
4. Non-Medical treatments over \$10 B



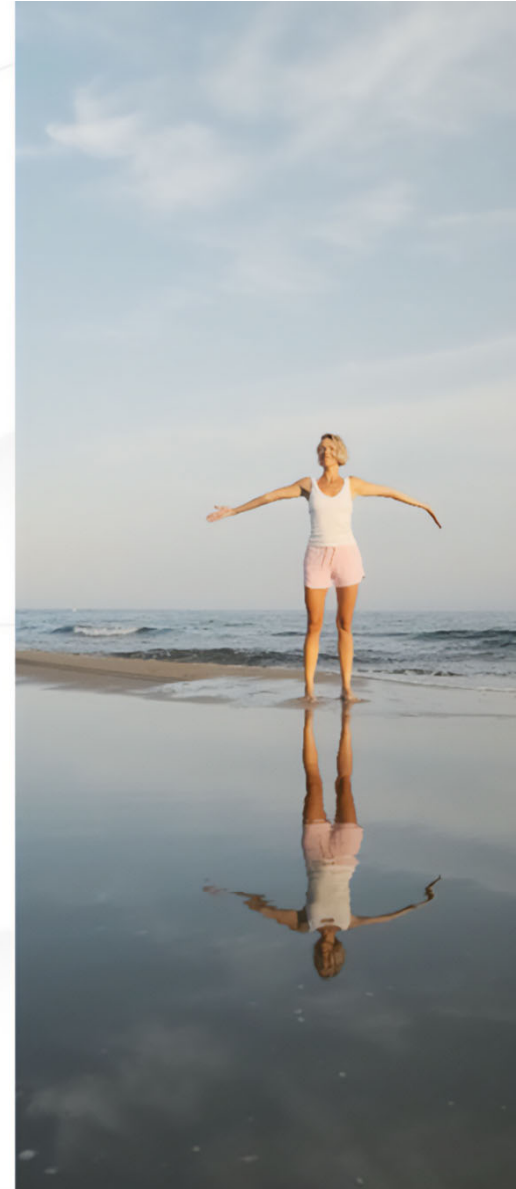
Repeatedly the most widely attended session at MANIA®s

PROGRAM NAMES:

* Midlife Makeover, * Body Revive, * FIT-HER, * Fab, Fit & Fierce, * Revival Fitness, * Yoga Yin-Ship



Top 10 Wellness Trends of 2025





TOP 10 WELLNESS TRENDS



1. **HEALTHY AGING** – not anti-aging
2. **FUNCTIONAL BEVERAGES** – Fermentation, Collagen, Vitamins
3. **AROMATHERAPY** – Spa, Home & Health
4. **LIPS, LASHES** – Scrubs, Mask, Injectables
5. **LED** – Relief & Rejuvenation
6. **GREEN COSMETICS** – Natural, Eco-friendly
7. **SOCIAL SPACES** – 35% Business w/Space, 60% Attend Event @ Spa/Retreat
8. **WELL BEAUTY** – Ritual to Relax
9. **ROOM TO RECOVER** – Massage, Sleep
10. **AI IN WELLNESS** – Setting Ambiance or Mood

New York

11:43 AM



DEVELOPING STORY

OPRAH WINFREY LEAVING BOARD OF WEIGHTWATCHERS

Company CEO says media mogul to remain "strong strategic voice"



CNN NEWSROOM



OZEMPIC – GLP-1

Type 2 Diabetes Drug

1.7% of American Public using Semaglutide Medication

30 M people may be taking weightless drugs by 2030 **or 9% of the US population**

Discount Stores: \$179 for 3 months. Cosco Members

WEIGHT WATCHERS shifting to prescribing a GLP-1

- (Oprah Winfrey left Weightwatchers' Board of Directors)

JENNY CRAIG filed bankruptcy



GYMS ENTER THE GLP SPACE

LIFE TIME FITNESS CLINIC – Acquiring & Opening Weight Loss Clinics to prescribe GLP-1s

- (Miora Longevity Clinic (if it works expand to 170+ locations))

EQUINOX – “GLP-1 protocol” – PT to preserve muscle mass

COMMON SIDE EFFECT IS MUSCLE LOSS – so companioning weight/strength training

SCW AOM (ANTI-OBESITY MEDICATION) FITNESS CERTIFICATION



BLOOD FLOW RESTRICTION THERAPY



BFR





www.seatfitness.com

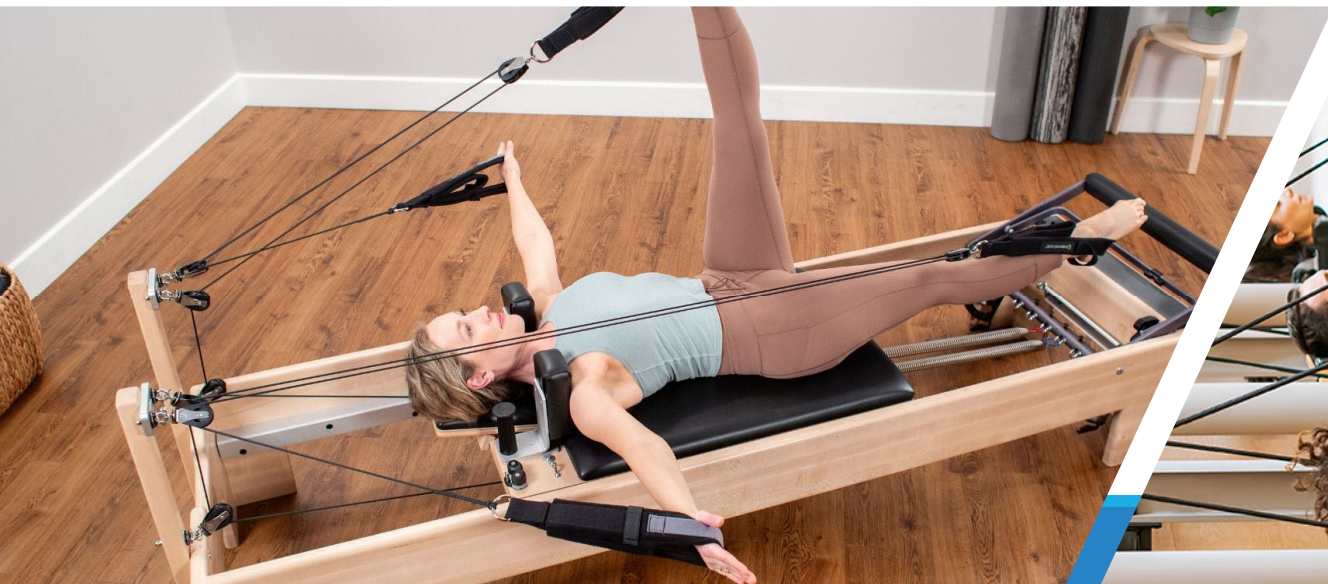
S.E.A.T.
SUPPORTED EXERCISE FOR AGELESS TRAINING

TAKE A S.E.A.T!

Welcome to the **ALL NEW**
Supported Exercise for Ageless Training!







PEPTIDES

Peptides are short chains of amino acids, which are the building blocks of proteins found in foods, skincare products, and medications.

Peptides can be beneficial for muscle growth or skin health, very few have FDA approval, many unapproved peptides carry risks and should be approached with caution and professional medical guidance.



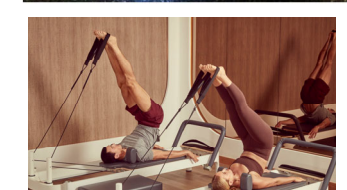
DEAD or DECREASING

- Barre Programming
- HIIT Programs
- Zumba
- Music Driven Programs
- Certifications???



WHAT'S NEXT?

- AI Technology - Biohacking
- Active Aging – Brain Training, Chair-Balance
- Functional Programs – Mind-Body,
- Mental Health, General Wellness, Sleep, Nutrition
- Vibration & Sound Healing
- Temperature – Cold Plunge, Cryotherapy
- Infrared
- Menopause-Focused Small Group Training
- Weight Loss Programs – GLP-1
- BFR (Blood Flow Restriction)
- Pilates & Pilates Reformers
- Offer a Podcast & Newsletter



Takeaways

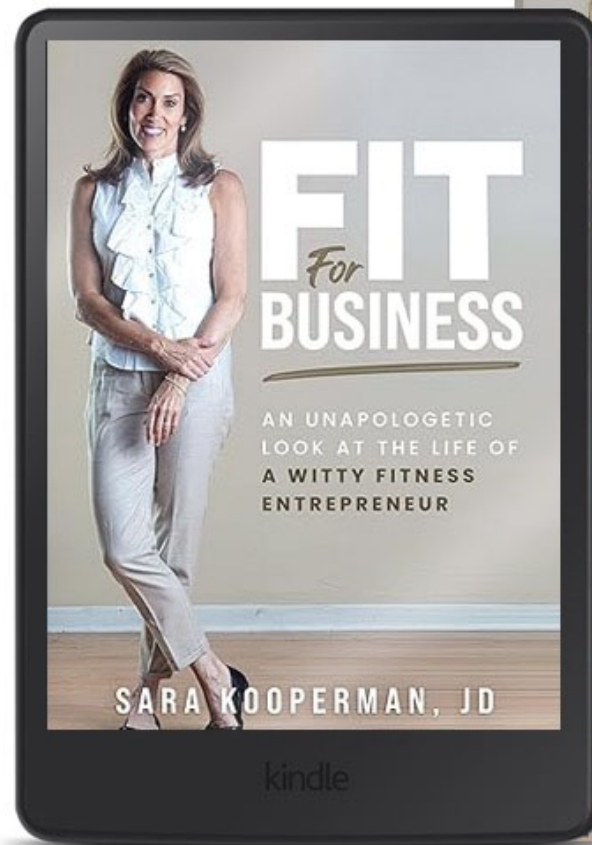
1. Survey your members quarterly/annually to stay in tune with their needs – NOW
2. Count Attendees in class or who use equipment
3. Know your numbers and compare previous years to see YOUR trends
4. Not all trends will work for your business, know your market!
5. Go to Conventions, Roundtables, Trainings & Try new things TAKE RISKS





- S.E.A.T. Membership + Certification
- WATERinMOTION Kit + Certification
- MANIA Fitness Pro Convention
- Health & Fitness Business Summit





san diego mania[®]

SCW EXPRESS
fitness pro convention



Thurs
November 6

Fri
November 7

Sat
November 8

Room 11A A Function & Active Aging	Room 11B B Group Ex. & Recovery	Room 10 C Power & Pers. Training
TH1 7:00am 8:15am Creative Programming 55+ Wartenberg	Check Out the Free Workout Stage! See Back for Details	Killer Core Appel
TH2 8:30am 9:45am NEW! Hip Mobility for Peak Performance Bannister-Munn	NEW! Fusing Fitness & Trends Vokoun	NEW! 6 Common Exercise Errors and Solutions Preston
TH3 10:00am 11:15am How to Handle Hypertrophy Robinson	Human Reformer Pilates Madden	NEW! Arms, Butts & Core on the Floor! Bannister-Munn
TH4 11:30am 12:45pm Check Out the Free Workout Stage! See Back for Details	NEW! SOULMashup Pork	NEW! PureBack: Strengthen, Restore, Thrive Horne
TH5 2:45pm 4:00pm NEW! Training for Life: Bite-Sized Exercise Conitl	Forever Pilates Appel	NEW! Core for Life Madden
TH6 4:15pm 5:30pm NEW! Balance Brain and Spine Wartenberg	Arm Candy Appel	NEW! Band Strong: Train Anywhere Power Bannister-Munn
FR1 7:00am 8:15am NEW! Building Strong Foundations Gilbert	NEW! Brazil's® Dance Fitness Revolution Santos	4 Quarters of Fitness Robinson
FR2 8:30am 9:45am NEW! Athletic Aging by Ever Flexed Madden	SOULstrength™: A Little OFF BEAT Pork	NEW! Core Without Crunches Conitl
FR3 10:00am 11:15am NEW! X-Train for Active Adults Wartenberg	NEW! Prana Energy Greenbaum	NEW! Prime Performance for 50+ Robinson
FR4 1:15pm 2:30pm NEW! Boost Brain & Body Balance Gilbert	Fusion Revolution Schell	NEW! Joint Friendly: HIIT Robinson
FR5 2:45pm 4:00pm Check Out the Free Workout Stage! See Back for Details	NEW! SOULfusion™ Flows Pork	Posture & Alignment with Personal Training Mummy
FR6 4:15pm 5:30pm NEW! Palangol Strength Ojeda	NEW! CoreSpring® Pilates: Abs & Glutes Huss	NEW! Stronger Women Mike
SA1 7:00am 8:15am S.E.A.T. Supported Exercise for Ageless Training Gilbert	Athletic Flow Schell	NEW! Trainer's Toolbox: Timesaving Solutions Roberts
SA2 8:30am 9:45am NEW! Flex & Power: Hip Mobility Mastery Kulp	NEW! Palangol Cardio Ojeda	NEW! Do This, Not That! Roberts
SA3 10:00am 11:15am Optimal Mobility: Enhancing Functionality Gilbert	NEW! Healing Trauma Through Movement Greenbaum	NEW! Master Rotational Power Training Mike
SA4 12:15pm 1:30pm Strength Training for Longevity & Vitality Kooperman	NEW! Brazil's® Dance: Bold, Fun Fitness Santos	NEW! CoreSpring® Pilates for Strength & Stability Huss
SA5 1:45pm 3:00pm Strengthen & Support Schell	NEW! Next-Level Mobility Warm-Up Strategies Mike	NEW! Progressive FITT: Functional Tube Training Roberts



scwfit.com/mania
scwfit.com/certs



featured at **Athletic Business**
SHOW 2025





scwfit.com/sandiego



AB Show Workout Stage

Powered by SCW Fitness, experience two action-packed days of mini workouts happening every 15 minutes! Located in the EXPO Ground Floor Booth 2007.

Thursday, November 6, 2025		
12:15 PM	Power Pilates - Reena Vokoun, MS	
12:30 PM	Posture Perfect: Body Weight Exercises - John Preston, MS	
12:45 PM	Core Without Crunches - Christine Conti, MEd	
1:00 PM	Total Body Strength - Reena Vokoun, MS	
1:15 PM	SOULkickboxing - Michele Park	
1:30 PM	Core for Life: Stronger, Safer, Smarter Movement - Tricia Murphy Madden	
1:45 PM	Brazily® Dance: Bold, Fun Fitness - Mariana & Andre Santos	
2:00 PM	S.E.A.T. Supported Exercise for Ageless Training - Ann Gilbert	
2:30 PM	Athletic Flow - Mary Lou Schell, PhD	
2:45 PM	Yin+Restore Yoga - Lisa Greenbaum, E-RYT 500, C-IAYT	
3:00 PM	WATERinMOTION: Wave Works - Billie Wartenburg	
3:15 PM	Breathwork for Mental Health - Lisa Greenbaum, E-RYT 500, C-IAYT	
Friday, November 7, 2025		
10:15 AM	PALANGO! Cardio- Felix Ojeda, MS, MBA	
10:30 AM	Fusion Revolution - Mary Lou Schell, PhD	
10:45 AM	CoreSpring® Pilates for Better Balance - Charlyn Huss, MA, NCPT	
11:00 AM	Brazily® Dance Fitness Revolution - Mariana & Andre Santos	
11:15 AM	SOULfusion Lower Body Blast - Michele Park	
11:30 AM	Human Reformer - Tricia Murphy Madden	
11:45 AM	CoreSpring® Pilates: Dynamic Strength - Charlyn Huss, MA, NCPT	
12:00 PM	Back to Aerobics - Christine Conti, MEd	
12:15 PM	WATERinMOTION: WIM Strength - Cheri Kulp	
12:30 PM	Bite-Sized Exercise - Christine Conti, MEd	
12:45 PM	S.E.A.T. Supported Exercise for Ageless Training - Ann Gilbert	
1:00 PM	Empowered Balance Through Yoga - Lisa Greenbaum, E-RYT 500, C-IAYT	



Thank you

