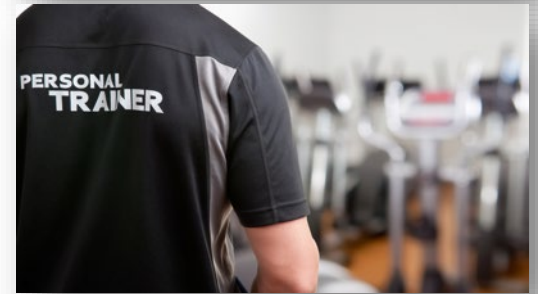


Trends in Fitness Programming

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
- *EDGE* Webinar/Podcast Host
- ACSM Committee Member
- Best Selling Author, *FIT FOR BUSINESS*





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





DC
MANIA
FITNESS AND CONVENTION
BUSINESS SUPPORT
February 23-25

STRONGER
together

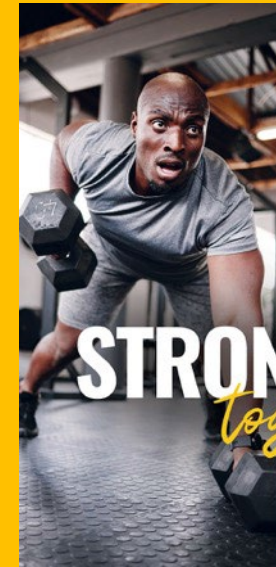
scwfit.com/DC



Florida
MANIA
FITNESS AND CONVENTION
BUSINESS SUPPORT
May 3-5

STRONGER
together

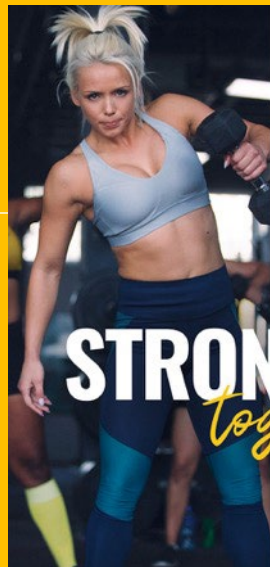
scwfit.com/florida



Atlanta
MANIA
FITNESS AND CONVENTION
BUSINESS SUPPORT
July 19-21

STRONGER
together

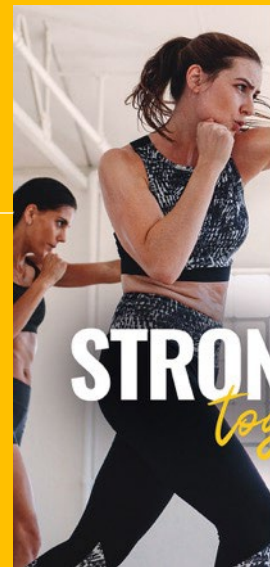
scwfit.com/ATLANTA



Dallas
MANIA
FITNESS AND CONVENTION
BUSINESS SUPPORT
August 23-25

STRONGER
together

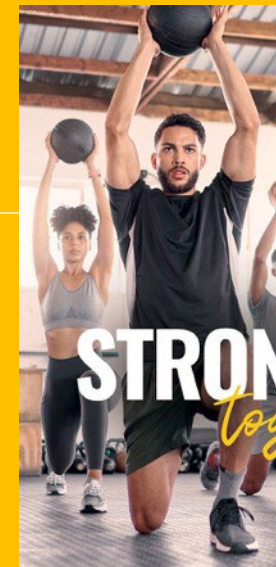
scwfit.com/DALLAS



Midwest
MANIA
FITNESS AND CONVENTION
BUSINESS SUPPORT
October 4-6

STRONGER
together

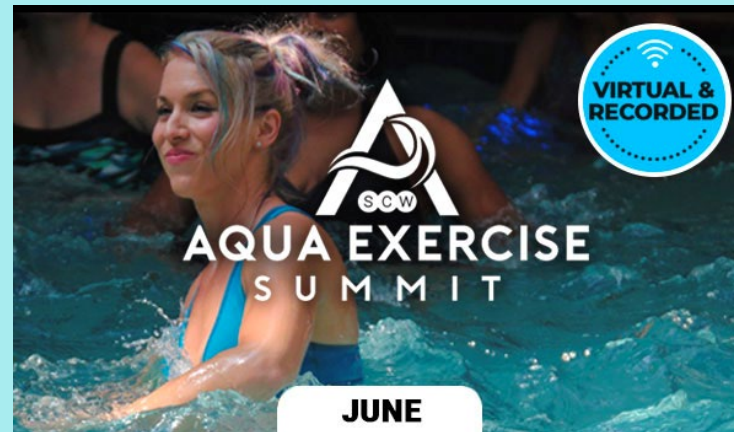
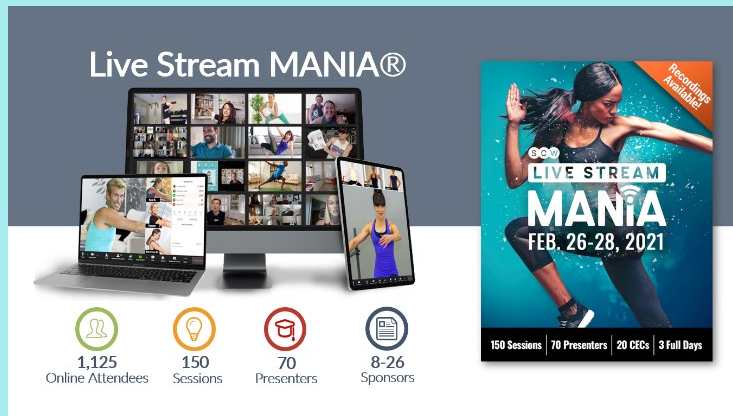
scwfit.com/MIDWEST

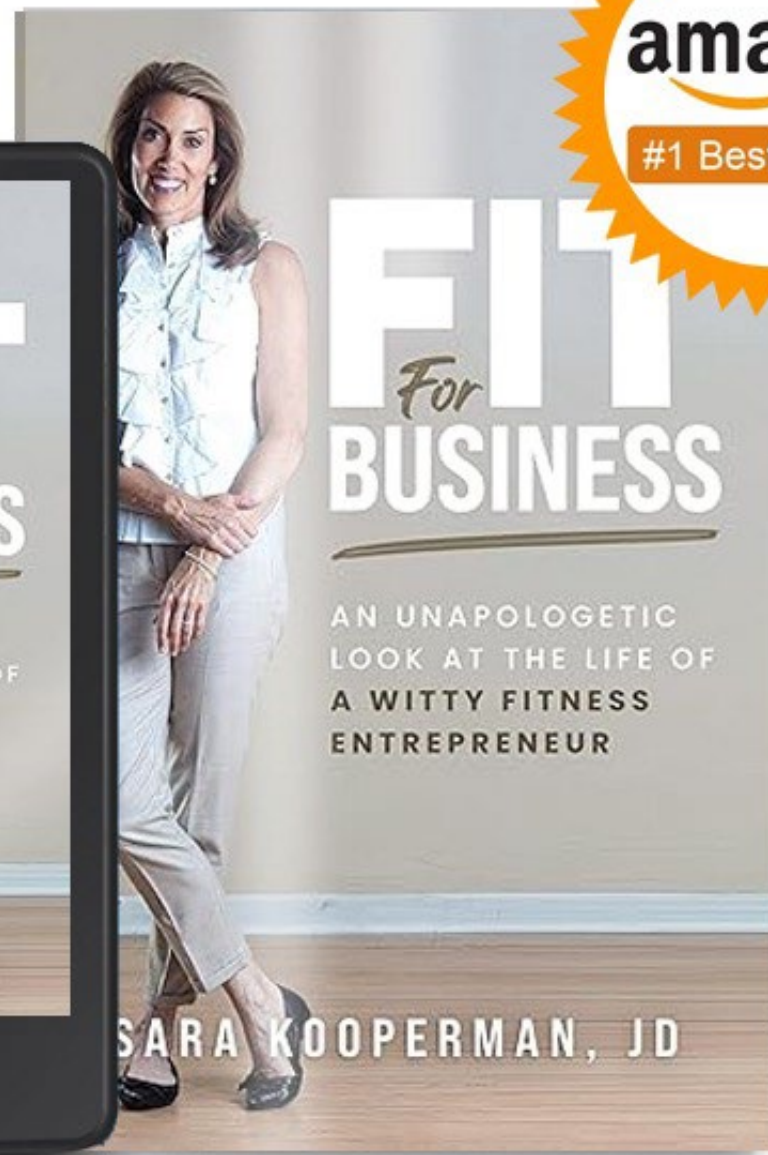
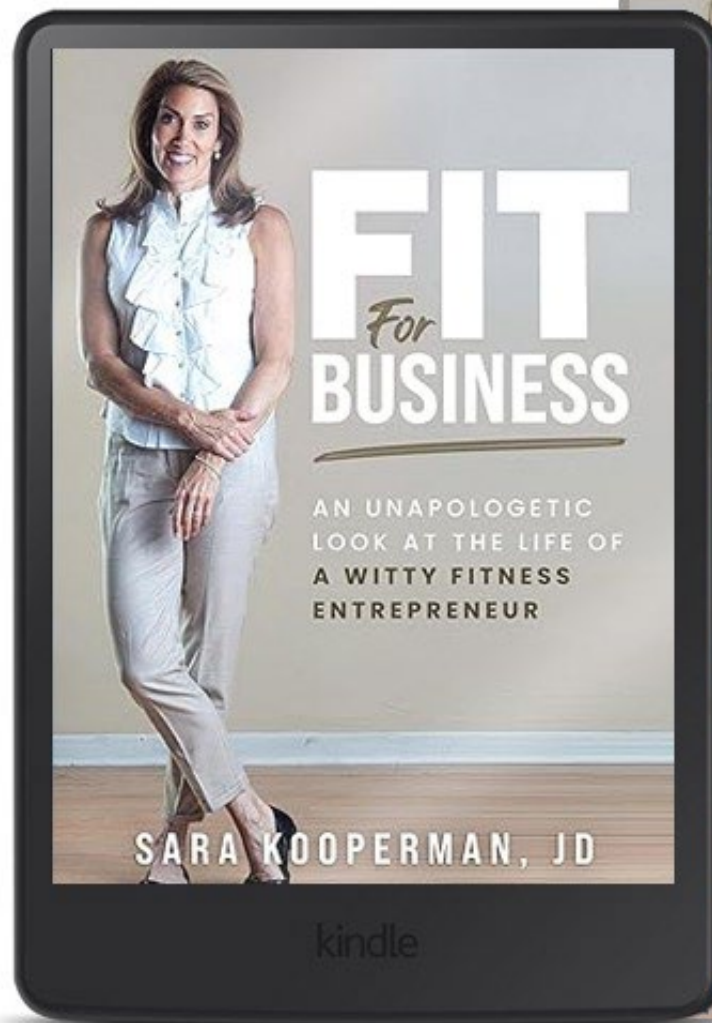
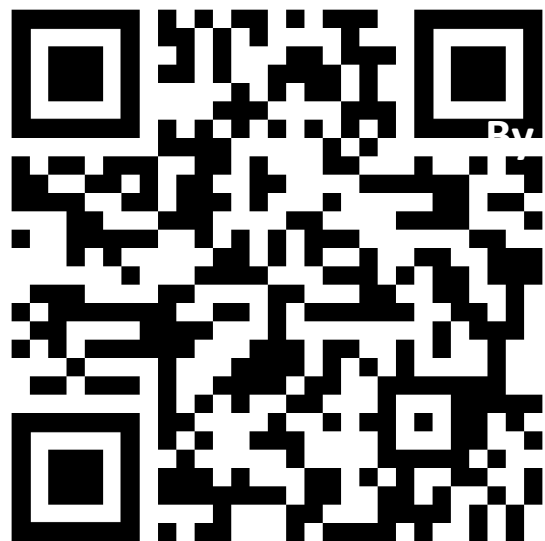


Boston
MANIA
FITNESS AND CONVENTION
BUSINESS SUPPORT
November 1-3

STRONGER
together

scwfit.com/BOSTON







MEN'S JOURNAL

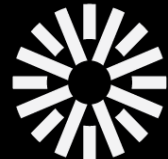
COUNTRY & TOWN
HOUSE



 **EXPLODING TOPICS**

Athlete^{NEWS}**tech**



Pew Research Center 

Men'sHealth



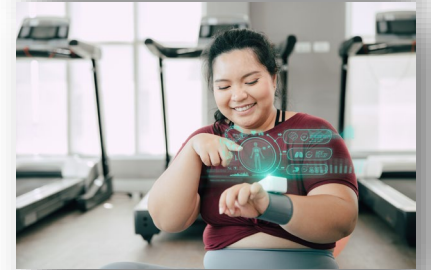
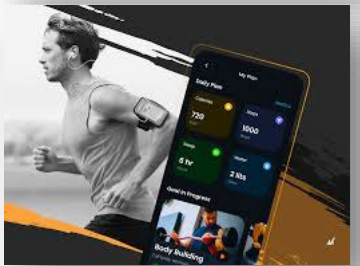
TIME

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~~

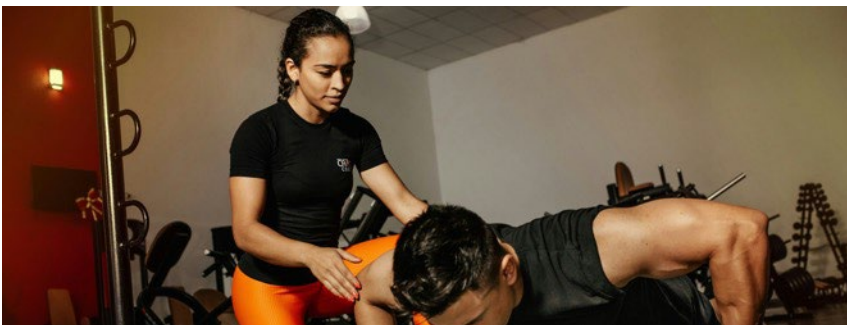
2026 Trends

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9. Adult Recreation & Sports Clubs
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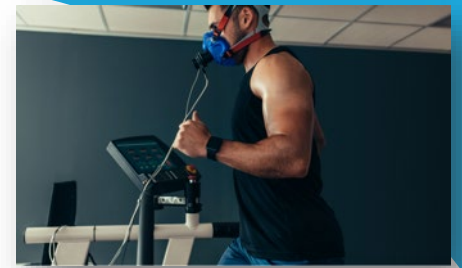
Respondent's Occupation

- 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~~

2026 Trends

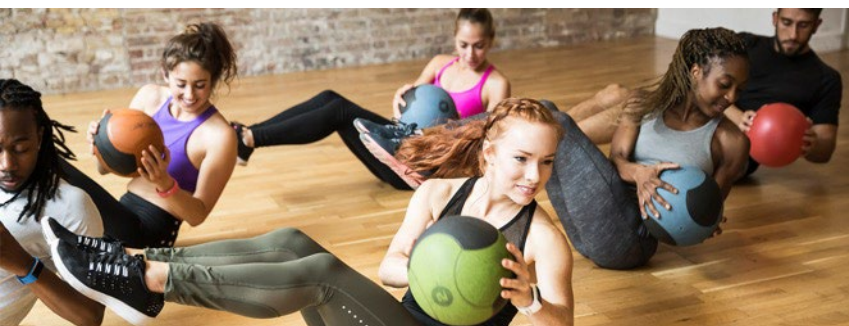
1. Active Aging
2. Functional Training
3. Group Fitness
4. Strength Training
5. Nutrition
6. Core Training
7. Exercise Science
8. Personal Training
9. Mental Health
10. Meditation & Mind Body





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

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





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

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



In-Person Certifications

Pilates Matwork	16.44%
Zumba	15.30%
Personal Training	11.28%
Stretching & Flexibility	10.13%
Aqua Ex	9.94%
Group Ex	7.07%
Active Aging	4.59%
SEAT	4.21%
ToughAgers	4.02%
Chair Yoga	3.06%



Live-Stream Certifications

Mobility Training	12.33%
Personal Training	10.57%
Zumba	10.13%
Aqua Ex	8.81%
Active Aging	7.93%
Chair Yoga	7.49%
Pilates Matwork	4.85%
Meditation	4.41%
Life Coaching	3.52%
Yoga I	3.52%



Online Certifications

Group Exercise	15.06%
Aquatic Exercise	14.55%
Personal Training	9.56%
Pilates Matwork	9.46%
S.E.A.T. (Chair Fitness)	9.16%
WATERinMOTION	6.61%
Functional Pilates	4.88%
Barre	3.56%
Yoga I	2.34%
Active Aging	2.24%



8 MASSIVE FITNESS INDUSTRY TRENDS

 **EXPLODING TOPICS**

8 MASSIVE INDUSTRY TRENDS

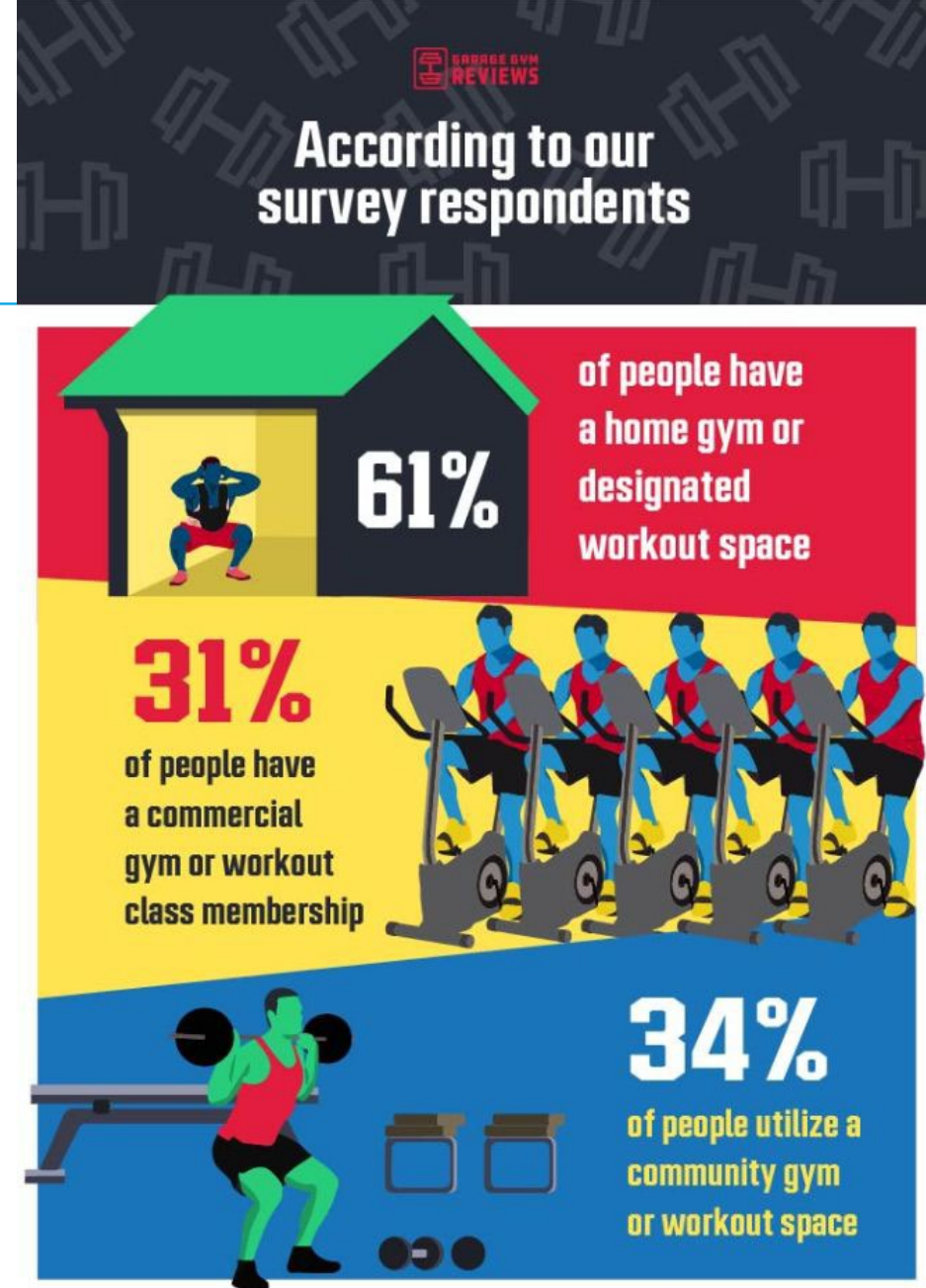
EXPLODING TOPICS

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, Will grow to \$30+ Billion in 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 (*NEW* food pyramid)
8. **RECOVERY** - Equipment w/Vibration & Tech (breath, sound)



2,000 people in the study

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



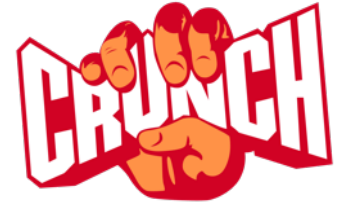
GYM VISITS UP - April 2024-April 2025



- **EōS Fitness:** +29.7%
 - High Value + Low Price – open 250 more by 2030
- **Crunch Fitness:** +25.9%
 - (450+ Gyms) Opening 115 by end of 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®

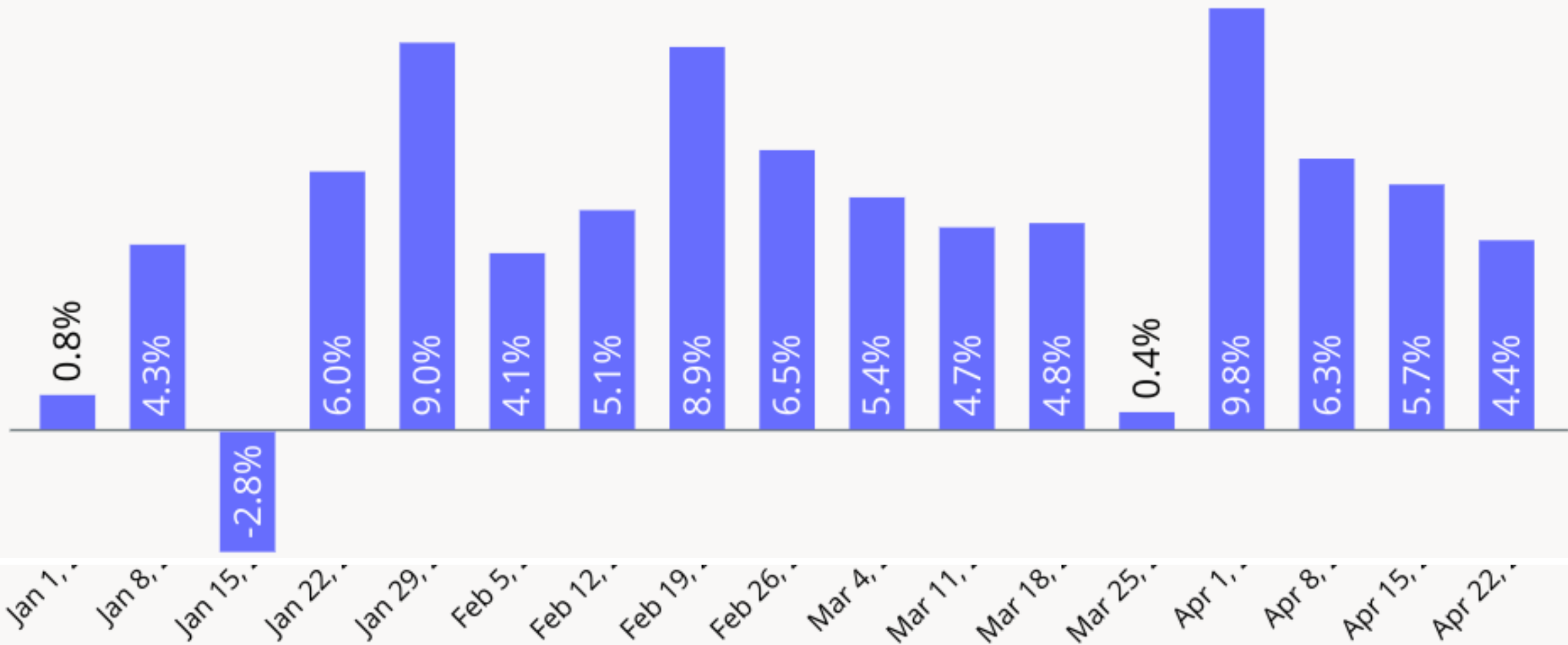


LA | FITNESS®

**CHUZE
FITNESS**



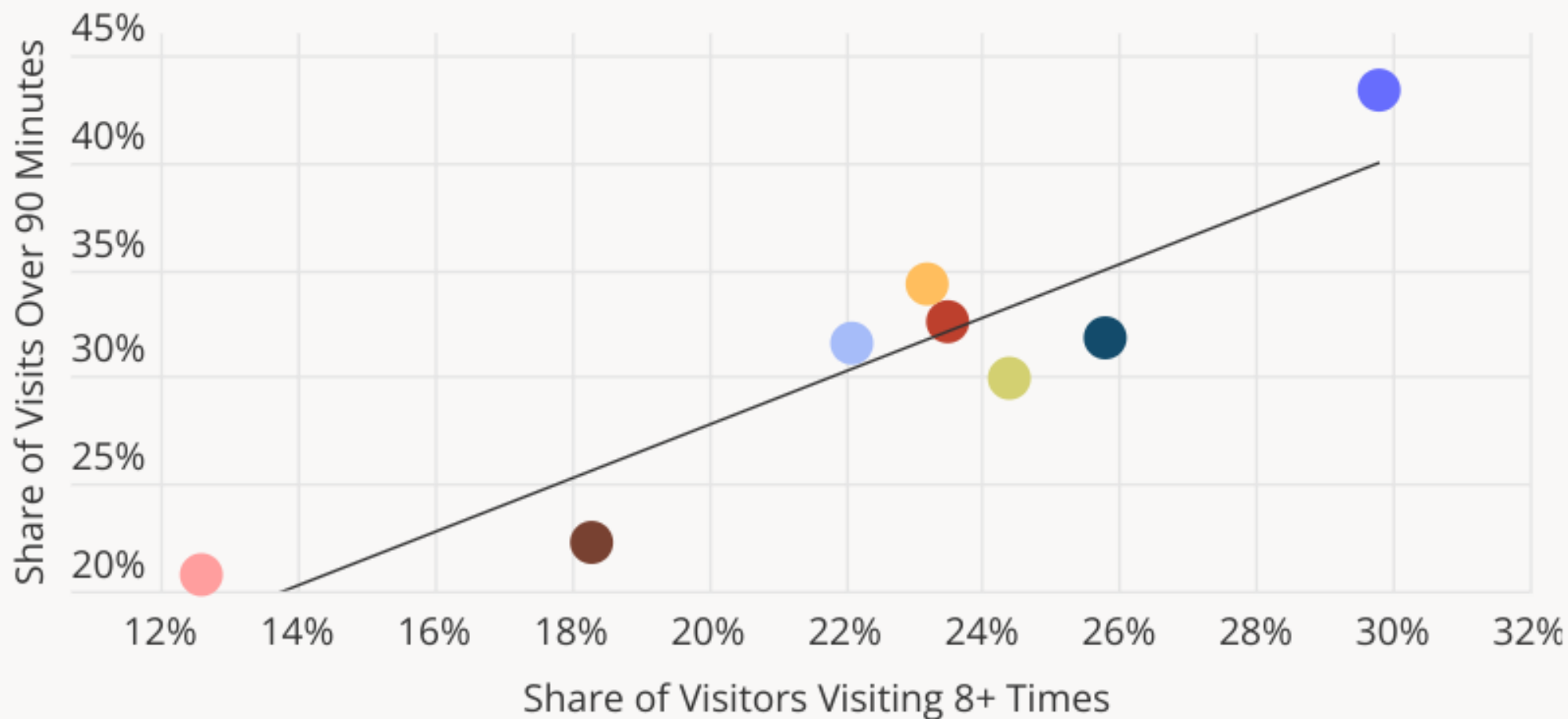
Strong Weekly Visit Growth 2024-2025



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 |

- Life Time
- Chuze Fitness
- EoS Fitness
- Planet Fitness
- LA Fitness
- Anytime Fitness
- 24 Hour Fitness
- Crunch Fitness



*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 efficient will be the goal



3. Big weights will rule



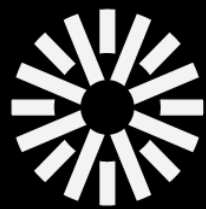
4. Carbs are making a comeback



5. Holistic training will expand



Pew Research Center



WHAT ARE PODCAST LISTENERS **INFLUENCED** BY?



Podcast - Pew Research Center

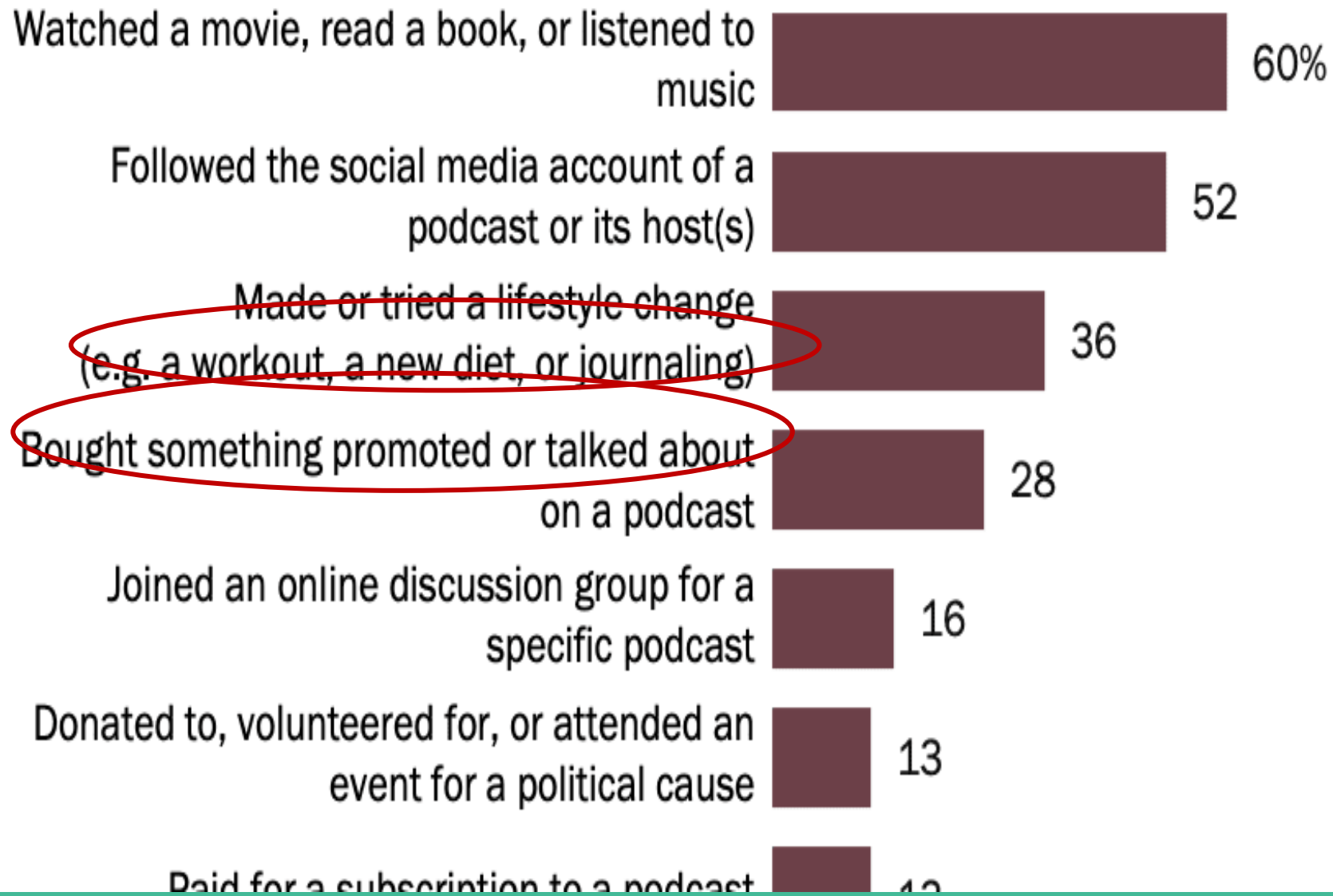
1. 25% of the American Public listen to Podcasts
2. 50% of Americans get news from Social Media
3. 30% get news from Podcasts
4. 20% Listen to podcasts a few times a week

46% bring in 1 guest

22% have several guests

Book guests that bring in listeners







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





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:

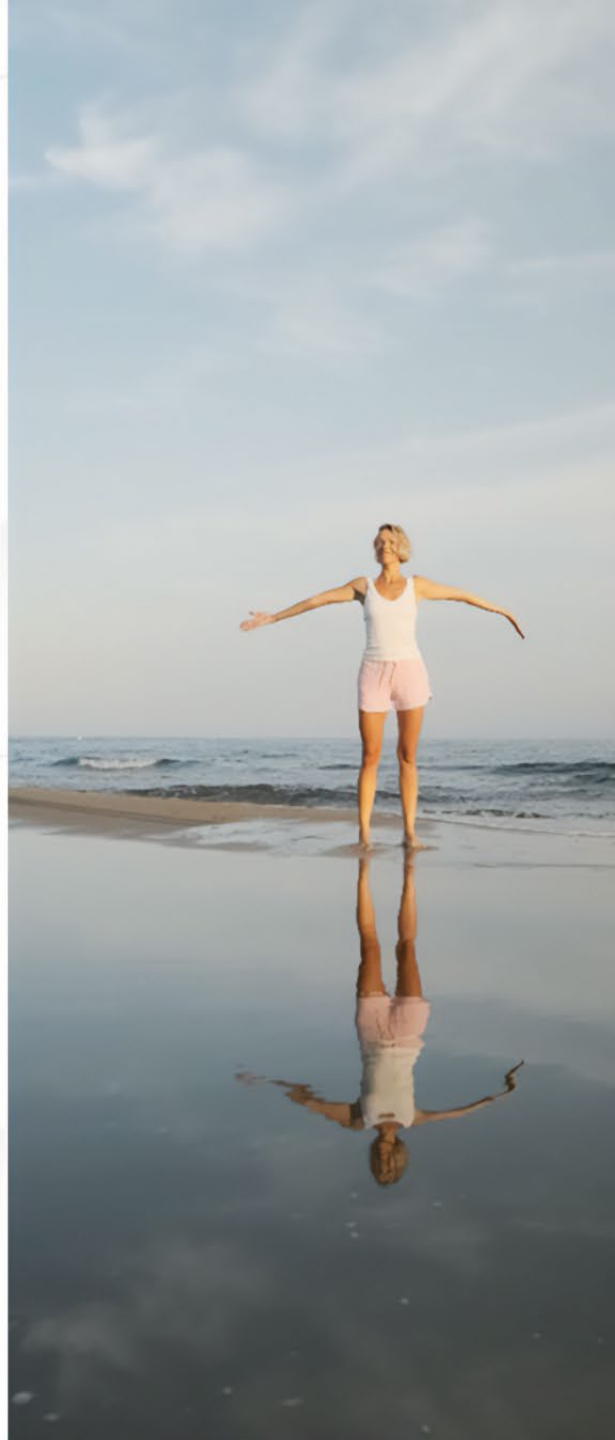
- Midlife Makeover, * Body Revive, * FIT-HER,
- Fab, Fit & Fierce, * Revival Fitness, * Yoga Yin-Ship



The Whole Health Resource for Wellness Spa Professionals



Top 10 Wellness Trends of 2025



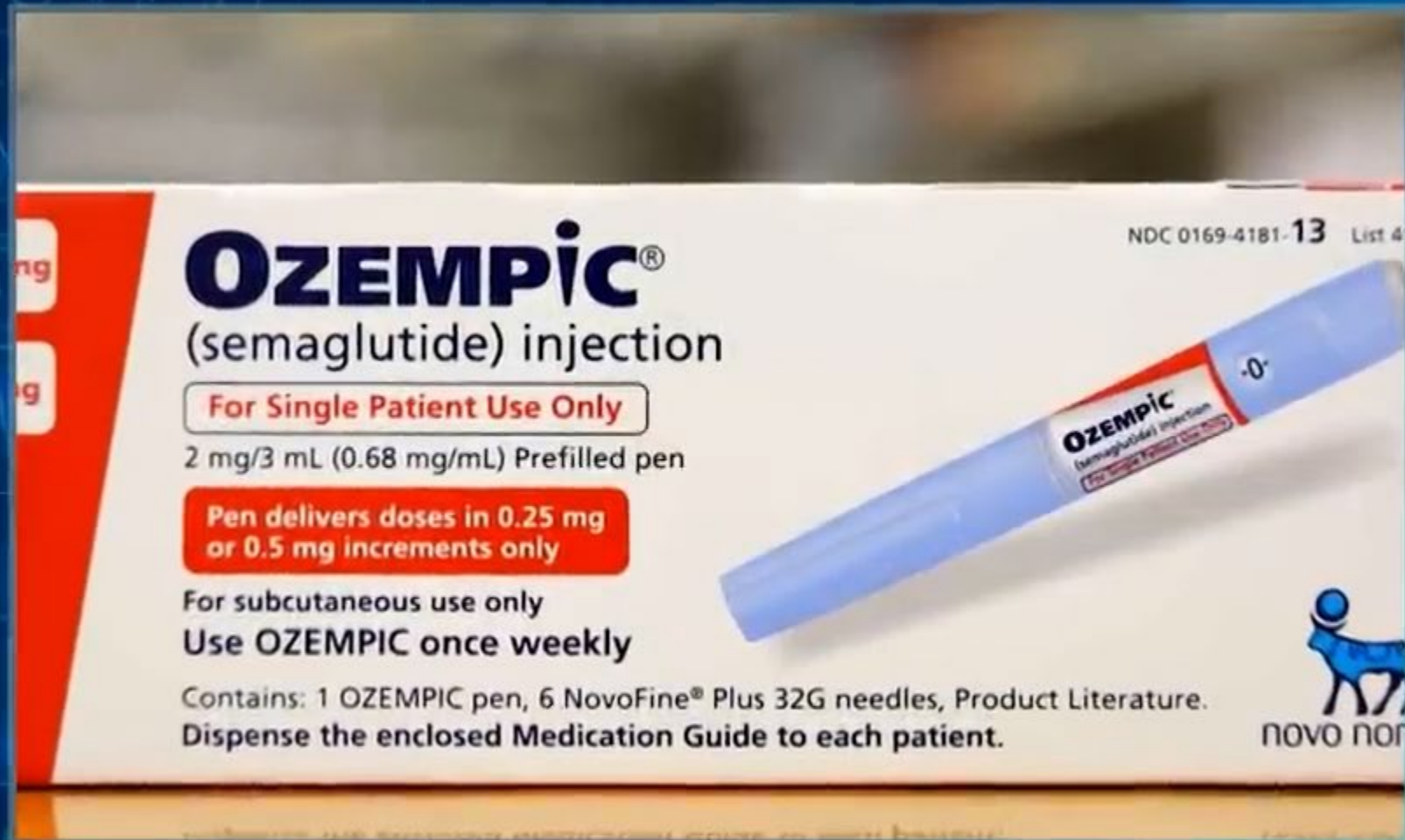
TOP 10 WELLNESS TRENDS



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

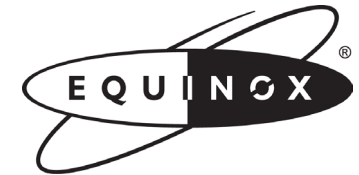
1.7% of American Public using GLP-1s

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

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

WEIGHT WATCHERS shifting to prescribing a GLP-1

Clubs like **Equinox & Lifetime** offer drugs to Members



TRAIN GLP-1 CLIENTS

GLP-1 FITNESS SPECIALIST CERTIFICATION



Protein, Dairy & Healthy Fats

Vegetables & Fruits

Whole Grains

Protein, Dairy & Healthy Fats

Vegetables & Fruits

Whole Grains

Protein, Dairy & Healthy Fats

Vegetables & Fruits

Whole Grains



Certifications

1. Personal Training
2. Group Ex
3. Aqua
4. Pilates
5. Active Aging





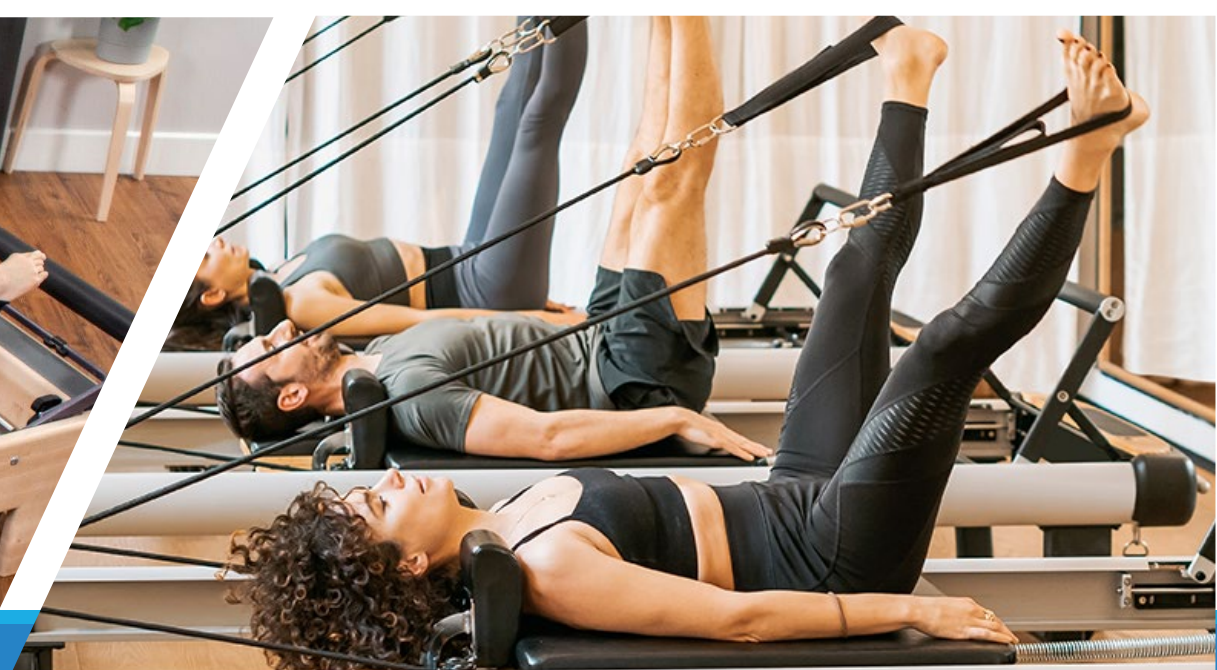
www.seatfitness.com

SEAT.
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.



HYROX

THE FITNESS COMPETITION FOR EVERY BODY

2. SLED
PUSH
50M



4. BURPEE
BROAD
JUMP
80M



6. FARMERS
CARRY
200M



8. WALLBALLS
100



START

1 KM
RUNNING

1 KM
RUNNING

1 KM
RUNNING

1 KM
RUNNING

1 KM
RUNNING

1 KM
RUNNING

1 KM
RUNNING

1 KM
RUNNING

FINISH



1. SKI
1000M



3. SLED
PULL
50M



5. ROW
1000M



7. 100M
LUNGES

HYROX

TRAINING CLUB



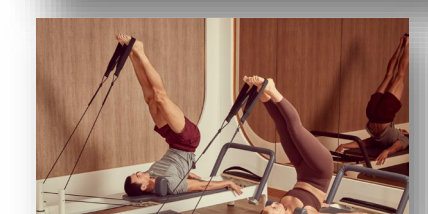
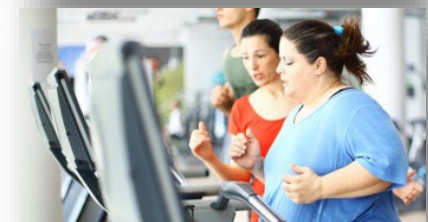
DECREASING

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



WHAT'S NEXT?

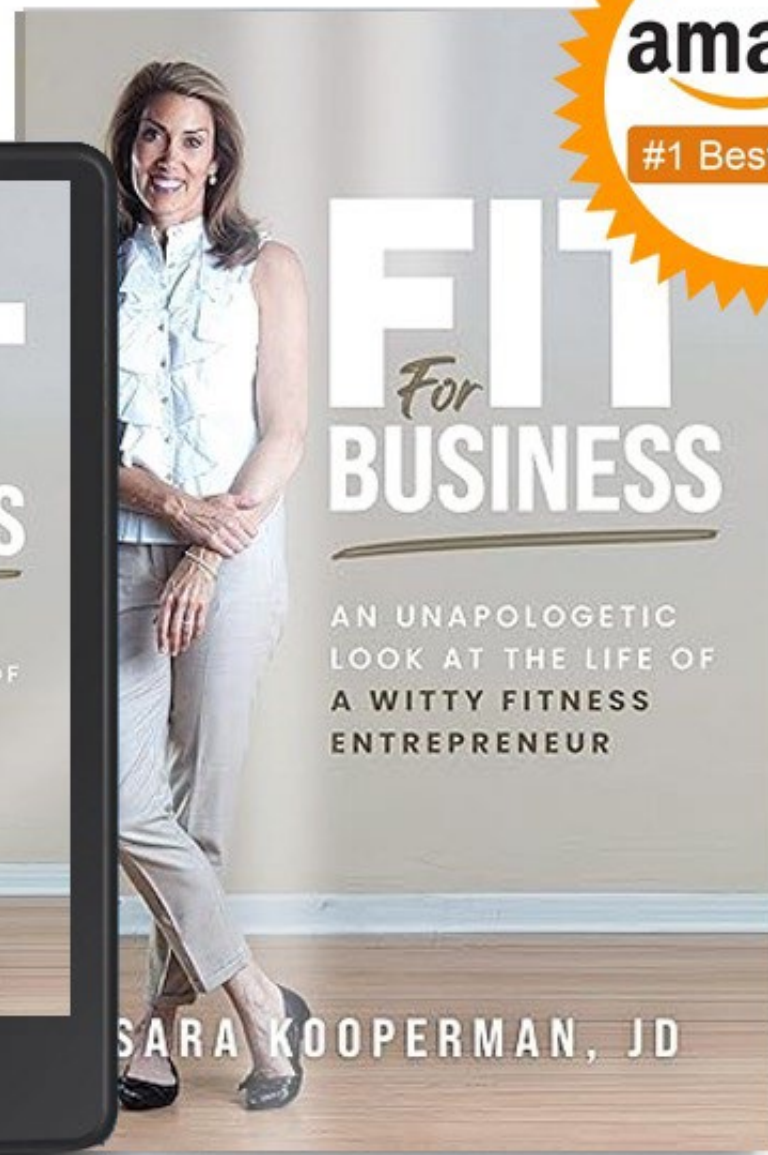
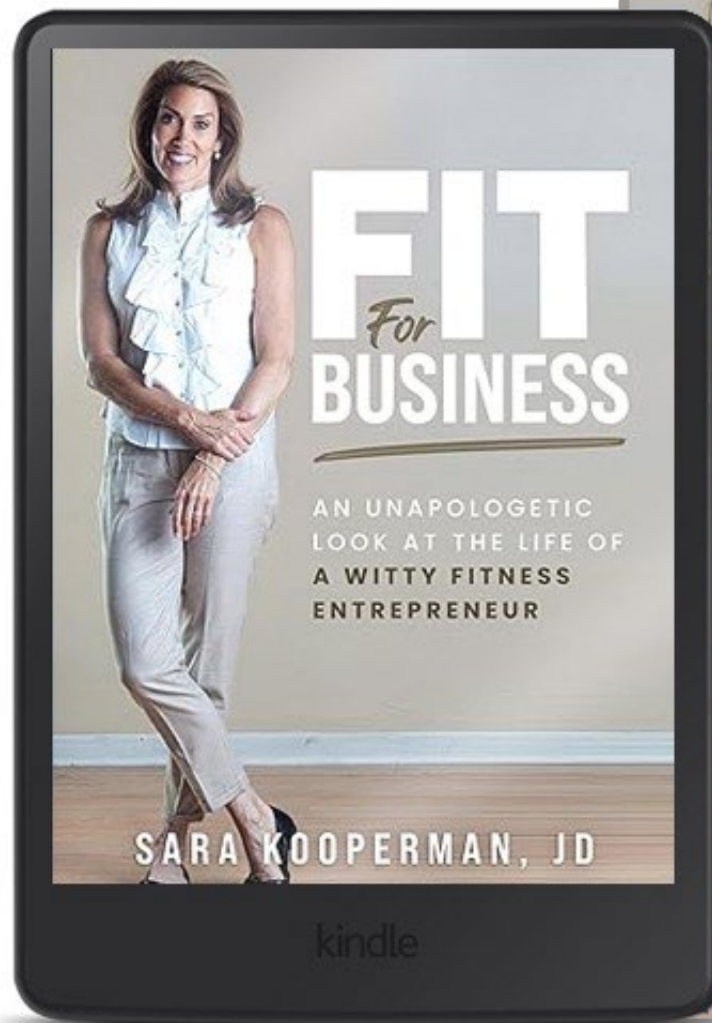
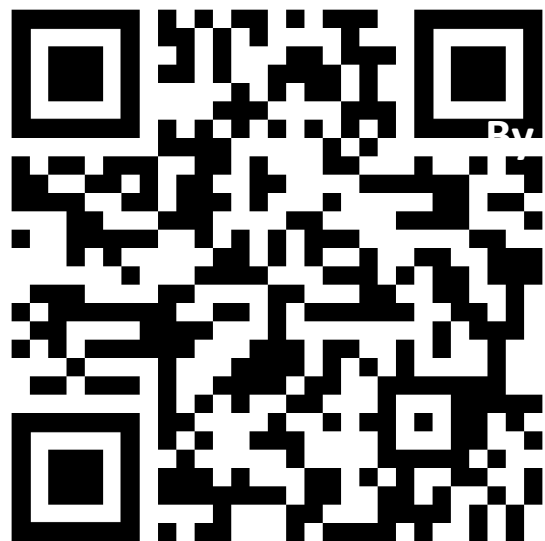
- AI Technology – More Biohacking
- Active Aging – Brain Training, Chair-Balance
- Functional Programs – Mind-Body,
- Mental Health, General Wellness, Sleep, Nutrition
- Vibration & Sound Healing
- Temperature – Cold Plunge, Infrared
- Certifications
- Menopause-Focused Small Group Training
- Weight Loss Programs – GLP-1 & Real Food
- Hyrox Training
- 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





Thank you

