

2023 FITNESS TRENDS IN AUSTRALIA

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The Australian survey of fitness trends was largely based on the American College of Sports Medicine's Worldwide Survey of Fitness Trends. There were some minor alterations for the purpose of contextualizing the survey for the Australian fitness industry. A total of 41 of the 42 possible trends were used from the worldwide survey. An additional five Australia-specific trends were added to the survey; *boxing, kickboxing and mixed martial arts for fitness, electrical muscle stimulation training, inclusive exercise services, quality accredited businesses, and tai chi*.

AUSactive promoted the electronic survey through its professional networks from July 3 to August 2, 2022. The survey was designed to be completed in less than 15 minutes. A Likert-type scale was utilized in the research, ranging from a low score of 1 (not a hot trend) to a high score of 10 (hot trend).

Australian survey participants included 411 respondents (72% female and 27% male) across a broad spectrum of backgrounds and experience within the health and fitness industry. Demographics data identified the survey was completed by various age groups (see Figure 1) with the majority (63%) having more than 10 years of experience in the industry (see Figure 2). Over a third (35%) of respondents own their personal business, 26% operate in a commercial setting and 10% work in a boutique fitness studio. See the table for Australia's 2023 Top 20 Fitness Trends.

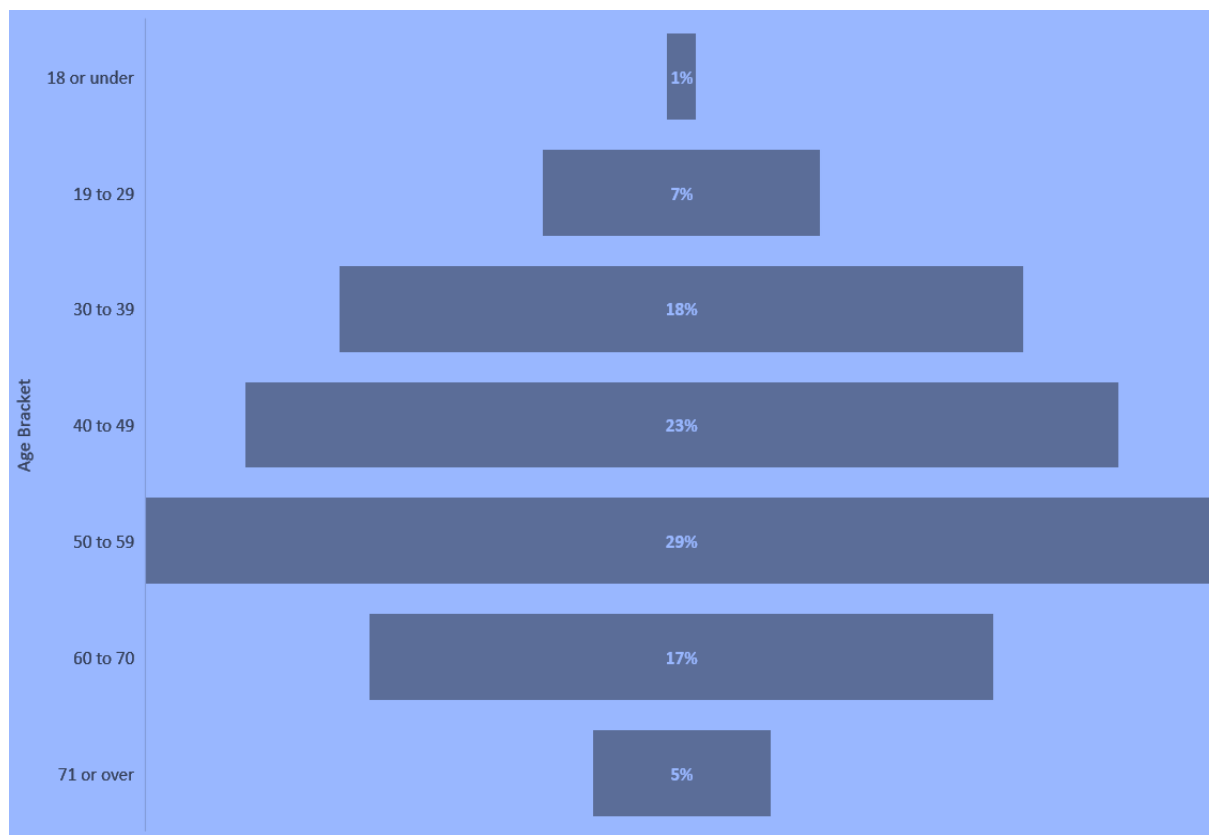


Figure 1. Age (in years) of survey respondents in Australia

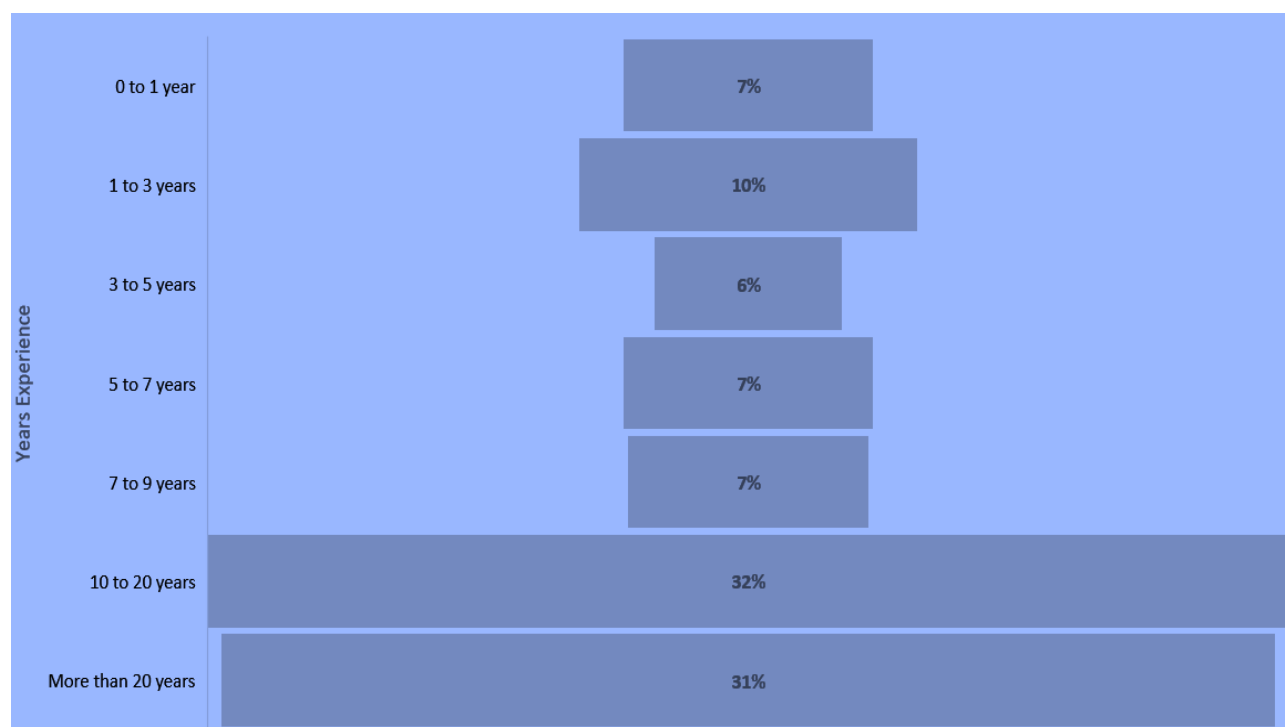


Figure 2. Years of experience in health and fitness industry reported by the survey respondents in Australia

Australia's 2023 Top 20 Fitness Trends		
1	Fitness Programs for Older Adults	8.23
2	Functional Fitness Training	8.01
3	Strength Training with Free Weights	7.97
4	Group Exercise Training	7.88
5	Employing Registered Exercise Professionals	7.69
6	Wearable Technology	7.63
7	Pilates	7.48
8	Outdoor Activities	7.47
9	Personal Training	7.47
10	Body Weight Training	7.46
11	Exercise is Medicine	7.46
12	Inclusive Exercise Services	7.36
13	High Intensity Interval Training (HIIT)	7.33
14	Small Group Personal Training	7.33
15	Yoga	7.23
16	Core Training	7.21
17	Lifestyle Medicine	7.21
18	Exercise for Weight Loss	7.17
19	Post Rehabilitation or Disease/Condition Maintenance Classes	7.16
20	Health/Wellness Coaching	7.07
