

2023 FITNESS TRENDS IN EUROPE

Alexios Batrakoulis, Ph.D., M.S., ACSM-EP, ACSM-CPT, ACSM-EIM

The online survey created using SurveyMonkey was initially sent to 20,766 people (an almost 5% increase from last year's record of 19,778), including 7,496 ACSM members residing in Europe and 13,270 European health and fitness professionals, including gym owners/managers, faculty members, graduate students, and registered members onto the European Register of Exercise Professionals specializing in physical activity and fitness; a link also was shared on various social media sites. The survey was open from May 21 through August 1, 2022 (for a total of 10 weeks).

Survey participants included 1,833 respondents from 39 European countries. Demographics data from the survey included 40.5% females and 59.5% males across a wide spectrum of backgrounds and experiences, with 36.7% having more than 10 years of experience in the industry and 25.5% with more than 20 years of experience. Additionally, almost 21% of respondents did not hold an academic degree in exercise science or related field while 23% were not certified.

2023 Europe Trends		
1	Body Weight Training	7.65
2	Exercise for Weight Loss	7.02
3	Personal Training	6.83
4	Fitness Programs for Older Adults	6.63
5	Functional Fitness Training	6.61
6	High Intensity Interval Training (HIIT)	6.51
7	Boutique Fitness Studios	6.50
8	Circuit Training	6.47
9	Exercise is Medicine (EIM)	6.42
10	Employing Certified Fitness Professionals	6.28
11	Strength Training with Free Weights	6.25
12	Wearable Technology	6.23
13	High Intensity Functional Training (HIFT)	6.22
14	Outdoor Activities	6.09
15	Clinical Integration/Medical Fitness	6.00
16	Small Group Training	5.97
17	Children and Exercise	5.88
18	Licensure for Fitness Professionals	5.83
19	Pilates	5.78
20	Group Exercise Training	5.77

21	Clinical Integration/Medical Fitness	5.72
22	Core Training Mobile Exercise Apps	5.61
23	Health/Well-being Coaching	5.47
24	Walking/Running/Jogging/Cycling Clubs	5.41
25	Lifestyle Medicine	5.36
26	Balance and Stabilization Training	5.27
27	Home Exercise Gyms	5.13
28	Post Rehabilitation or Disease/Condition Maintenance Classes	5.12
29	Pre- and Post-natal Fitness	4.98
30	Mobile Exercise Apps	4.94
31	Yoga	4.93
32	Low-cost and Budget Gyms	4.81
33	Online Live and On-Demand Exercise Classes	4.76
34	Long-term Youth Development	4.74
35	Dance-based Workout	4.74
36	Outcome Measurements	4.72
37	Online Personal Training	4.67
38	Stretch-based Training	4.46
39	Resistance Band Training	4.46
40	Worker Incentive Programs	4.44
41	Worksite Health Promotion and Workplace	4.43
42	Mobility/Myofascial Devices/Rollers and Recovery	4.33
43	Mind-Body Movement	4.26
44	Plyometric Training	4.19
45	Virtual Reality Exercise Training	3.97
46	Medicine Ball Training	3.77
47	Aquatic Exercise	3.70
48	Electrical Muscle Stimulation (EMS) Training	3.51

Demographics of the European survey respondents

		%
<i>Gender</i>		
	Female	40.5
	Male	59.5
<i>Age (yrs)</i>		
	18–21	3.8
	22–34	26.6
	35–44	31.5
	45–54	21.4
	55–64	13.1
	65+	3.8
<i>European region</i>		
	Northern Europe	12.0
	Southern Europe	43.8
	Western Europe	28.8
	Eastern Europe	15.4
<i>Education</i>		
	Bachelor's degree	34.8
	Master's degree	21.4
	Doctorate degree	45.3
	None	10.9
	Other	9.7
<i>Certification</i>		
	Fitness Instructor	32.2

	Group Fitness Instructor	27.0
	Personal Trainer	33.0
	Pilates Teacher	13.5
	Yoga Teacher	6.4
	Aqua Fitness Instructor	6.0
	Health Coach	9.7
	Exercise Physiologist	22.8
	Clinical Exercise Physiologist	11.2
	Not currently certified	22.8
<i>Primary profession</i>		
	Personal Trainer (part-time)	3.8
	Personal Trainer (full-time)	10.5
	Group Fitness Instructor	8.2
	Pilates Teacher	4.5
	Yoga Teacher	0.4
	Health/Wellness Coach	1.9
	Exercise Physiologist	4.9
	Clinical Exercise Physiologist	1.9
	Undergraduate Student	0.4
	Graduate Student	2.6
	Vocational Educator/Tutor	0.8
	Physical Education Teacher	4.5
	University/College Professor	32.6
	Medical Professional	6.7

	Gym Manager	4.1
	Owner/Operator	6.0
	Other	6.4
<i>Experience</i>		
	0 to 1 year	4.9
	1 to 3 years	9.0
	4 to 6 years	14.2
	7 to 9 years	9.7
	10 to 20 years	36.7
	More than 20 years	25.5
<i>Annual salary</i>		
	Less than €20,000	24.7
	€20,000 to €29,999	15.0
	€30,000 to €39,999	8.6
	€40,000 to €49,999	9.4
	€50,000 to €59,999	9.4
	€60,000 to €69,999	4.9
	€70,000 to €79,999	4.5
	€80,000 to €89,999	2.6
	€90,000 to €99,999	1.5
	More than €100,000	5.6
	Do not wish to disclose	13.9
<i>Work setting</i>		
	Private Practice/Own Business	23.2

	Boutique Fitness Studio	15.4
	Commercial Fitness Center	15.4
	Medical Fitness Center	3.0
	Community-Based Facility or Program	1.1
	University Facility	43.1
	Hospital/Medical Center	9.0
	Corporate Fitness Facility	1.5
	Sport Tourism Facility	0.8
	Vocational Training Provider	1.5
	National Association	2.2
	Supplier	1.1
<i>Work status</i>		
	Part-time	19.1
	Full-time	77.9
	Other	3.0
<i>Career choice</i>		
	First job	55.8
	Second job	25.1
	Third job	10.9
	Other	8.2