

2023 FITNESS TRENDS IN MEXICO

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The online survey was sent to 31,277 people (decreased by 41% compared to the previous year 52,735), subscribers were included in specialized groups in social networks such as associations of gym owners and directors, fitness professionals and communities of gym chains in all cases based in Mexico. Also, the community of managers, teachers, and graduates of the Mexican Association of the University of Physical Culture (AMISCF) was considered through official Facebook accounts of different partner universities. For this edition responses were obtained from 27 of the 33 states that make up the Mexican Republic.

The sample was made in google forms, distributed from May 5 to June 30, 2022, with a duration of 8 weeks, the survey in Mexico for 2023 integrated 51 trends (Table 1), was considered in its entirety the top 20 of the trends reported in the global survey for 2022, the top 20 of the Mexican school, the top 20 of the surveys reported by different countries in fitness trends from around the globe in 2022, as well as 9 trends that were considered relevant to the local context, including: immersive, virtual and augmented reality fitness; cardiometabolic rehabilitation (complementary care activities for diabetes, hypertension, dyslipidemia); professional fitness regulation; physical activity through dance (dance fitness); fitness influencers; fitness streaming; sustainable gyms or eco-gyms; and training from combat sports (MMA, box, martial arts).

Of the 1,538 respondents in the Mexican survey for 2023, 68.8% were men and 31.1% were women, to a greater extent the respondents were concentrated in the age range of 22 to 45 years (45.90%), mostly presenting an experience of 1 to 4 years in the fitness sector (49.6%), only 7.8% reported not counting or not studying degree in physical activity or related, in relation to the occupation of the participants 35.2% reported being a bachelor student in physical activity or related, in relation to the salary received 37.0% reports an annual salary < \$3,000 dollars.

Table 1. Integration of Fitness Trends for Mexico in 2023

N°	Trend	Presence in Fitness Trends Surveys Around the World
1	Exercise and weight loss programs	1, 2, 3, 4, 5, 6, 7, 8
2	Functional training	1, 2, 3, 4, 5, 6, 7, 8
3	Personal training	1, 2, 3, 4, 5, 6, 7, 8
4	Training with the body weight	1, 2, 3, 4, 5, 6, 7, 8
5	Multidisciplinary work teams (physical activity professionals, doctors, physiotherapists, nutritionists)	6, 7
6	Outdoor fitness activities	1, 2, 3, 4, 5, 6, 7, 8
7	Specific training for a sport	6
8	Circuit training	6
9	Prevention/functional readaptation of lesions	2, 3, 4, 6, 7
10	Recruitment of graduates in physical activity or related careers	1, 2, 4, 5, 6, 7, 8
11	High Intensity Interval Training (HIIT)	1, 2, 3, 5, 6, 7, 8
12	Strength training with free weights	1, 2, 3, 4, 6, 7, 8
13	Wearable clothing technology (bracelets, watches, monitors)	1, 2, 3, 5, 6, 7, 8
14	Exercise and health promotion programmes in workplaces	6
15	Monitoring of the training results	4, 6, 7
16	Group training (Group training)	1, 2, 4, 6, 8
17	CORE training	2, 4, 6, 7
18	Training at home with personalized accompaniment of professionals	6
19	Home gym	1, 2, 3, 5, 8
20	Online and live training on demand	1, 2, 3, 5, 8
21	Health/Wellness coaching health coaching	1, 2, 3, 5, 8
22	Fitness programs for older adults	1, 2, 3, 5, 7, 8
23	Exercise is medicine (EIM Program)	1, 2, 4, 8
24	Recruitment of certified professionals	1, 4, 5, 7, 8
25	Yoga	1, 8
26	Exercise apps for smartphones	1, 4,
27	Personal online training	1, 3, 5, 7, 8
28	Active lifestyle initiative is medicine (ACSM)	1, 3, 8
29	Personalized training in small groups	2, 3, 7,
30	Inclusive fitness	2,
31	Pilates	2
32	Post VOCID recovery programs	3, 5
33	Myofascial release and mobility material (foam roller)	3, 4
34	Referral to exercise programs from medical care	3, 5
35	Running/walking/cycling clubs	3, 5
36	Healthy diet	4
37	Exercise programs for children/teens	4
38	Aerobic training	4
39	Fitness Centers Boutique	4, 5
40	Certified education (institutions) for fitness professionals	4
41	Training in a resistance band	5

42	Training and feeding programmes	7
43	Search for new market niches in the fitness sector	7
44	Immersive, virtual and augmented reality fitness	9
45	Cardiometabolic rehabilitation (complementary care activities for diabetes, hypertension, dyslipidemia)	9
46	Professional regulation of fitness	9
47	Physical activity through dance (dance fitness)	9
48	Fitness influencers	9
49	Fitness streaming	9
50	Sustainable gyms or eco-gyms	9
51	Training from combat sports (MMA, box, martial arts)	9
1 World 2 Australia 3 Brazil 4 China 5 Europe 6 Mexico 7 Spain 8 United States 9 Trends considered relevant by the local context to include them		

Table 2. Demographic Characteristics of Responders	
Characteristics	%
<i>Age</i>	
< 21 years	34.4
22 to 34 years	45.9
35 to 44 years	11.3
45 to 54 years	6.1
≥ 55 years	2.2
<i>Years of fitness experience</i>	
1 to 4 years	49.6
5 to 7 years	13.8
8 to 10 years	12.6
11 to 20 years	17.0
> 20 years	6.8
<i>Academic training</i>	
Postgraduate in physical activity or related	10.1
Graduated/graduated from a bachelor's degree in physical activity or related careers without a degree	14.8
Undergraduate in physical activity or related careers	50.7
Staff with practical experience	3.6
Staff with practical experience and certifications	4.2
Professional with a university degree in physical activity or related careers	16.3

<i>Annual salary of survey respondents*</i>	
< \$3,000	37.0
\$3,000 to \$6,000	15.1
\$6,000 to \$9,000	12.6
\$9,000 to \$12,000	8.2
> \$12,000	26.8
* 1 U.S. dollar = 20.32 Mexican pesos	

Table 3. Survey Respondents' Occupation	
Occupancy	%
Bachelor of Physical Activity or related students	35.2
Personal trainer	12.3
Trainer or sports instructor	10.4
University lecturer in physical activity or related subjects	10.1
Physical education teacher	7.1
Gym instructor	4.9
Owner/manager/gym manager	3.9
Entrepreneur in the fitness sector	2.2
Graduate student in physical activity or related fields	1.8
Sports manager or promoter	1.8
Health professional (physiotherapy, gerontology, medicine, nutrition)	1.4
Administrative activities in gymnasium	0.3
Other	8.1

Table 4. Work Situation of the Respondents and Characteristics of the Workplace		
		%
Characteristics of your workplace	Public or private open to the general public	69.3
	Schoolgirl	18.8
	Outdoor space	7.9
	Home	1.9
	Online/on line training sessions	1.1
	Corporate (Workplace and Worker Programs)	0.3
	Medical	0.3
The fitness	Public	56.3

sector in which you work	Private	41.4
	Civil association	2.2
Type of occupation	Work in the area of part-time fitness	45.6
	I worked in the fitness sector, but not at the moment	25.7
	I do not work at the moment in the field of fitness	15.2
	Work in the field of full-time fitness	13.3

Table 5. Predicted Fitness Trends in Mexico for 2023		
N°	Trend	Score
1	Exercise and weight loss programs	1.678
2	Personal training	1.676
3	Functional training	1.658
4	Aerobic training	1.580
5	Specific training for a sport	1.571
6	Outdoor fitness activities	1.563
7	Exercise programs for children/teens	1.550
8	Training with the body weight	1.547
9	Healthy diet	1.540
10	Multidisciplinary work teams (physical activity professionals, doctors, physiotherapists, nutritionists)	1.515
11	Strength training with free weights	1.514
12	Training and feeding programmes	1.511
13	Exercise and health promotion programmes in workplaces	1.473
14	Monitoring of the training results	1.472
15	Circuit training	1.469
16	Small group training (Group training)	1.463
17	Personalized training in small groups	1.441
18	Recruitment of graduates in physical activity or related careers	1.438
19	High Intensity Interval Training (HIIT)	1.437
20	Training from combat sports (MMA, Box, martial arts)	1.421
Maximum value 3		