

## 2023 FITNESS TRENDS IN SPAIN

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The Spain survey of fitness trends was based on the American College of Sports Medicine's Worldwide Survey of Fitness Trends and included 48 possible trends. There were some minor alterations for the purpose of contextualizing the survey for the Spanish fitness industry. To select trends in the survey, first, the top-30 trends in the previous survey were included and, second, 18 trends from the ACSM proposal of potential trends for 2023 were included too, therefore just three potential trends from the ACSM list were excluded (long-term youth development, worker incentive programs, and medicine ball training) because they were considered irrelevant in the Spanish context. The final list of trends included nine trends that were specific of Spanish survey: multidisciplinary teams, fitness and nutrition, prevention/rehabilitation of injuries, new market niches, prevention/rehabilitation of injuries, programs of exercise against obesity on children and adolescents, postural correction/postural fitness, physician referrals to fitness programs, and boutique fitness centers. A total of 7,143 online questionnaires were distributed among fitness professionals (210 bounced), with 506 responding to the survey (7.3% response rate). The survey also was distributed through social networks in fitness groups. The survey was open from May 27 to June 24, 2022 (4 weeks). Respondents for this survey were primarily males (68.8%) with most of the respondents between the ages of 35 and 44 years of age (34.4%), 28.9% between 22 and 34 years and 26.5% between 45 and 55 years. Around 60% of responders reported having more than 10 years of experience in the fitness industry. Demographic information on responders can be found in Tables 1-2. The list of top 20 trends for 2021 in Spain can be found in Table 3.

**Table 1**  
**Sample characteristics**

<i>Sex</i>	
Woman	31.2
Man	68.8
<i>Age</i>	
Less than 21 years	1.8
From 22 to 34 years	28.9
From 35 to 44 years	34.4
From 45 to 54 years	26.5
More than 55 years	8.4
<i>Experiencia in fitness sector</i>	
Less than 1 year	2.2
From 1 to 3 years	8.5
From 4 to 6 years	9.5
From 7 to 9 years	14.6
From 10 to 20 years	34.2
More than 20 years	28.7
I have not experience in fitness sector	2.4
<i>Place of work</i>	
Privado eenter	43.7
Públic center	22.2
Studio o boutique	13.0
Outdoor places	1.8
Work at home	4.3
Mainly online work	3.6
Others	11.4
<i>Sector of fitness</i>	
Comercial fitness	46.8
Comunitary fitness	12.6
Corporative fitness	21.1
Medical fitness	10.7
Others	8.7
<i>Job situation in fitness sector</i>	
Main job	80.6
Second job	8.1
Third job o more	1.6
Currently I am not working in fitness sector	9.7
Full time	65.6
Part-time without any other job	9.1
Part-time with other job	10.5
I have had a job in fitness sector but now I have changed	5.5
I currently do not have a job in fitness sector, I am unemployed	1.8
Otros	7.5

**Note:** data are presented in percentajes (%)

**Table 2*****Position and annual income of responders***

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<i>Type of job</i>	
Center owner /Business man	20.2
Manager	11.5
Technical director	12.3
Coordinator	9.9
Multidisciplinary instructor	7.9
Classroom instructor	1.6
Group training instructor	2.4
Personal trainer (full time)	10.7
Personal trainer (Part-time)	8.1
Teacher	2.0
Health profesional (doctor, fisioherapist, etc.)	0.8
Graduated Student	1.0
Ungraduated Student	0.8
None. I do not currently have job in fitness sector	5.9
Otros	4.9
<i>Ingresos brutos anuales</i>	
Less than 10.000 €	11.1
From 10.000 to 14.999 €	14.2
From 15.000 to 19.999 €	13.8
From 20.000 to 24.999 €	13.6
From 25.000 to 29.999 €	9.5
From 30.000 to 34.999 €	8.3
From 35.000 to 39.999 €	5.3
From 40.000 to 44.999 €	4.2
From 45.000 to 49.999 €	2.6
More than 50.000 €	6.7
I do not have any income from a job in fitness sector	10.7

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**Note:** los datos son presentados en porcentaje (%)

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**Table 3.**  
**Top 20 Trends in Spain for 2022**

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- 1 Functional fitness training
  - 2 Small group personal training
  - 3 Personal training
  - 4 Employing certified professionals
  - 5 Free-weights strength training
  - 6 Exercise and weight loss
  - 7 Fitness programs for older adults
  - 8 Multidisciplinary work teams (doctors, physiotherapists, nutritionists and physical trainers)
  - 9 Licensure for fitness professionals
  - 10 Outdoor activities
  - 11 High intensity interval training (HIIT)
  - 12 Post-rehabilitation classes
  - 13 Fitness & nutrition (healthy diet)
  - 14 Body weight training
  - 15 Injury prevention/ functional rehabilitation
  - 16 Group Training
  - 17 Outcome measurement
  - 18 Core training
  - 19 Mobile exercise apps
  - 20 Exercise is Medicine (EIM)
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### *Reference*

Díaz de Rada, V. (2012). Ventajas e inconvenientes de la encuesta por internet [Pros and cons on the Internet survey]. *Papers*, 97(1), 193-223.  
<https://doi.org/10.5565/rev/papers/v97n1.71>

## APPENDIX 1:

Rank	2023 TRENDS	Average	SD
1	Functional fitness training	8,360	1,46
2	Small group personal training	8,261	1,69
3	Personal training	8,249	1,67
4	Employing certified professionals	8,229	2,02
5	Free-weights strength training	8,065	1,68
6	Exercise and weight loss	8,061	1,60
7	Fitness programs for older adults	7,850	1,71
8	Multidisciplinary work teams (doctors, physiotherapists, nutritionists and physical trainers)	7,846	2,02
9	Licensure for fitness professionals	7,838	2,23
10	Outdoor activities	7,816	1,75
11	High intensity interval training (HIIT)	7,739	1,57
12	Post-rehabilitation classes	7,735	1,79
13	Fitness & nutrition (Healthy diet)	7,733	1,82
14	Body weight training	7,727	1,54
15	Injury prevention/ functional rehabilitation	7,674	1,80
16	Group training	7,536	1,85
17	Outcome measurement	7,530	1,89
18	Core training	7,526	1,75
19	Mobile exercise apps	7,474	1,92
20	Exercise is Medicine (EIM)	7,380	2,11
21	Wearable technology	7,373	1,91
22	Seeking new market niches	7,269	1,96
23	Boutique Fitness Center	7,251	2,13
24	Exercise programs against children and adolescent obesity	7,213	2,12
25	Circuit training	7,190	1,75
26	Workplace health and exercise programs	7,174	2,09
27	Corrección postural (fitness postural)	7,158	1,96
28	Lifestyle Medicine	7,144	2,10
29	Physician referrals to fitness programs	7,065	2,29
30	Fitness pre-natal y pos-natal	6,919	2,07
31	Running/jogging/walking biking clubs	6,883	2,02
32	Pilates	6,840	1,94
33	Yoga	6,836	1,92
34	Clinical integration/Medial fitness	6,828	2,29
35	Exercise for children	6,798	2,10
36	Health/ Wellness coaching	6,749	2,16
37	Online personal training	6,690	2,30
38	Balance and stabilization Training	6,581	2,13
39	Mobility/myofascial devices/rollers	6,571	1,98
40	Home exercise gyms	6,561	2,08

41	Online live and on-demand exercise classes	6,474	2,17
42	Acuatic exercise	6,326	2,24
43	Exercise Post-COVID recuperation programs	6,294	2,38
44	Resistance band training	6,166	2,16
45	Dance-based workouts	6,117	2,13
46	Plyometric training	5,960	2,13
47	Virtual reality exercise traning	5,700	2,44
48	Acuatic exercise	6,33	2,24

Note: The rows with an orange background are Spain-specific potential trends added in the survey.

## **APPENDIX 2:**

Fitness trend excluded from Spanish survey:

- Long-term Youth Development
- Worker Incentive Programs
- Medicine ball training