

FITNESS TRENDS FOR 2024 IN BRAZIL

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APPLY IT!

From this article, the reader should understand the following concepts:

- Use the fitness trends of Brazil in the commercial, corporate, clinical (including personal trainers, medical, physiotherapists, and nutritionists), universities (professor and graduate student), and fitness for the community health industry to further promote physical activity.
- Use the fitness trends to create new training methodologies.
- Knowledge concerning the fitness and wellness market of Brazil and the world.

Keywords: Commercial, Trends, Fitness Business, Corporate, Community, Future Program.

INTRODUCTION

For the fifth consecutive year, fitness trends are being analyzed in Brazil. To act as a physical education professional in Brazil, it is necessary to attend higher education at a university accredited by the Ministry of Education. Upon completion of the course, professional registration with the Federal Council of Physical Education (CONFEF) is mandatory, which regulates the role of physical education professionals in Brazil as a health profession. According to data from CONFEF (1), on May 4, 2023, Brazil had 600,000 physical education professionals and 50,000 registered companies (gyms, studios, sports clubs). Therefore, the result of this survey contributes to the development of skills of students and professionals in physical education and the fitness and wellness industry.

THE SURVEY

The Brazilian survey was applied based on the survey developed by the American College of Sports Medicine (based on a team of experts in the commercial, community, corporate, and clinical health and fitness sectors), which included 45 possible trends, and the inclusion of three trends regional (outcome measures, group exercise training, and beach tennis, and volleyball).

The survey was conducted electronically, from May 29 to August 4, 2023 (10 weeks). It is designed to be completed in 7 minutes or less. There was no financial incentive offered to respond to the survey.

The survey was constructed using a Likert-type scale, ranging from a low score of 1 (least likely to be a trend) to a high score of 10 (most likely a trend). At the end of the survey period, respondents were given the opportunity to include potential unlisted aptitude trends for consideration in future surveys.

Survey participants included 786 respondents from Brazil with a response rate of 15.72%. The survey demographics included 36.13% female and 63.87% male across a broad spectrum of backgrounds and experiences (Figure 1), with 68.7% having more than 10 years of industry experience (Figure 2).

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

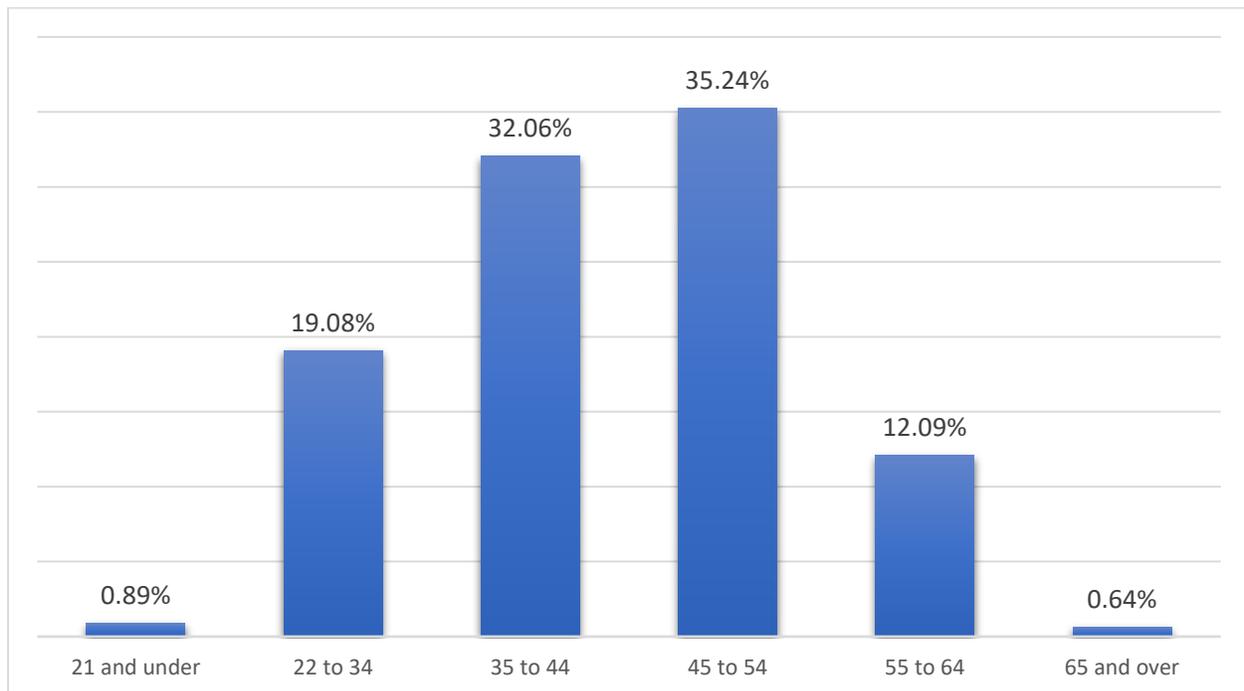
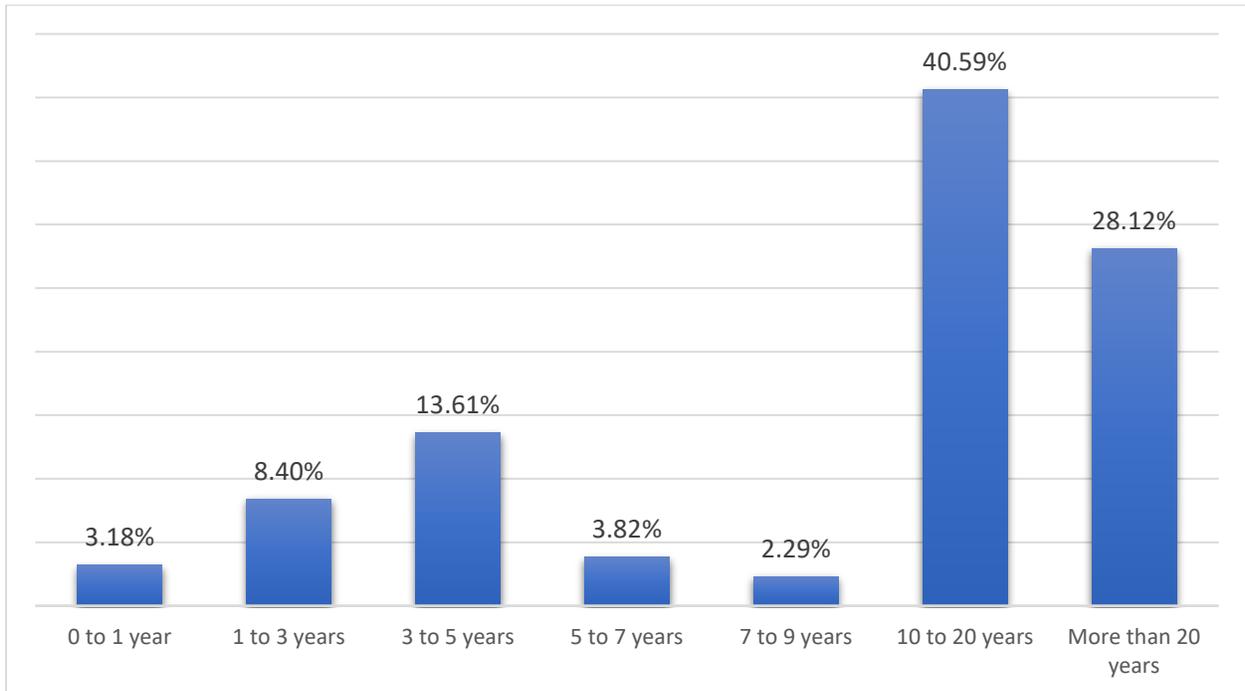


Figure 2. Years of experience reported by the survey respondents in Brazil.



Respondents were asked to identify their occupations (Table 1), with 39% indicating that they were full- or part-time personal trainers. When asked whether they worked full-time or part-time, 57.4% indicated full-time and 42.6% part-time (less than 20 hours a week). Of the responses, 18% reported they were director of health/fitness, 8% professor, 1% medical professional, 2% exercise physiologist, 2% clinical exercise physiologist, 6% group exercise leader, and 8% graduate student.

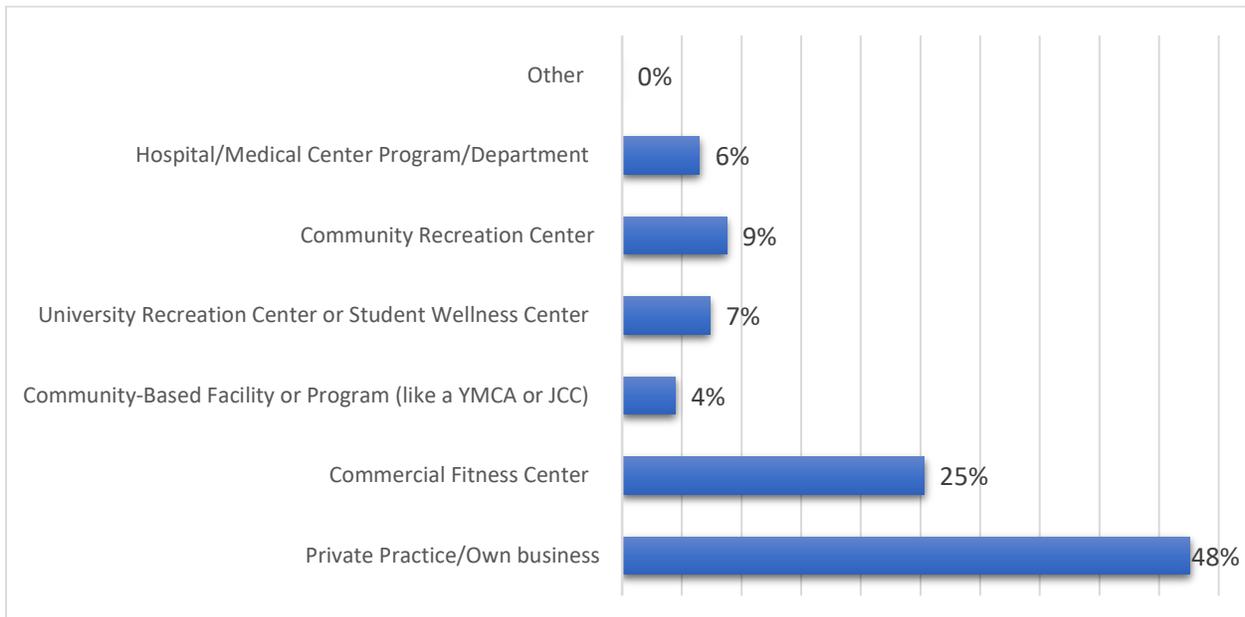
Table 1. Survey Respondents' Occupation in Brazil.

Respondent Occupation	Total Respondents
Personal Trainer (part-time)	25%
Personal Trainer (full-time)	9%
Group Exercise Leader	3%
Exercise Physiologist	3%
Clinical Exercise Physiologist	3%
Program Manager	0%
Health/Fitness Director	20%
Strength Coach	0%
Owner/Operator	2%
Health/Wellness Coach	10%
Corporate Health and Wellness	0%

Athletic Trainer	0%
Undergraduate Student	2%
Graduate Student	0%
Teacher	9%
Professor	10%
Medical Professional (MD/DO, RN, Physical Therapist, Occupational Therapist)	2%
Registered Dietician (RD, RDN, LD)	2%
Other (please specify)	0%

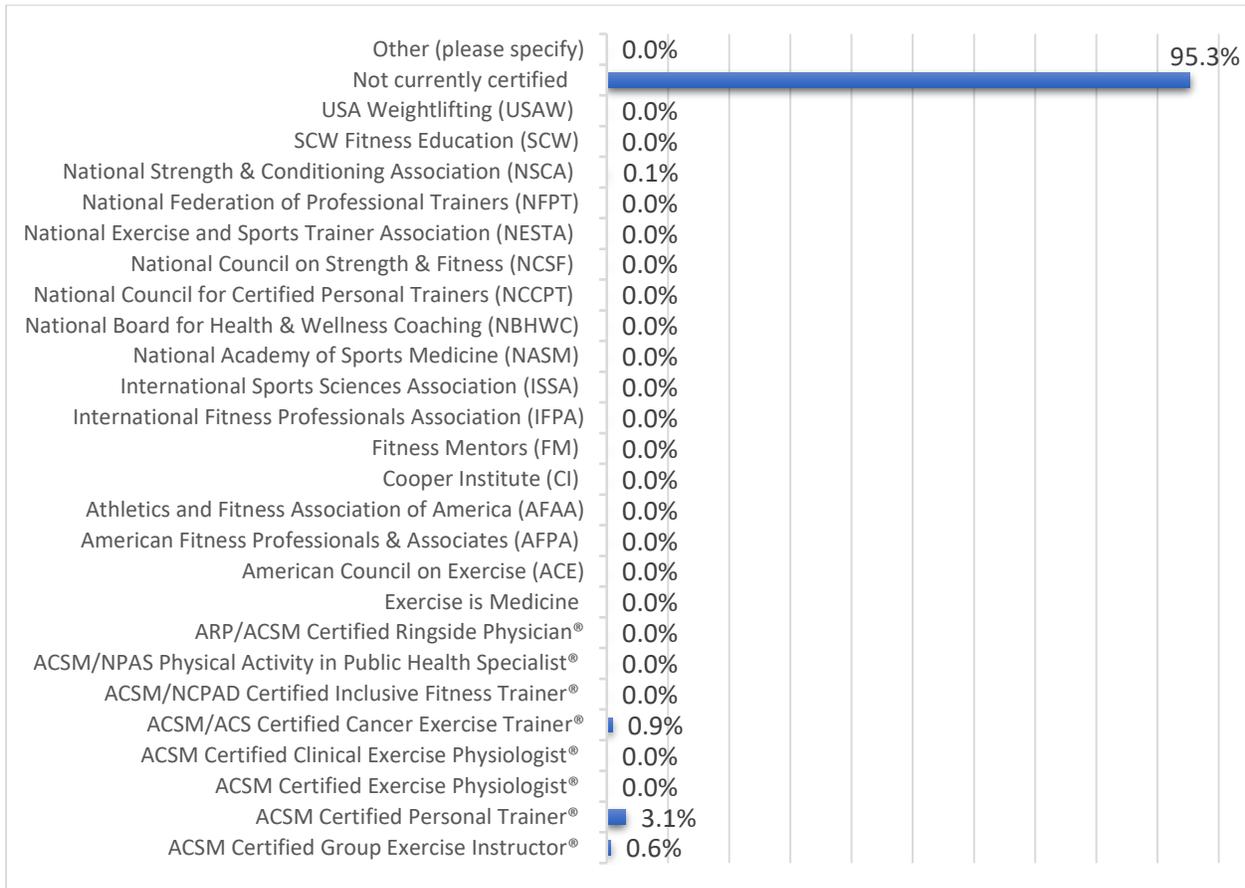
Figure 3 reveals where respondents were employed. In view of the Brazilian economic situation, many fitness professionals act as entrepreneurs (own business). In this sense, 48% of the respondents work in private practice/own a business and 25% who work in a commercial fitness center.

Figure 3. Where do you work in Brazil?



In Brazil, because of specific governmental regulations, any professional working in physical activity, fitness, or sport (including the personal trainer) is required to obtain a degree in physical education at a university, which is why 95.3% of the respondents do not have certification with ACSM or any other certifying institutions. A degree from a university is a requirement but not a certification.

Figure 4. Which certifications do survey respondents hold in Brazil?



SURVEY RESULTS

The first step in analyzing the survey was to group the responses and rank them in order of importance. Only the ranking of the top 20 trends for 2024 in Brazil are highlighted in this article. See Table 2.

Table 2. Top 20 Fitness Trends for 2024 in Brazil.

- 1 Fitness Programs for Older Adults
- 2 Exercise for Weight Loss
- 3 Personal Training
- 4 Functional Fitness Training (FFT)
- 5 Traditional Strength Training
- 6 Exercise for Mental Health

- 7 Outcome Measurements
 - 8 Post Rehabilitation or Disease/Condition Maintenance Classes
 - 9 Walking/ Running/ Jogging/ Cycling Clubs
 - 10 Outdoor Fitness Activities
 - 11 Multidisciplinary Work Teams
 - 12 Exercise for Children's Health
 - 13 Wearable Technology
 - 14 High-Intensity Interval Training (HIIT)
 - 15 Lifestyle Medicine
 - 16 Myofascial Release
 - 17 Pre- and Post-natal Fitness
 - 18 Worksite Health Promotion
 - 19 Circuit Training
 - 20 Mobile Exercise Apps
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DISCLOSURES:

The author declares no conflict of interest and does not have any financial disclosures.

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