

FITNESS TRENDS FOR 2024 IN CHILE

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The online survey containing 45 trends was initially sent to 3,359 fitness professionals using Google Form. A total of 724 responses were collected from across Chile, for a response rate of 21%. The survey was open from May 22 through August 9, or approximately 12 weeks. Additionally, a link was shared on social media platforms such as the Instagram account of the Sports Science program at Universidad Andrés Bello, as well as through several collaborating institutions including Energy Gym, SmartFit, Pacific Fitness, and others.

Top 20 trends for Chile:

	Trend	Mean	Min	Max	SD
1	Personal Training	9,1	3,0	10,0	1,5
2	Exercise for Weight Loss	8,9	3,0	10,0	1,6
3	Multidisciplinary Work Teams	8,9	1,0	10,0	1,9
4	Employing Certified Exercise Professionals	8,8	1,0	10,0	2,1
5	Subscription Based Membership	8,7	3,0	10,0	1,7
6	Functional Fitness Training (FFT)	8,6	3,0	10,0	1,8
7	Youth Athletic Development	8,6	1,0	10,0	1,9
8	Reimbursement for Qualified Exercise Professionals	8,6	1,0	10,0	2,1
9	Fitness Programs for Older Adults	8,6	1,0	10,0	2,0
10	Post Rehabilitation or Disease/Condition Maintenance Classes	8,5	2,0	10,0	1,9
11	Small group training	8,5	3,0	10,0	1,8
12	Exercise is Medicine	8,5	2,0	10,0	1,9
13	Exercise for Mental Health	8,5	1,0	10,0	2,1
14	Outdoor Fitness Activities	8,5	2,0	10,0	1,9
15	Body weight training	8,4	1,0	10,0	2,2
16	Wearable Technology	8,3	1,0	10,0	2,0
17	Worksite Health Promotion	8,2	3,0	10,0	2,2
18	Balance and Stabilization Training	8,2	1,0	10,0	2,3
19	Circuit training	8,2	3,0	10,0	2,0
20	Myofascial Release	8,2	1,0	10,0	2,1

What were the most important components of the demographic information you collected?

In the context of the results of a survey about the fitness sector in Chile, it is observed that 62.43% of the participants are men, while 37.57% are women. In terms of age groups, 5.66% are 21 years old or younger, 43.9% fall within the range of 22 to 34 years, 36.7% are in the group of 35 to 44 years, 11% are in the range of 45 to 54 years, 2.07% are between 55 and 64 years old, and 0.55% are 65 years old or older.

Regarding work experience in the sector, 9.94% have 0 to 1 years of experience, 16.99% have 1 to 3 years, 21.41% have 4 to 6 years, 20.03% have 7 to 9 years, 21.96% have 10 to 20 years, and 9.67% have more than 20 years of experience. In terms of education, a notable 98.07% hold a bachelor's degree, contrasting with the 1.93% who have a master's or specialist degree.

Regarding employment modalities, 51.66% work full-time, while 48.34% work part-time. It is noteworthy that a significant 53.31% function as personal trainers in this field. As for the commercial fitness sector, a significant 64.23% are involved in this area of activity in Chile.

What were the 3 to 5 major takeaways from your country's/region's 2024 survey results?

As this is the first time the survey has been carried out in Chile and there is no prior information available, the main findings from the 2024 survey results for the country are as follows:

1. *Demographic distribution and participation:* The results show a diverse demographic distribution in terms of gender and age groups. There is a higher male participation of 62.43%, while women represent 37.57% of the respondents. In terms of age, the most representative groups are between 22 and 44 years old, with 43.9% and 36.7% respectively.
2. *Work experience in the sector:* The survey reveals a wide range of work experience in the fitness sector in Chile. A significant percentage of respondents, 21.96%, have between 10 and 20 years of experience, while 9.67% have more than 20 years. On the other hand, a significant group, 9.94%, have less than one year of experience, suggesting a mix of experienced professionals and new talent in the sector.
3. *Educational level and occupation:* The high educational level of the respondents is noteworthy, with 98.07% holding a Bachelor's degree. In addition, the majority of respondents (51.66%) work full-time, indicating a high level of commitment to their role in the fitness industry.
4. *Professional roles:* It is noted that a significant percentage, 53.31%, work as personal trainers. This indicates the significant importance of this profession in the fitness sector in Chile.
5. *Involvement in the commercial sector:* The survey reflects a strong involvement in the commercial fitness sector in Chile, with 64.23% of respondents reporting activity in this area. This indicates a high level of interest and commitment to driving business and the industry forward.

It is important to note that these results represent the initial landscape of the survey in Chile and provide a solid basis for future analysis and comparisons when the survey is repeated in subsequent years.

What are the biggest benefits of reporting the top 20 fitness trends in your country/region, and who benefits the most from your findings?

Reporting on the top 20 fitness trends in Chile would be crucial for several reasons, with significant benefits for various stakeholders. Firstly, this comprehensive overview of fitness trends provides valuable insights for fitness professionals, gym owners and policymakers,

enabling them to make informed decisions and strategies to meet the evolving needs and preferences of the population.

By identifying the most prominent trends, fitness centers can adapt their offerings and services to ensure they remain relevant and appealing to the changing demands of their customers. This helps to improve customer satisfaction, engagement, and retention rates, fostering a healthier and more engaged fitness community.

In addition, individuals looking to enter or advance in the fitness industry can benefit immensely from understanding the prevailing trends. Fitness trainers and instructors can enhance their skills by aligning their expertise with these trends, increasing their employability and effectiveness. Entrepreneurs looking to invest in the fitness sector can gain insight into potential business opportunities and growth areas.

Health care organizations and policymakers also can use this information to shape public health initiatives and promote a healthier population by encouraging participation in fitness activities that are currently in demand. This aligns with broader public health goals and contributes to the overall well-being of the nation.

As the world begins to rebound from the COVID-19 pandemic, what are the primary opportunities for the health and fitness industry in your country/region both currently and within the next year?

As Chile begins to recover from the COVID-19 pandemic, there are significant opportunities for the country's health and fitness industry this year and next. There is currently a marked increase in awareness of the importance of maintaining good health and well-being. People in Chile are actively seeking ways to boost their immune systems and adopt healthier lifestyles. This has led to a surge in demand for services related to fitness, nutrition, and mental well-being. Gyms and fitness centers have implemented strict hygiene and social distancing protocols to ensure the safety of users, facilitating the gradual reopening of these facilities.

The coming year is expected to see a consolidation of the trend toward personalization and technology in the health and fitness industry in Chile. Digital platforms, such as online training applications and health monitoring, will remain central to service offerings. Chileans are looking for experiences that are tailored to their individual needs, resulting in increased demand for personalized training and nutrition programs, as well as comprehensive approaches to well-being that address both physical and mental aspects.

A key opportunity in the Chilean context is cross-sector collaboration. Collaboration between the fitness industry, health care institutions, and technology companies can lead to comprehensive solutions to promote the health and well-being of the population. For example, workplace health promotion programs, government initiatives to promote healthy lifestyles, and the integration of health data into wearable devices.



Please provide a brief paragraph about the limitations of your country's/region's survey.

Conducting the first survey of fitness trends in Chile represents a significant milestone in the effort to understand the current state of the industry in the country. However, it is important to acknowledge that this initiative has faced a number of inherent limitations that have influenced the scope and depth of the results obtained.

One of the main limitations is the lack of previous information and historical data on fitness trends in Chile. As this is the first survey of its kind, there is no frame of reference against which to compare the current results. This makes it difficult to identify patterns of change over time and to assess the impact of emerging trends in relation to the past.

Another significant limitation is the reticent and discreet nature of many gyms and fitness centers in Chile. The fitness industry tends to be reluctant to share detailed information about its operations and business practices. This reluctance may have hindered access to accurate and comprehensive data for the survey. The lack of transparency from some key stakeholders may have affected the accuracy and completeness of the results collected.

The combination of these limitations may have affected the representativeness and breadth of the results of the first survey. Despite these limitations, it is important to recognize that this first survey lays the groundwork for future research that is more robust and comprehensive. The lessons learned from this initial experience will enable the design of subsequent surveys that more effectively address current challenges and provide more accurate and comprehensive insights into fitness trends in Chile.

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