

2024 FITNESS TRENDS IN THE UNITED ARAB EMIRATES

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For the first time, the United Arab Emirates (UAE) has been placed on the worldwide map of health and fitness trends. Based on the ACSM's Worldwide Survey of Fitness Trends, the UAE participants completed the survey with a total of 47 possible trends (two additional trends were added, water immersion and massage). The research was conducted over the period of five and a half weeks, from the 5th of July until the 13th of August. The survey was distributed by using a Google Form to a total of 2771 people, by HERC - Health, Exercise & Research Center, with the support of several High Education Institutions. A Likert-type scale was used to evaluate fitness trends, ranging from a low score of 1 (not a hot trend) to a high score of 10 (hot trend).

The total number of respondents was N=138 (4.98% survey response rate), comprising 56.5% males and 41.3% females (see Figure 1), across 5 different Emirates (Dubai, Abu Dhabi, Sharjah, Ajman, and Umm Al-Quwain). The survey was completed by different age groups (see Figure 2), with the majority having a Bachelor's Degree (see Figure 4). The UAE fitness trends survey participants' health/ fitness experience (years) can be seen in Figure 3.

Figure 1. UAE fitness trends survey participants' gender

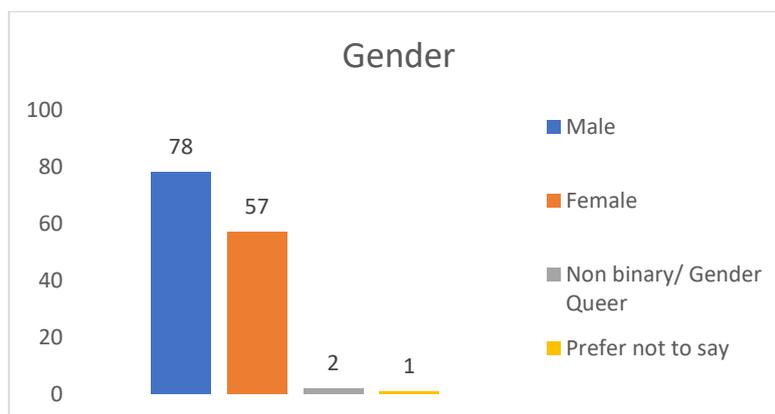


Figure 2. UAE fitness trends survey participants' age (years)

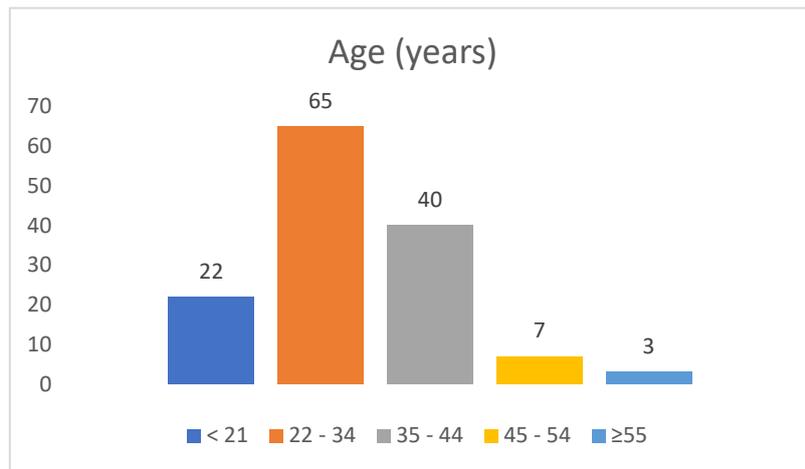


Figure 3. UAE fitness trends survey participants' health/ fitness experience (years)

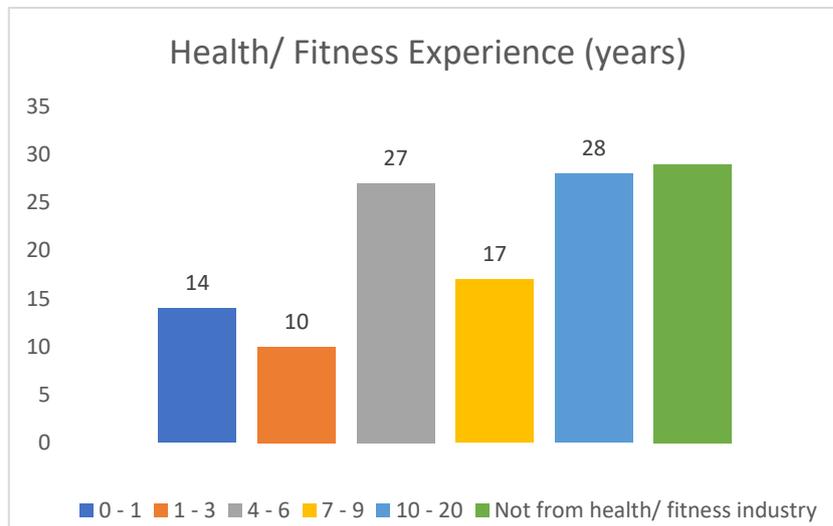
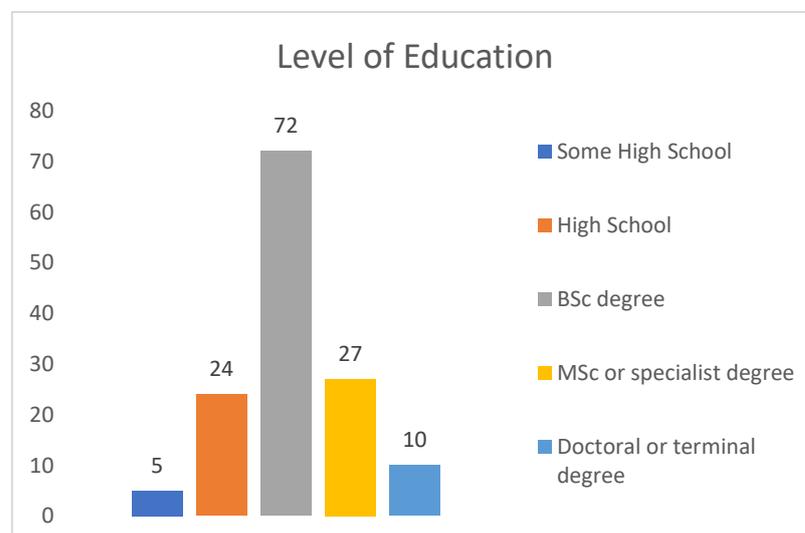


Figure 4. UAE fitness trends survey participants' highest level of education



TOP 20 FITNESS TRENDS IN UAE FOR 2024

1. Exercise for Weight Loss (8.51)
2. Personal training (8.46)
3. Traditional Strength Training (8.34)
4. Employing Certified Exercise Professionals (8.32)
5. Boxing, Kickboxing, and Mixed Martial Arts (8.18)
6. Youth Athletic Development (8.12)
7. High-Intensity Interval Training (8.09)
8. Massage* (8.01)
9. Body Weight Training (8.00)
10. Wearable Technology (7.94)
11. Health/ Wellness Coaching (7.94)
12. Circuit Training (7.91)
13. Walking/ Running/ Jogging/ Cycling Clubs (7.88)
14. Small Group Training (7.86)
15. Functional Fitness Training (7.86)
16. Health Club and Spa (7.86)
17. Exercise for Children's Health (7.85)
18. Lifestyle Medicine (7.82)
19. Outdoor Fitness Activities (7.77)
20. Exercise is Medicine (7.75)

* Region-specific trend