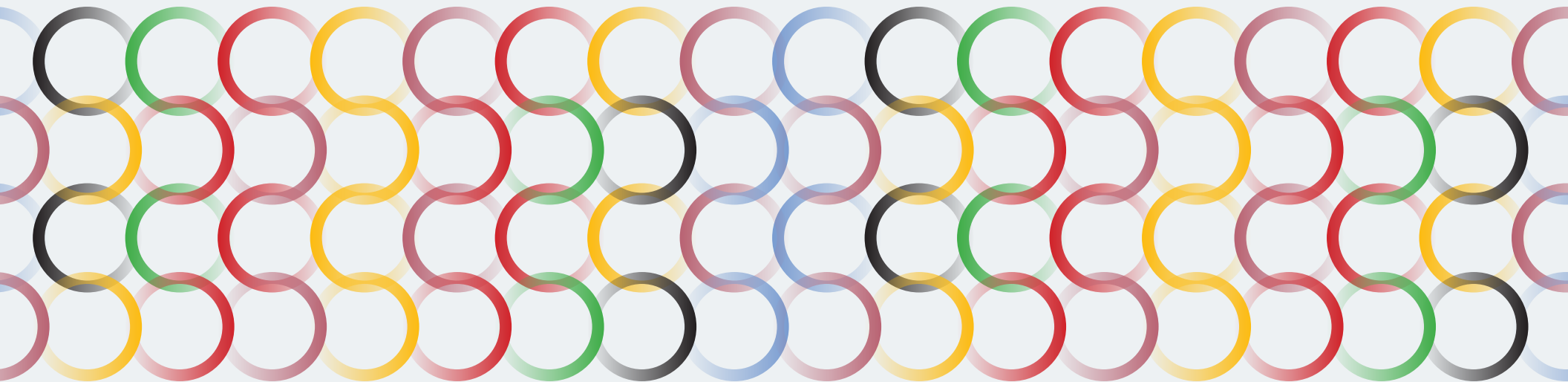


FITNESS TRENDS REPORT

NOVEMBER 2021



Canada's Fitness community is ready to design and deliver new holistic health programs

Uncertainties lead to opportunities as the 'new normal' has Canadians seeking fitness programs that support the mind-body connection. With the widespread adoption of virtual service delivery models¹, the fitness community is shifting its focus to developing new program options and improvements at fitness facilities. This holistic approach will provide greater support to whole-body health for individuals and families.

According to the surveyed fitness professional community, there is shared belief that there are three key new opportunities on the horizon:

Family Fitness Instruction and Training Programs

Canadian families are looking to adopt more collective approaches to household health and fitness. With schools and sports leagues operating again, youth and sports-performance programs are likely to see a surge in registrations with focused placed on improving movement, flexibility, coordination, and balance. Similarly, generation-specific programs will gain popularity. For example, aging adults and those 75+ are looking for slower movement strength and resistance training – such as aquatic classes and Tai Chi – to help keep their joints loose and their bodies strong.

In addition to household fitness, building healthier relationships with foods remains of high priority for families. With the fitness professional more engaged with members of the household, developing credentials in healthy eating and weight management coaching will be essential for providing a comprehensive approach to whole-body care for the entire home.

Introduction of the Holistic Club

Canadians want balanced workouts where exercise is paired with restorative care practices. To satisfy this growing consumer segment, it

is very likely that we will begin to see the opening and rapid expansion of small boutiques specializing in mind-body experiences – providing smaller class sizes, stretching zones, sleep pods and even meditation rooms. To tap into the health benefits nature has on the mind and body, it is also possible that outdoor spaces or plant-filled zones will be part of the holistic club experience.

The Luxury Smart Gym

Among Canadians who have the income, there has been more investment in at-home smart gyms, health trackers and wearables, and memberships with on-demand fitness providers. While all this provides convenience to get active whenever you're available, this isn't hindering their desire to return to physical gyms. In actuality, it's influencing expectations. As they look to rejoin clubs, they will be placing pressure on facilities – especially those servicing high net worth clients – to offer smart studios. Dedicated rooms that integrate with their wearables and allow them to access their on-demand accounts to complement at-home workouts without missing a beat in capturing their health and fitness progress data.

This report will break down the top 2022 fitness trends that are predicted to have the greatest influence in driving the above-mentioned industry changes in the upcoming year:

1. Rise in demand for mind-body fitness offerings
2. Continued focus on embracing diversity within industry
3. Leveling up with skills in nutrition coaching
4. New programs designed for all generations
5. Increasing demand for quality and smart technology at gyms and studios



1

Mind-body programs and classes will become heavily sought after.

When we think about fitness, we look at whole body health – physical, emotional and mental. It's nearly impossible to stay focused in a group class or personal training session when not feeling your best self. Pairing the traditional workout routine with mindfulness exercises is a combo that is here to stay. Breathwork is one area that is seeing increased interest. People are looking to learn specific breathing techniques to help open lungs and better regulate flow of breath when engaged in cardio activities. Having greater breath control brings peace to mind, body and soul, and aligns with the industry's greater trend towards mindfulness.

Another area experiencing renewed interest is stretching, yoga and Pilates classes, with predictions that these offerings could see strong revenue numbers similar to when they first trended on the fitness scene. Younger generations will explore practices that help deepen the mind-body connection, while older generations will be drawn to forms of exercise that help release tension and joint stiffness.

73%

of fitness professionals agree programs need to incorporate mind-body fitness offerings.

“Ancient methods of health maintenance such as Tai Chi and Qi Gong will gain in popularity.”



Diversity will be king.

The fitness industry is going to see diversity influence practices in a multitude of ways – from content to fitness professionals to brand marketing. As the world collectively addresses issues of inclusivity, equality and diversity, so too is the world of fitness. Businesses are focused on ensuring recruitment efforts align with corporate policies, that marketing and branding showcase the diversity of their staff and clientele, and that the partners, spokespeople and influencers they engage with accurately reflect the communities in which they operate. In fact, fitness business owners have indicated that investment in diversity and inclusivity initiatives is among their top 10 business priorities for 2022.

In terms of content, fitness professionals are driving change! From launching new training programs that integrate cultural traditions – such as dance formats – to providing more variety in styles of movement, they’re embracing the diversity in demographics of their clientele. We’re seeing more trainers and instructors tapping into their own cultural heritage when designing programs, and they’re also actively changing personal lifestyles to help make physical activity more accessible – leaving urban homesteads or dedicating travel days to bring fitness opportunities to northern, rural, Indigenous, and other less serviced communities across Canada.

66%

of the fitness community agree we need to continue expansion of diversity within industry.

“When designing spaces and programs, we need to ensure the experience doesn’t alienate or exclude, but rather accommodates and embraces the uniqueness of all people.”



3

A renewed relationship with diet and nutrition.

There have been terms tossed around this year like “flexitarianism” and “plant-powered eating”, but what do they really mean? As the pandemic placed emphasis on immune health, people’s relationship with nutrition evolved. For the fitness community, there’s an unspoken expectation for trainers to also play the role of healthy eating coach – since exercise and nutrition do often work hand-in-hand. More and more clients are seeking support to develop a more positive relationship with foods rather than try the next restrictive diet plan to achieve their nutritional goals. This includes refraining from fully adopting a specific dietary lifestyle, and instead blending aspects of healthier diet plans making behavioural changes easier. We know that there continues to be a rise in the popularity of intermittent fasting techniques, adding superfoods to grocery carts and increasing daily water intake – with the help of smart bottles and health trackers. However, the most important factor is mindset when it comes to diet and nutrition. In 2022, and beyond, the fitness community will be advocating to remove guilt from the equation. No, you will not be penalized with extra squats because you enjoyed a sugary snack!

60%

of fitness professionals agree that they plan to level up with skills in nutrition coaching.

“There have been big gains with public acceptance that body size is not an indicator of how healthy one’s body is.”



Fitness as a family will emerge, encouraging physical activity at all ages.

Spending more time with family has helped improve bonding and reinvigorated a desire to spend dedicated time *together*. In addition, Millennials are a driving force to help youth develop a positive relationship with physical activity from a younger age and to support ageing relatives as they maintain active lifestyles longer. This specific generation has been a crucial influence on the fitness industry. Their efforts to prevent chronic conditions (from witnessing health journeys of parents) by being more mindful of nutrition and physical habits has spearheaded holistic wellness. Personal Trainers and Fitness Instructors who specialize in youth, generational or condition-informed programming are already in motion to expand offerings in the coming year to include family-based fitness offerings.

83%

of the fitness industry agree there is opportunity to design programs for all generations.

“Families that move together build positive behaviours with food, physical activity and experience better body confidence.”



5

Demand for quality will continue to rise.

With more consumers investing in smart in-home gyms, buying the latest in fitness technology for on-demand exercise and performance monitoring wearables, the pressure is on for gyms, studios and boutiques to update equipment, improve playlists and sound systems, and provide an overall better experience that is technology-enabled. From more robust, faster booking engines and payment platforms, to digitally-outfitted workout rooms and zones, to ensuring trainers and instructors on staff are certified, to updating programs and even choreography. To meet demand as fitness enthusiasts reemerge from their homes to complement personal workouts with in-person training and classes, fitness business owners should ensure to plan for renovations or upgrades in their 2022 budget!

71%

of fitness professionals agree adopting smart tech into programs will be a necessity.

“The industry will experience a new demand for quality to maintain and grow client base.”

Is the industry about to witness a new trend?

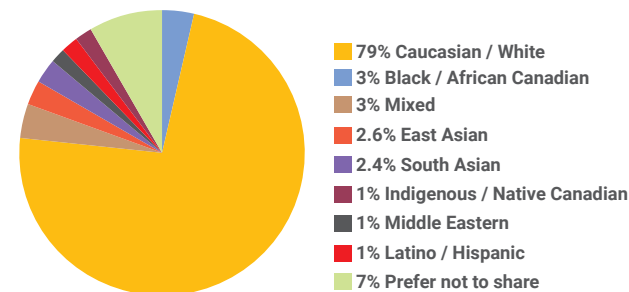
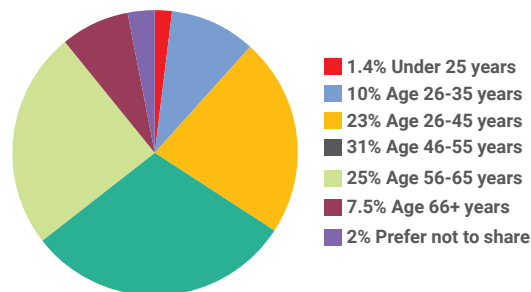
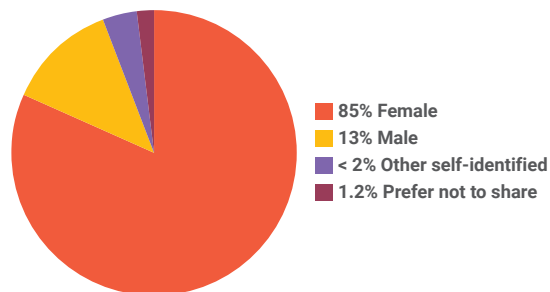
What will be the impact of the COVID-19 pandemic extending into another year of fluctuating cases?

Some are predicting a new rehab program to emerge, explicitly focusing on supporting individuals recovering from minor to severe COVID symptoms.

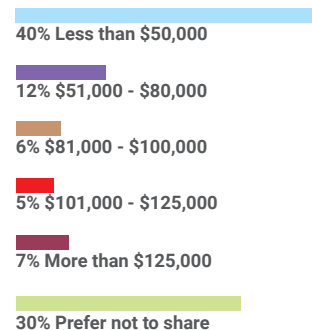


The canfitpro Fitness Trends Survey was open from November 1-13, 2021. More than 54,000 fitness professionals and over 3,500 fitness business owners from across Canada were invited to participate through email outreach and social media promotion. SurveyMonkey was the platform used to collect data and opinions regarding future predictions for the fitness industry. Data collected has a +/- 2% margin of error.

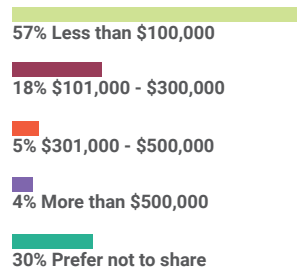
Survey Respondents



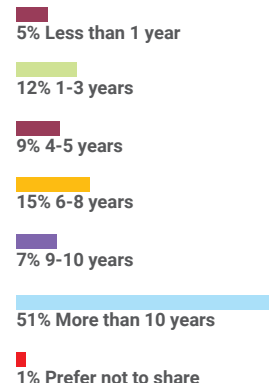
Household Income Related to Services



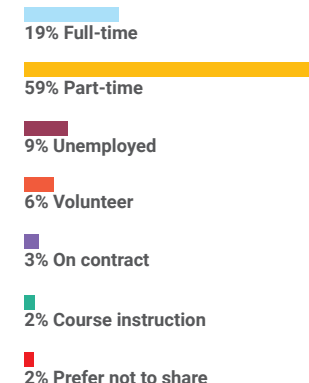
Fitness Business Owners Annual Revenue



Years In Business



Employment Status in 2021



Respondents

42% Are BOTH Personal Training Specialist and Fitness Instructor Specialist certified

58% Are EITHER Personal Training Specialist or Fitness Instructor Specialist certified

93% canfitpro member

7% Non canfitpro member

About canfitpro

Founded in 1993, canfitpro is the largest provider of accessible, quality education, certification, conferences, trade shows and membership services for more than 60,000 Canadian fitness professionals and fitness business owners. Our members include some of the world's finest health club operators, personal trainers, fitness instructors, wellness experts, and industry suppliers.

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Source Citations

1. canfitpro Fitness Trends survey, Nov 1-13, 2021. (88.7% of respondents have fully adopted virtual methods for service delivery of their fitness programs)