



**canfitpro**<sup>TM</sup>

# **FITNESS TRENDS REPORT**

**NOVEMBER  
2022**

## Canada's fitness community is evolving and ready to adapt to the new fitness paradigm

The fitness industry is back, and the evolution is strong after the pandemic. The results from canfitpro Health and Fitness Trends Survey 2022 are showing tremendous opportunities and a promising outlook for fitness professionals and fitness businesses. The top trends point to a positive shift in business, Canadians seeking fitness programs that support accessibility & efficiency as well as a rise in demand for group fitness, fitness programs focused on the actively aging population, and active recovery.

This report showcases the top trends and possible opportunities that are predicted to have the greatest influence throughout 2023.

# 1

## POSITIVE OUTLOOK OF THE FITNESS COMMUNITY

The survey results are indicating a positive outlook in the business operations and talent growth paradigm of the Canadian fitness community.





**32%**  
of businesses  
now offer  
**100%**  
in-person  
services

**24%**  
of businesses  
have moved  
service  
delivery to  
**50%**  
online

**18%**  
of businesses  
offer  
**100%**  
online  
services

# A

## Rise of the flexible business model:

The pandemic has given birth to a new opportunity and now many fitness businesses and professionals are offering their services both in-person and online, and there are strong statistics proving evidence for that shift. The percentage of in-person services remained stronger.



# 78%

of the fitness professionals indicated they are likely to work in the health and fitness industry in the coming years

# B

## Strong retention statistics:

A large number of fitness professionals have indicated that they will continue to serve the fitness community in the coming years, which indicates a sense of stability in the fitness community.



**42%**

of fitness professionals are indicating that training and educational opportunities matter most when choosing an employer

**39%**

of fitness professionals think that the culture of a company matters the most when looking for employment

**C**

## Fitness professionals are looking beyond compensation:

Fitness professionals who are actively serving our community are now looking for work opportunities that offer more than just a lucrative salary. It is encouraging to see that many fitness professionals value the learning opportunities and overall positive company culture that will result in dispensing quality services to the end consumer.

# D

## Opportunities for fitness education providers, coaches, and club owners:

A good representation of fitness professionals is inclined towards coaching opportunities, building additional skills on top of certification, and have expressed the need for more practical training. There is a fantastic opportunity for education providers and fitness businesses to collaborate to provide internship opportunities to better prepare fitness professionals for their jobs.



**37%**  
of the fitness professionals are willing to take educational opportunities through in-person classes

**36%**  
of fitness professionals indicated job shadowing or in-class practical time can help them to be more prepared for their jobs

**30%**  
of fitness professionals are inclined towards more learning opportunities even after getting certified

**28%**  
of fitness professionals are interested in getting coaching and mentorship services after completing certification



# E

## Technological advancement and better service quality:

Fitness businesses are offering innovative services by adapting to advanced technology and raising the bar of the services provided to their member base. The future of the fitness business looks competitive as there is an expected rise in additional service offerings to membership programs.

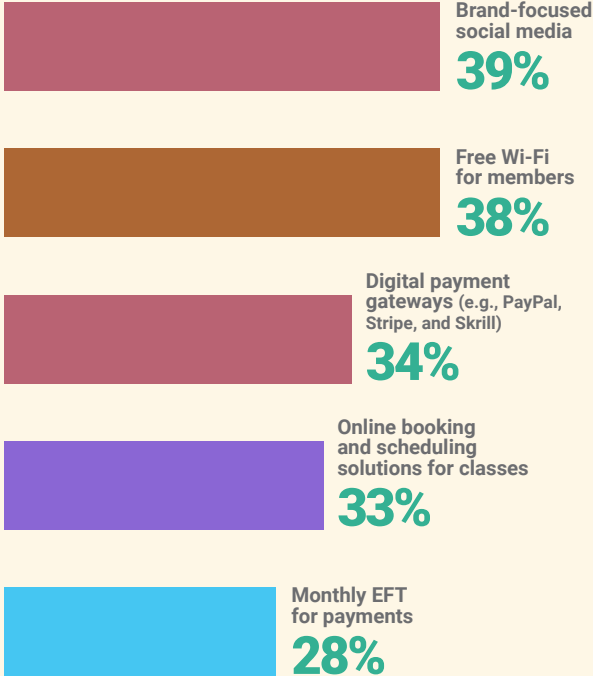
**25%**  
of businesses currently have a mobile application for members

**17%**  
shared wearable devices available to members to monitor in-class performance

**22%**  
integrated internet services to purchase classes without a membership

**15%**  
of businesses have integrated use of AI-enabled systems to enhance member experience (e.g., virtual reality training)

Fitness businesses have been reported to be incorporating below top five technology trends in their operations:

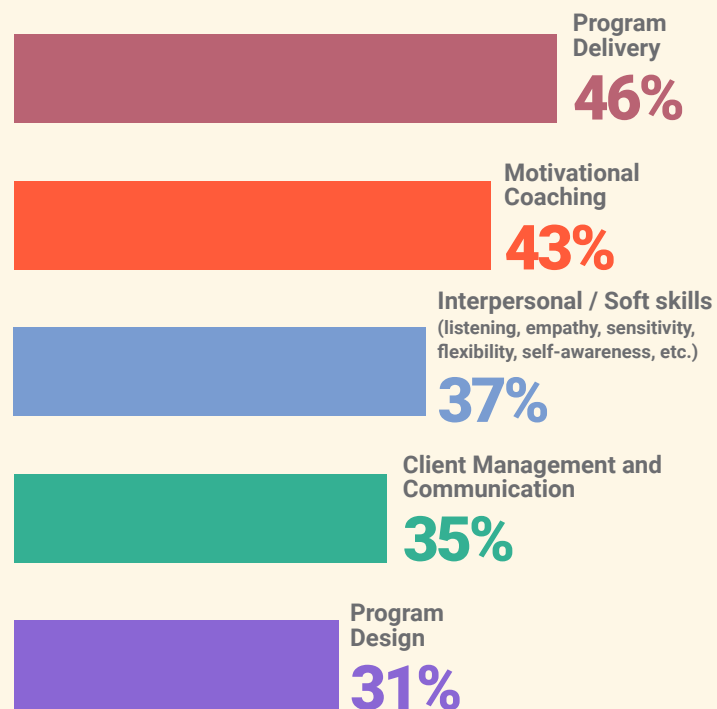




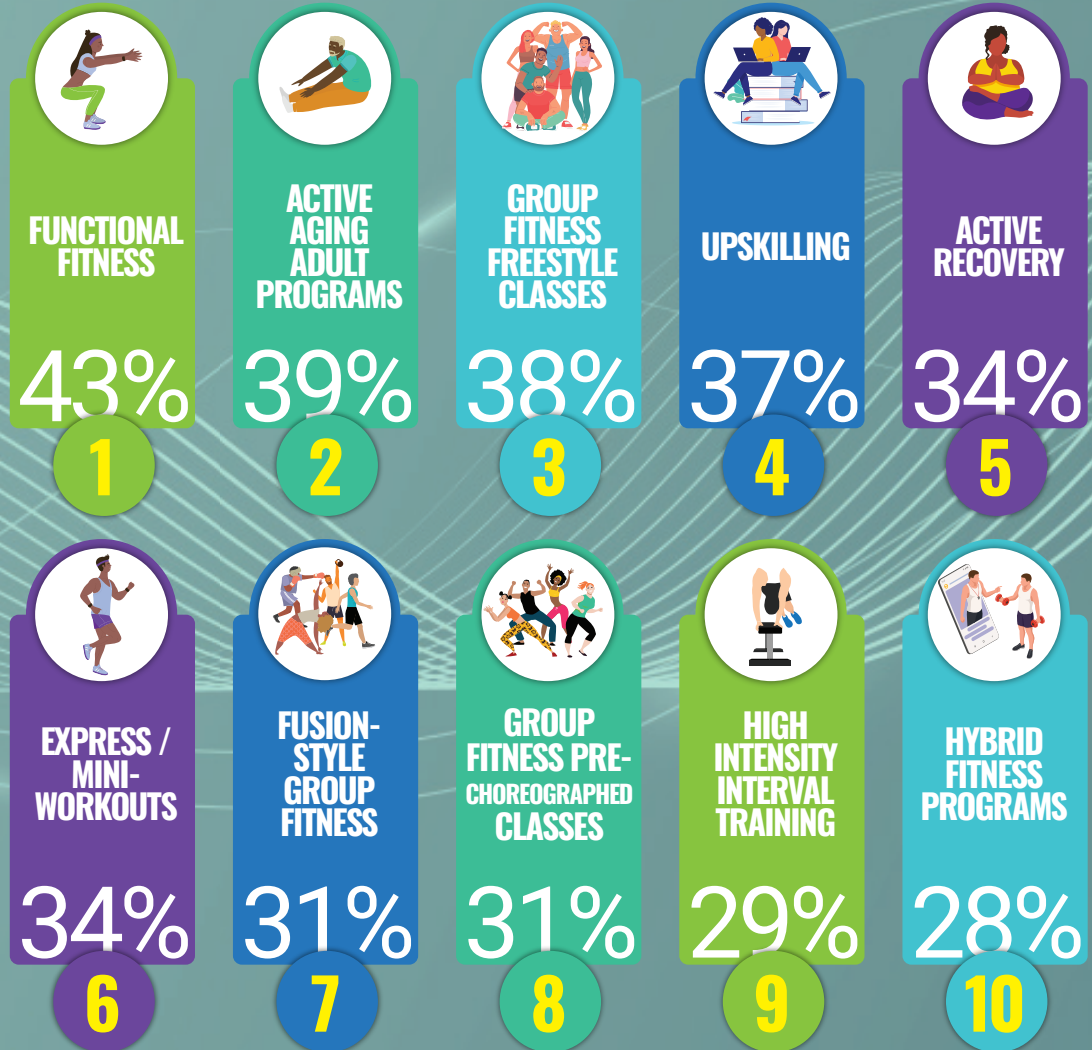
# F

## Insights for fitness professionals and enthusiasts:

Fitness business owners have shared their expectations when it comes to hiring talent. For fitness professionals who seek career advancement, here are some helpful statistics ranking the top five skills to build competency in the upcoming year and stand out in a competitive environment.



# TOP 10 FITNESS TRENDS FOR 2023



# 2

## FITNESS ACCESSIBILITY & EFFICIENCY

There is no argument that the last few years have created mental and physical hardships and stress. It has also shone a light on the importance of fitness for health benefits and maintaining a consistent and well-rounded fitness routine.

As the transition back to a 'new normal' continues and people begin to juggle the demands of day-to-day life, there is a preference for activities and fitness programs that are accessible and efficient. Formats that require little to no equipment and/or space, readies the body for real-life, and encourage maximum effort in less time showed up in the top 10 trends for 2023.

**1**  
**TOP**  
**TREND**

Functional fitness, including bodyweight training, balance-stability training, and primal movement patterning, took the number one spot, with

**43%**

of survey respondents indicating this to be the top trend for 2023.

**6**

Express/Mini Workouts placed sixth at

**34%**

**7**

Fusion-style group fitness, including cross-experience training with varying modalities like yoga/hiit or boxing/Pilates placed seventh at

**31%**

**9**

High-Intensity Interval Training finished ninth at

**29%**



# 3

## GROUP FITNESS

People continue to look for social interaction and motivation. Being in a group with the same interests and goals helps to increase enjoyment, satisfaction, and exertion levels. For many, group fitness classes are the first step into the fitness market, whether online or in-person, before graduating into a more immersive gym experience.

As individual fitness goals have evolved over the years, so have class formats. From the rise of dance aerobics in the 80's to step classes, water exercise, and spinning in the 90's to the popularity of yoga, fusion classes, CrossFit, and branded classes of the 21st century, group fitness classes continue to be a lifeline for fitness facilities and businesses.



3

34%

of fitness professionals agree that Freestyle group fitness classes, including small group, boot camps, circuit training, cycling, and dance will be trending third in top ten fitness trends.

8

Pre-choreographed group fitness classes came in eighth at 31%

# 4

## Active Aging Adult Programs

The demand for the services and programs that support the aging population in their pursuit of an active lifestyle will be on the rise. Fitness businesses can introduce programs and classes that are directed toward the needs of an aging population. Consequently, the need for fitness professionals to improve their skills for training the senior clientele will also go up. The population aged 85 and older is one of the fastest-growing age groups, with a 12% increase from 2016. Currently, 2.3% of the population is aged 85 and older (Stacey Hallman, 2021).

This growth in the aging population will come with the increased demands for healthcare services and nursing facilities. This is the time when the fitness community should play a proactive role in providing better services to this population segment, improving the quality of their life, and hence reducing the burden on former services.



2

39%

of respondents agree that Active Aging /Older Adults Program will be second in top ten fitness trends.

# 5

## ACTIVE RECOVERY

Active recovery is another trend coming to the surface in the new fitness model. The demand for active recovery will rise as the consumer moves towards adopting a comprehensive approach to their fitness regimen. This trend gives birth to the opportunity to offer recovery-oriented classes and services.



5

34%

of fitness professionals believe that active recovery is going to be a consistent trend in 2023, showing up in fifth place.

The canfitpro Health and Fitness Trends Survey was open from October 17-28th, 2022. More than 54,000 fitness professionals and over 3,500 business owners from across Canada were invited to participate through email outreach and social media promotion. Dynamics 365 Marketing was the platform used to collect data and opinions regarding future predictions for the fitness industry. Data collected has a +/- 2% margin of error.



### GENDER

- o Female – 56%
- o Male – 40%
- o Others – 4%



### AGE

- o 18-24 yrs – 5%
- o 24-34 yrs – 39%
- o 35-44 yrs – 32%
- o 45-54 yrs – 12%
- o 55-64 yrs – 8%
- o 65+ yrs – 3%



### YEARS IN INDUSTRY

- o 0-2 yrs – 8%
- o 2-3 yrs – 22%
- o 4-5 yrs – 27%
- o 6-9 yrs – 19%
- o 10-19 yrs – 13%
- o 20+ yrs – 12%



### SURVEY RESPONDENTS

- o Fitness Professionals - 43%
- o Owner/Operators – 33%
- o Allied Health Professionals – 11%
- o Others – 13%

## 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 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

[Census of Population 2021 - Aged 85 and older](#)