

# ACSM (American College of Sports Medicine®) Releases **Worldwide Fitness Trends Survey for 2024**



**The American College of Sports Medicine® (ACSM) publication ACSM's Health & Fitness Journal® (HFJ) has released the highly anticipated "2024 ACSM Worldwide Fitness Trends: Future Directions of the Health and Fitness Industry."**

The annual survey was launched in 2006 to explore changes in the fitness industry. It is used by wellness facilities and independent sport and exercise professionals to direct investments and remain on the leading edge of the market. Rather than highlighting fads or otherwise fleeting changes, the data-driven survey focuses on forecasting trends that will have a significant and potentially lasting impact in the space.

The survey predicts the top 20 fitness trends in the United States and around the world. For 2024, the publication combines findings from two surveys, ACSM's Worldwide Fitness Trends and Fitness Trends from Around the Globe, to provide a more wide-ranging but regionally sensitive perspective. The authors also organized the individual trends into eight thematic categories and have written a more comprehensive discussion of their results to help readers make more informed business decisions.

"We hope this new combined publication will allow readers to understand trends predicted to drive the health and fitness industry here in the U.S. and abroad," says Trends co-author A'Naja Newsome, Ph.D., FACSM.

## Top 10 Trends for 2024



**1. Wearable Technology.** Devices like smartwatches, heart rate monitors and other fitness trackers.



**2. Worksite Health Promotion.** Work-related programs and perks that increase employee wellness.

First Time in the **Top 10**



**3. Fitness Programs for Older Adults.** Interventions focused on the unique needs of the aging population.



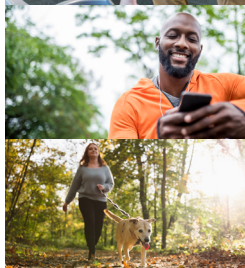
**4. Exercise for Weight Loss.** Incorporating weight loss programs such as dieting and culinary interventions alongside an exercise routine.



**5. Reimbursement for Qualified Exercise Professionals (QEPs).** Policy changes that would allow exercise professionals to bill insurance more easily.



**6. Employing Certified Exercise Professionals.** Employing certified health and fitness professionals who have completed educational programs and fully accredited health/fitness certifications.



**7. Mobile Exercise Apps.** Smartphone and related applications that aid in exercise performance or programming.

First Time in the **Top 10**



**8. Exercise for Mental Health.** Improving mental well-being through physical activity.

First Time in the **Top 10**



**9. Youth Athletic Development.** Engaging young people in sports and related activities.

First Time in the **Top 10**



**10. Personal Training.** Personal trainers assist clients with goal setting, fitness assessment and exercise programming.

## The top three trends for 2024 tell an interesting story.

**No. 1, Wearable Technology**, hasn't left the top three since 2016. Wearable tech includes devices such as smart watches, fitness trackers, heart rate monitors and the like. Such devices can include real-time information about pulse, step counts, elapsed minutes of activity, and sleep. Data like these allow exercise professionals to ever-more granularly tailor interventions for their clients. The persistence of wearables in the top position may suggest increased interest as technology advances and both fitness professionals and the public adapt to the newer opportunities such as community connection and social support.

Newsome notes, "Wearable technology has become more than just measuring step counts or calorie expenditure. The technology promotes community connection and social support among users. We know that social support is one of the strongest predictors of exercise self-efficacy. It is important for exercise professionals to leverage the capabilities of wearable technology to improve adherence and autonomy for clients."

**The No. 2 trend, Worksite Health Promotion**, had not appeared in the top trends before, and its inclusion in the second spot may be indicative of a fundamental change in perspective, perhaps in the wake of the COVID-19 pandemic, or more specifically as increasing numbers of workers return to an in-person setting. Such promotion might include athletic leagues for employees, access to fitness facilities and health education classes. Since many people will spend a significant portion of their lives at work, improving access to physical activity and wellness programs at work may have an impact on overall health. Such programs would also be beneficial to employers, with the potential to increase workplace productivity, improve employee mental health and lower insurance costs.

**The No. 3 trend, Fitness Programs for Older Adults**, may reflect the increasing number of older adults in the population; according to the 2021 Profile of Older Americans, the number of Americans aged 65 and above rose by 38% between 2010 and 2021. Further, this increase is likely to continue through 2040. Roughly 27% of this population lives independently, and regular aerobic and strength-training physical activity are key to helping them remain healthy, independent and enjoying improved quality of life. A predictably increasing population in need of physical activity assistance may provide exercise professionals with an expanding customer base, but one that might require specialized training, certification or investment in equipment and infrastructure.

Overall, the top three trends for 2024 seem to paint a picture of a fitness landscape in which people remain focused on the potential of wearable tech, more employers are considering the benefits of facilitating healthy behaviors in their employees and older adults make up an increasing proportion of the population in need of physical activity.

## 2024 International Fitness Trends



### Australia

Most Valuable Trend (#1):  
Exercise for Mental Health



### Brazil

Most Valuable Trend (#1):  
Fitness Programs for Older Adults



### Chile

Most Valuable Trend (#1):  
Personal Training



### Europe

Most Valuable Trend (#1):  
Personal Training



### Italy

Most Valuable Trend (#1):  
Post-Rehabilitation Classes



### Mexico

Most Valuable Trend (#1):  
Exercise for Weight Loss



### Portugal

Most Valuable Trend (#1):  
Personal Training



### Spain

Most Valuable Trend (#1):  
Functional Fitness Training



### United Arab Emirates

Most Valuable Trend (#1):  
Exercise for Weight Loss



### United States

Most Valuable Trend (#1):  
Wearable Technology

Learn more at [acsm.org/trends](https://acsm.org/trends)



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