

WORLDWIDE SURVEY OF FITNESS TRENDS FOR 2018

The CREP Edition

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Apply It:

From this article, the reader should understand the following concepts:

- Tell the difference between a fad and a trend.
- Apply and use worldwide trends in the commercial, corporate, clinical (including medical fitness), and community health fitness industry.
- Read expert opinions about identified fitness trends for 2018.

Key words: Commercial, Clinical, Corporate, Community, Expert Opinions, Future Programs

INTRODUCTION

This annual survey of worldwide fitness trends is now in its 12th year. New this year is the inclusion of some member organizations of the Coalition for the Registration of Exercise Professionals (CREP). Participating organizations included the American College of Sports Medicine (ACSM), American Council on Exercise (ACE), National Council on Strength and Fitness (NCSF), and The Cooper Institute®. In 2018, some emerging trends from the last 3 years have been confirmed and two new trends are in the top 10. In 2014, high-intensity interval training (HIIT) was ranked number 1, which had previously been held for a long time (since 2008) by educated, certified, and experienced fitness professionals, which was number 4 in 2016, number 5 for 2017, and number 6 for 2018. For 2018, HIIT is back to being ranked number 1 after falling to number 3 in 2017. Body weight training took over the number 1 spot in 2015 falling to number 2 behind “wearable technology” in 2016 and 2017 and is now number 4. Wearable technology fell from the top spot in 2017 to number 3 for 2018. The 2018 survey continues to support 17 of the previous top 20 trends from 2017 with three additional trends appearing in the top 20: licensure for fitness professionals (number 16), core training (number 19), and sport-specific training (number 20). On the bottom of the list of the 40 potential fitness trends were fitness social clubs (number 40), dance cardio (number 39), pregnancy/postnatal classes (number 38), barbell training classes (number 37), and water/aquatic workouts (number 36). Falling out of the top 20 fitness trends were worksite health promotion (number 16 in 2017 and number 23 in 2018), smartphone exercise apps (number 17 in 2017 and number 26 in 2018), and outcomes measures (number 18 in 2017 and number 21 in 2018). The results of this annual survey may help the health and fitness industry make some very important investment decisions for future growth and development. These important business decisions will be based on emerging trends that have been identified by health

