

2025 ACSM Worldwide Fitness Trends: Future Directions of the Health and Fitness Industry

The annual trends survey 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.

1

Wearable Technology.

Devices like smart watches, heart rate monitors and other fitness trackers.



2

Mobile Exercise Apps.

Smartphone and related applications that aid in exercise performance and programming.



3

Fitness Programs for Older Adults.

Interventions focused on the unique needs of the aging population.



4

Exercise for Weight Loss.

Incorporating dieting and other culinary interventions alongside an exercise routine.



5

Traditional Strength Training.

Using barbells, dumbbells, kettlebells and the like to improve or maintain muscular fitness.



6

High Intensity Interval Training.

Repeated short bouts of near-maximal high-intensity aerobic efforts followed by active or passive rest periods.



7

Data-driven Training Technology.

Leveraging real-time and other tracked data to tailor exercise and related health programming.



8

Exercise for Mental Health.

Improving mental well-being through physical activity.



9

Functional Fitness Training.

Programming intended to boost balance, coordination and functional movement.



10

Health/Wellness Coaching.

Using behavioral science principles to promote health and lifestyle medicine programs.



Learn more at acsm.org/trends