

Exercise Professionals' Top 10 Ranked Fitness Trends for 2027

Discover how exercise is transforming to meet our changing needs in health, technology and lifestyle.

Wearable Technology

Smartwatches and fitness trackers provide real-time insights to help people monitor activity and make informed training decisions.

1



2

Mobile Exercise Apps

On-demand workouts and virtual instruction make exercise accessible wherever people have time to move.



3

Balance, Flow and Core Strength

Pilates, yoga and similar workouts emphasize stability and controlled movement to improve how the body moves.



4

Fitness Programs for Older Adults

Exercise designed for adults 65 and older helps maintain physical function and independence.



5

Traditional Strength Training

Structured resistance workouts build muscular strength, with proper technique and steady progression guiding results.



6

Exercise for Weight Management

Exercise supports weight-management goals while protecting muscle health, including for people using obesity management medications.



7

Group Fitness Classes

Instructor-led classes bring people together for structured workouts, combining professional guidance with shared motivation.



8

Data-driven Training Technology

Individual fitness and recovery metrics help professionals personalize workouts and adjust training intensity.



9

Exercise for Mental Health and Well-Being

Physical activity supports mental well-being, helping improve mood and manage stress.



10

Influencer/Ambassador-led Fitness Programs

Creators use their online platforms to deliver workout programs and build communities around exercise.

