



Evolution of fitness trends through a comparative lens

UDC 796.01

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Received by the editorial office on 02.11.2024

Abstract

Objective of the study was to examine the evolution of fitness trends in Russia and globally over a two-year period.

Methods and structure of the study. Based on the insights of experts, a questionnaire was created using Google Forms. The questionnaire included 50 fitness trends, with one question for each trend. Respondents were asked to select and rank the top 20 trends. The questionnaire was distributed to 963 individuals from Russia aged 18 and above. A total of 350 individuals completed the questionnaire. The survey also collected information about the respondents' city of residence and their occupation.

Results and conclusions. Twenty fitness trends of 2024 have been identified, of which 50% are new: functional training; outdoor training; group training; online training; personal training; yoga; wearable technology; dance training; pilates; fitness in parks; healthy lifestyle at work; fitness travel; regular walking; circuit training; training with massage roll; home gyms; fitness marathons; fitness on the go/ passing workout; cycling, roller skating; crossfit.

It was revealed that the transformation of fitness trends in 2024 affected both content and quantitative indicators, compared with the trends of 2023: the number of coincidences of trends in content in the Russian Federation was 50%, in the world ranking – 65%; the number of new trends in the Russian Federation – 50%, among them: fitness in parks, fitness travel, regular walking, cycling and roller skating, home gyms, fitness travel, dance training, pilates, group training, online training; The number of new trends in the world ranking is 35%, the main ones being data-driven learning technology, youth sports development, mental health exercises, and individual training.

Keywords: *fitness trends, transformation, experts, global trends.*

Introduction. Every year brings new information, other preferences and changing trends in the fitness industry, the analysis of these trends has been carried out by foreign authors since 2017, and by us for the first time last year [1, 3, 4]. We adhere to our definition and understand fitness trends as current trends, methods, approaches and innovations in the field of physical activity, sports and healthy lifestyle, which are determined on the basis of fashion trends, scientific achievements, cultural and social changes, as well as the preferences and needs of people involved in fitness, include various types of training, equipment, clothing, accessories and sports nutrition that help people maintain their health, improve body quality and achieve fitness goals [1, 2]. For the second year, we have been conducting a comparative analysis of fit-

ness trends in Russia and the world, and this time relative to last year [1, 4].

Objective of the study was to examine the evolution of fitness trends in Russia and globally over a two-year period.

Methods and structure of the study. An expert survey, a survey using Google forms, a comparative analysis, and an index method were used. The study was conducted in several stages. At the first stage, all experts (23 master's students of the University of Physical Education, 82,6% of whom work in the field of physical education and sports) proposed fitness trends for 2024, there were 90 options in total. Of these, 50 options were selected and rated according to the experts' opinion. At the second stage, a questionnaire was developed, including three blocks of 50



fitness trends, of which it was necessary to select 20 and rank them from first to 20th, city of residence, type of activity. At the third stage, a survey of respondents aged 18 and older from different regions of Russia was conducted according to a questionnaire in a Google form. The questionnaire was sent to 963 respondents, responses were received from 350 people. Among the respondents who responded, there were representatives of the cities: Perm 22,3%, Krasnodar 20,9%, Surgut 18,9%, Kazan 17,4%, Omsk 8,6% and others (11,9%): Barnaul, Baltasi, Votkinsk, Yoshkar-Ola, Kaliningrad, Korenovsk, Krasnodar Territory, Mamadysh, Moscow, Naberezhnye Chelny, Naro-Fominsk, Nizhnekamsk, Oktyabrskiy, Osa, Pushkino, St. Petersburg, Sovetsk, Sochi, Staroe Drozhzhanoe, Strezhevoy, Tashkent, Togliatti, Tuymazy, Ulan-Ude, Ulyanovsk, Yaroslavl.

Respondents' occupations: students of physical education universities 55,1% (most of them work in the field of physical education and sports in various positions), university teachers, physical education and sports departments 2,9%, students of other universities 36,9%, as well as 5,1% fitness trainers, sports trainers, entrepreneurs, heads of physical education and sports organizations, employees, housewives. At the fourth stage, the survey results were processed, a rating was identified and a comparative analysis of fitness trends in 2023 and 2024 in Russia and the world was conducted.

Results of the study and discussion. The following list of fitness trends was suggested for inclusion in the survey (rank achieved in the survey is given in brackets): 1. Online training (4th place); 2. Real-time virtual training (35th place); 3. Outdoor training (2nd place); 4. Functional training (1st place); 5. Home gyms (16th place); 6. Group training (3rd place); 7. Wearable technology (7th place); 8. Dance training (8th place); 9. Workout trends for health and mental well-being (50th place); 10. Fitness on the go/convenience training (18th place); 11. Meditation practices (33rd place); 12. Free weight training (24th place); 13. Fitness apps on your smartphone (45th place); 14. Weight loss exercises (30th place); 15. Cycling: cycling in the gym (46th place); 16. Aqua aerobics (43rd place); 17. Stretching (34th place); 18. Running training (40th place); 19. Swimming in the pool (25th place); 20. Cycling, rollerblading (19th place); 21. Body Flex (42nd place); 22. VR training using special glasses (47th place); 23. Fitness traveling (12th place); 24. Yoga (6th place); 25. Personal

training (5th place); 26. Training on exercise machines and equipment in the yard (26th place); 27. Hardening (36th place); 28. CrossFit (20th place); 29. High-intensity interval training: Tabata (22nd place); 30. Fitness marathons (17th place); 31. Training with a massage roller, ball (15th place); 32. Circuit training (14th place); 33. Pilates (9th place); 34. Active water recreation: SUP boards, catamarans, boats (23rd place); 35. Fitness in parks (10th place); 36. Health retreats (39th place); 37. Nordic walking (27th place); 38. Gravity – body training in gravity (38th place); 39. Workout for seniors (29th place); 40. Obstacle course on rope courses in Sky Parks (37th place); 41. Regular walking (13th place); 42. Breathing practices (28th place); 43. Mass competitions: cross-country running, skiing, half marathon, marathon (31st place); 44. Healthy lifestyle at work (11th place); 45. Bodyweight training: push-ups, pull-ups, squats, planks (21st place); 46. Fitness for pregnant women (44th place); 47. Family fitness (41st place); 48. Fitness quests (48th place); 49. TikTok trends, challenges: video challenges (49th place); 50. Other: your answer (32nd place).

The survey of respondents revealed a rating of 20 fitness trends, which included, according to location: functional training; outdoor training; group training; online training; personal training; yoga; wearable technologies; dance training; Pilates; fitness in parks; healthy lifestyle at work; fitness travel; regular walking; circuit training; foam rolling; home gyms; fitness marathons; fitness on the go/side workout; cycling, rollerblading; crossfit. A comparative analysis of fitness trends is presented in Tables 1 and 2.

When comparing tables 1 and 2, it is clear that in 2023 the number of trends that coincided in content in Russia and the world was 50%, and in terms of ranking place – 5%, then in 2024 for the first indicator – 35%, for the second – 0%. New trends have appeared in Russia (fitness in parks, fitness travel, regular walking, cycling and rollerblading), which are caused by changes in the tourism and recreational and physical education and health spheres, in particular the widespread improvement and construction of recreation areas in cities: parks, forest parks, river embankments. Among the trends that do not require organized activities, popular ones are outdoor workouts (2nd place), wearable technologies (7th place), regular walking (13th place), foam rolling (15th place), home gyms (16th place), fitness on the go/ride-along method (18th place), and cycling and rollerblading (19th place). New trends



Table 1. Changes in the content and rating of fitness trends in 2023 and 2024 in the Russian Federation

Rating place	Fitness trends in the country	
	2023 year Authors of the article [1]	2024 year authors of the article
1	Wearables and fitness programs on a smart-phone	Functional training
2	Outdoor workouts	Outdoor training
3	Bodyweight workouts: push-ups, pull-ups, squats, planks	Group training
4	Personal training	Online training
5	Functional training	Personal training
6	Fitness on the go/training on the go	Yoga
7	General physical training	Wearable technology
8	Challenges (video challenges)	Dance training
9	Tiktok trends	Pilates
10	Weight loss exercises	Fitness in parks
11	Fitness travel.	Healthy lifestyle at work
12	Online fitness marathons	Fitness travel
13	Yoga	Regular walking
14	High-intensity interval training (Tabata)	Circuit training
15	Pool swimming	Foam rolling training
16	Strength training with free weights	Home gyms
17	Circuit training	Fitness marathons
18	Massage foam rollers and balls	Fitness on the go/side workout
19	Body Flex	Cycling, rollerblading
20	Crossfit	Crossfit
Coincidence of trends in the top twenty – 50%, new fitness trends – 50%		

Table 2. Changes in the content and ranking of fitness trends in 2023 and 2024 in the world

Rating place	Fitness trends in the world	
	2023 year (по Thompson, W. R., 2023)	2024 year (по Newsome, A'Naja M., 2024)
1	Wearables	Wearable technology
2	Free weights strength training	Workplace health promotion
3	Weight training	Fitness programs for older adults
4	Fitness programs for older adults	Weight loss exercises
5	Functional training	Reimbursement of qualified fitness professionals
6	Outdoor training	Using certified fitness professionals
7	High-Intensity Interval Training-HIIT	Mobile workout apps
8	Weight loss exercises	Mental health exercises
9	Certified fitness professionals	Youth athletic development
10	Personal training	Personal training
11	General fitness	Lifestyle medicine
12	Circuit training	Outdoor fitness
13	Home training	Health/wellness coaching
14	Group training	Functional fitness training
15	Exercise as medicine	Yoga
16	Healthy lifestyle	Exercise is medicine
17	Yoga	Traditional strength training
18	Professional licensing	Data-driven learning technology
19	Health coaching	Online personal training
20	Mobile exercise apps	High intensity interval training (HIIT)
Coincidence of trends in the top twenty -65%, new fitness trends -35%		



have emerged in foreign countries, focusing on youth sports development, mental health exercises, and data-driven learning technology.

Conclusions. It was revealed that the transformation of fitness trends in 2024 affected both the content and quantitative indicators, compared to the trends of 2023: the number of coincidences of trends in content in the Russian Federation was 50%, in the world ranking - 65%; the number of new trends in the Russian Federation is 50%, including: fitness in parks, fitness travel, regular walking, cycling and rollerblading, home gyms, fitness travel, dance training, Pilates, group training, online training; the number of new trends in the world ranking is 35%, the main ones are: data-driven learning technology, youth sports development, mental health exercises, individual training.

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