

# 2024 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.

## 01 | Wearable Technology.

Devices like smartwatches, heart rate monitors and other fitness trackers.



## 02 | Worksite Health Promotion.

Work-related programs and perks that increase employee wellness.

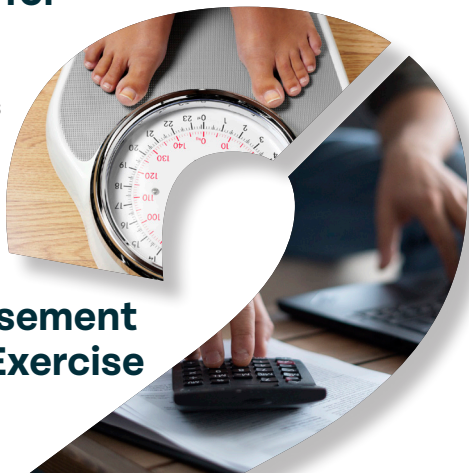


## 03 | Fitness Programs for Older Adults.

Interventions focused on the unique needs of the aging population.

## 04 | Exercise for Weight Loss.

Incorporating weight loss programs such as dieting and culinary interventions alongside an exercise routine.



## 05 | Reimbursement for Qualified Exercise Professionals (QEPs).

Policy changes that would allow exercise professionals to bill insurance more easily.

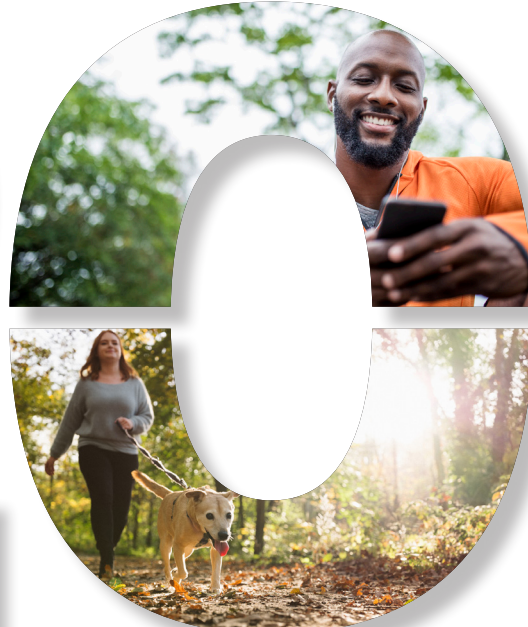


## 06 | Employing Certified Exercise Professionals.

Employing certified health and fitness professionals who have completed educational programs and fully accredited health/fitness certifications.

## 07 | Mobile Exercise Apps.

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



## 08 | Exercise for Mental Health.

Improving mental well-being through physical activity.



## 09 | Youth Athletic Development.

Engaging young people in sports and related activities.



## 10 | Personal Training.

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

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



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