



Inspire the World to Fitness®

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**Unique Fitness Market Research Reveals Top Industry Trends**

*IDEA's 15<sup>th</sup> Annual Fitness Programs & Equipment Trends Report  
Provides Reliable Data on Industry Trends*

**San Diego – July 19, 2010** – To get an accurate read on what is happening at the front lines of fitness, this trends report is a one-stop source for credible information. IDEA Health & Fitness Association, the leading membership organization of health, wellness and fitness professionals worldwide with more than 23,000 members in over 80 countries, has published the results of its 15<sup>th</sup> annual [IDEA Fitness Programs & Equipment Trends Report](#). The survey, which is geared to fitness program directors and facility managers who live and breathe fitness at the front lines each day, summarizes what fitness equipment their customers are using the most and what fitness programs they are demanding more or less of.

The following highlights from the report include a solid picture of the most up-to-date fitness research available. Detailed results of these fitness industry statistics are available to the media at <http://www.ideafit.com/fitness-library/2010-idea-fitness-programs-equipment-trends>.

- Personal training continues to be in high demand. Whether one-on-one, with a partner or in a small group, it consistently offers an opportunity for clients to reach their individual goals.
- Fitness equipment trends are aligned with this sustained growth in personal training. Types of equipment that are easily transportable and that can be individualized are very compatible with personal training sessions.
- Fitness centers are offering a wider range of group exercise formats to meet the interests of members. Currently, classes with uncomplicated or modest choreography are popular offerings, as they allow members to be successful in their fitness quest.
- Mind-body programming has made mixed progress. The big areas of growth are Pilates, and Pilates and yoga fusion. Pilates is now offered by 90% of fitness centers (up from 63% in 2002), and Pilates and yoga fusion has seen a robust increase over the past 7 years

- (31% to 59%). Meditation, tai chi and yoga have declined in prevalence, and Gyrotonic® or Gyrokinesis® exercise and mind-body fusion offerings have increased just slightly.
- Following are the Top 10 lists reflecting what is currently being offered in facilities for fitness equipment and programming

### 10 Most Frequently Offered Fitness Programs

personal training, combined	97%
personal training, adult, one-on-one	96
Pilates	90
personal training, 2 clients share	90
fitness assessment	90
strength training, individual, nongroup	88
yoga	82
core-conditioning classes	80
stretching and/or flexibility	78
strength training in group, combined	78

### 10 Most Frequently Offered Types of Fitness Equipment

stability balls	95%
resistance tubing or bands	95
barbells and/or dumbbells	90
balance equipment (e.g., BOSU® Balance Trainers, disks, wobble boards, balance boards)	87
medicine balls	87
yoga mats and equipment	85
foam rollers and small balls	83
weighted bars	82
steps and platforms	81
treadmills	76

### Top Three Fitness Program Trends

This year we asked IDEA professionals to *write in their opinions* regarding the top three programming trends for 2010. Small-group personal training was the number-one write-in trend for 2010, followed by boot camp training and Zumba. “As we look at these top trends, it is interesting to note that they all involve groups of individuals coming together to achieve their

fitness goals,” says IDEA’s executive director Kathie Davis. “Exercise compliance is much improved and many find their fitness activities more enjoyable when they do them in a group.”

### **Top Three Fitness Equipment Trends**

We also asked respondents to write in what they anticipated would be the top three fitness equipment trends in 2010. Elliptical trainers, TRX Suspension Training® equipment and treadmills topped the list. Although a decline has been observed in other large pieces of cardiorespiratory equipment (stationary bikes and stair climbers), elliptical trainers and treadmills continue to be popular. “Treadmills and ellipticals continue to thrive in our facilities because they are easy to operate and are very intuitive pieces of fitness equipment (mimicking walking and running, which most people use as their main methods of cardio),” Davis says.

For full analysis of all the fitness program and equipment trends, go to

<http://www.ideafit.com/fitness-library/2010-idea-fitness-programs-equipment-trends>.

There you will find more statistics including the Top 10 Programs and Equipment With Growth Potential as well as insight on the data from many of the industry’s leading fitness professionals.

### **About IDEA Health & Fitness Association**

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