

FITNESS IS MORE ACCESSIBLE IN 2021

FITNESS INDUSTRY EVOLVES TO DELIVER PHYSICAL AND MENTAL HEALTH EXPERTISE AND CONTENT DURING PANDEMIC

A recent survey found the pandemic has fed demand for online and virtual content, renewed enthusiasm for bodyweight and functional exercises, and prompted fitness professionals to offer a broader range of services and expertise.

Key findings from the 2021 canfitpro Fitness Trends survey that reflects fitness professionals' opinions about changes in the industry and predictions for the year to come.

INCREASED DIVERSITY AND INCLUSION



Fitness professionals expressed how important it is to make the fitness field more diverse and inclusive to people of all cultures, religions, genders, sizes and abilities.

MORE ONLINE PERSONAL TRAINING AND GROUP FITNESS



In 2021, there will be more digital fitness options than ever to keep fitness lovers connected with their favourite classes and experts.

There's a huge range of online fitness classes including everything from cardio kickboxing to core moves to dance-inspired fitness classes. With online group fitness, participants have access to an instructor and other class participants in real time – the next best thing to an in-gym experience.

Personal trainers are supplementing their in-person sessions with online training customized to the clients' home environment.

WORK OUTS WITH LIMITED EQUIPMENT



With gyms temporarily closed or restricted in some provinces, people are looking for workout options that require minimal equipment. Body weight training and functional fitness were among the top 4 trends for 2021. Fitness lovers are looking to get back to basics this year with exercises that use body weight for resistance and more exercises that simulate and reinforce real-life movements.

OUTDOOR FITNESS OPTIONS



Move it outside. That has been the common refrain for many activities during the COVID-19 pandemic. Canadian fitness professionals are looking at the year ahead and developing programs that can be delivered outdoors, offering more flexibility to keep their clients moving.



FOCUS ON OVERALL HEALTH

Fitness in 2021 promises to play a greater role in overall well-being. Canadians have become more sedentary during the pandemic, which aggravates chronic diseases, mental health issues, substance use, and injuries over time. Canadian fitness professionals are expanding their training into areas such as healthy eating and weight loss, meditation and mindfulness, stress resiliency, pre- and post-natal fitness, fascial stretch therapy and post-rehab exercise. New credentials will enable them to be part of a more comprehensive approach to healthcare.



Fitness and wellness experts are available to talk more about and demonstrate these top fitness trends for 2021.

To arrange an interview, please contact:

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