



 **FITNESS** | WELLNESS WATCH FALL 2024

Fitness industry insights



Wellness Watch Fall 2024

The ABC Fitness Wellness Watch Fall 2024 provides insights into the differences in behaviors and trends across generations. ABC Fitness' various platforms, ABC Glofox, ABC Ignite, ABC Evo and ABC Trainerize, support fitness businesses of all sizes, modalities and regions and has provided this report to support the growing fitness industry better understand active consumer behaviors.

This report focuses on how generations approach regular fitness, providing actionable insights that gyms, studios and personal trainers can leverage to better support their target audience.

Here are our top findings this quarter:

- **All generations** are interested in living a physically active life, and the majority of each generation continues to frequent fitness classes or traditional gyms.
- Modality preference, type of fitness facility and membership **tenure vary among generations.**
- **Gen Z is a highly diverse generation**, embracing a wide range of gender identities, sexual orientations and ethnic backgrounds. With a higher **wellness IQ**, they're eager to try new programs and prioritize not just physical fitness, but also, mental health and stress reduction in their fitness goals.
- Consumers today are highly informed and **seek partners who can empower their wellness journey**—coaches and gyms are well-positioned to fulfill this role by aligning with their needs.

"Although the general public has long recognized the importance of physical health, more recently we have seen a growing emphasis on staying active at every stage of life.

The fitness industry must evolve to support people of all ages, creating a unique opportunity for gyms, studios and personal trainers uniquely to personally tailor and help more individuals through their services."



Bill Davis, ABC Fitness CEO

All generations live a
wellness-focused lifestyle



Activity by generation

- The majority of all generations are active, but the **Boomers have the highest rate of participating in fitness-based activities.**
- As the population ages, they are less likely to be a member or use a gym or studio.
- With more young people in traditional gyms and studios, and older generations remaining active longer into their life, the **general population is emphasizing their health and wellbeing more than ever before.**



Percentage of population that is active



Percentage of population who use a gym, studio or health club



Fitness profiles by generation



The Active Gen Z Snapshot (ages 18-24)

Fitness profile

WEARABLE TECH

56%
usage

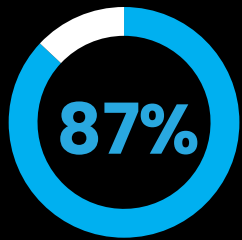
CLUB TENURE

55%
less than one year

MONTHLY CLUB VISITS

48%
4-8 times

Fitness Goals



On track to meet goals

TOP GOALS

1. To lose weight
2. Maintain/Improve mental health, stress relief

Membership behavior



Modality preferences

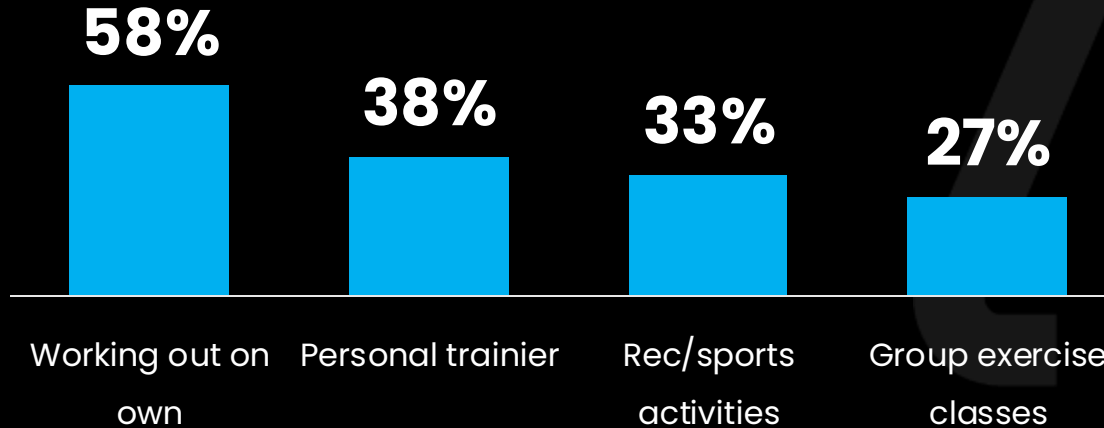
At home fitness equipment

Outside Fitness

Free online fitness

Sports activities

Activities in club



The Active Millennial Snapshot (ages 25-39)

Fitness profile

WEARABLE TECH

48%
usage

CLUB TENURE

65%

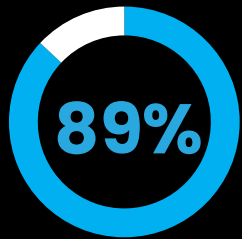
6 month to 3 years

MONTHLY CLUB VISITS

39%

4-8 times

Fitness Goals



On track to meet goals

TOP GOALS

1. Maintain/Improve mental health/stress relief
2. To be generally active

Membership behavior



Modality preferences

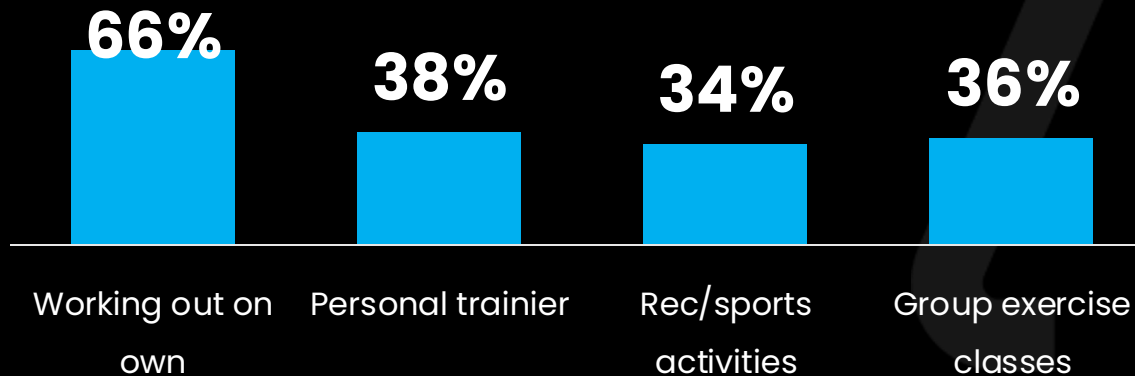
At home fitness equipment

Outside Fitness

Free online fitness

Sports activities

Activities in club



The Active Gen X Snapshot (ages 40-55)

Fitness profile

WEARABLE TECH

58%

usage

CLUB TENURE

54%

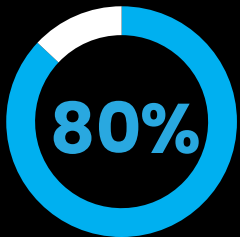
less than one year

MONTHLY CLUB VISITS

30%

Greater than 12x

Fitness Goals



On track to meet goals

TOP GOALS

1. To be generally active
2. Maintain/Improve mental health/stress relief
3. To lose weight

Membership behavior

Group exercise studio

21%

Private club

22%

Fitness training studio

24%

Traditional health club

55%

Modality preferences



At home fitness equipment



Outside Fitness



Free online fitness



Sports activities

Fitness activities

73%

30%

26%

40%

Working out on own

Personal trainer

Rec/sports activities

Group exercise classes

The Active **Baby Boomer Snapshot** (ages 56-65)

Fitness profile

WEARABLE TECH

43%
usage

CLUB TENURE

44%

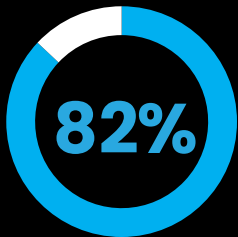
less than five year

MONTHLY CLUB VISITS

36%

Greater than 12x

Fitness Goals



On track to meet goals

TOP GOALS

1. To be generally active
2. Maintain/Improve mental health/stress relief

Membership behavior

YMCA/YWCA/JCC

17%

Traditional health club

49%



Modality preferences

At home fitness equipment

Outside Fitness

Free online fitness

Health club/big-box gym

71%

36%

Working out on **own** Group exercise **classes**

Active consumer
preferences



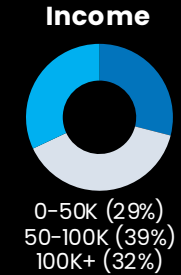
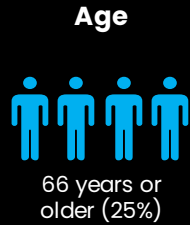
2024 Active consumer profiles

27%



Routine Lifers

Follows a consistent regimen day in and day out



Employment

FULL-TIME

45%

34%

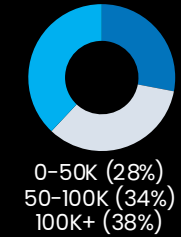
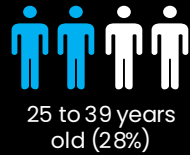


+4% as compared to last year



Wellness Lover

Balances fitness, nutrition, mental and physical well-being



Employment

FULL-TIME

56%

24%

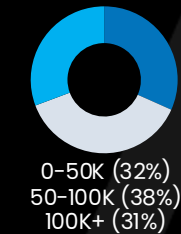
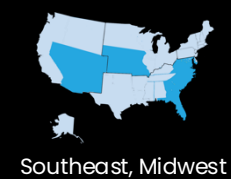
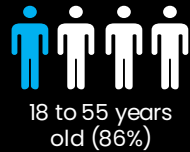


+6% as compared to last year



Fitness Explorer

Continuously seeks out new fitness programs, products and services



Employment

FULL-TIME

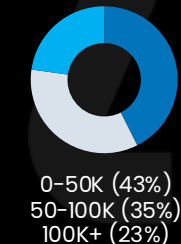
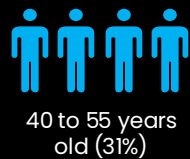
61%

15%



Casual Consumer

Fitness motivation is primarily event driven (vacation beach body, wedding, etc.)



Employment

FULL-TIME

45%

Retired (18%)

Source: 1 ABC Fitness 2024 active US consumer research study

Economic factors are
catching up to the fitness
industry



Broader economic factors influencing fitness spend

- While the older generations are active, **Millennials and Gen Z make up the majority of gym and studio members.**
- **Credit card debt reached an all-time high in 2024**, and young people are more inclined to have less “traditional” career paths. Many generations are relying on credit card payments.
- **Gyms and studios need to adapt to different spending habits** in the way they create membership categories, pricing and how they bill members.

New Memberships

62%

Across our portfolio are under 35 (Gen Z & Millennials.) ⁽¹⁾

Rising Consumer Debt

\$1.1 Trillion

Total US Credit Card Debt in Q1 2024, reaching an all-time high. ⁽²⁾

A Changing Workforce

50 Million & rising

US workers consider themselves as part of the ‘Creator Economy.’ ⁽³⁾

Sources:

¹ ABC Fitness Wellness Watch Q1 2024

² Economic Well-being of US Households, Federal Reserve, May 2024

³ Understanding the Rise of the Creator Economy, Forbes, April 2023

How to keep up



What do different generational trends mean for fitness businesses?

1 Define your target demographic: Does your gym or studio cater to multi-generations or is it focused on one segment? Leverage your current members to the full extent before focusing on new categories.

2 Emphasize efficiency and results: Highlight your offering in a way that resonates with your target audience. For Gen X and Millennials, focus on time-saving workouts. For Gen Z, look at how your programs also help with mental health.

3 Offer flexibility and variety: Recognize that the different generations have diverse interests and fitness levels. Provide flexible membership options that allow members to participate in activities that suit their schedule and lifestyle.

4 Focus on digital presence: Gen Z and Millennials are highly digital-native, so having a strong online presence is crucial. Look beyond your web presence and social media to bespoke apps, email notifications and other ways to digitally connect.

5 Promote holistic wellness: Overall, most members are prioritizing well-being, including mental, emotional and physical health. Position your offering as a holistic wellness destination with services beyond traditional fitness and how physical health ties into other aspects of overall wellness.

6 Create a community: Each generation is looking to find their community – create opportunities for members to connect with other members, instructors, staff and other community members in a way that feels authentic to your business.

"As the fitness industry evolves, tailoring your offerings to the diverse demographics of your members is critical.

By focusing on efficiency, flexibility and results, fitness businesses can address the unique needs of each generation and establish themselves as comprehensive wellness destinations."



Mike Escobedo, Chief Customer Officer, ABC Fitness



Transform your fitness visions into seamless reality today

ABC Fitness is the number one tech provider for fitness businesses everywhere. From personal trainers, boutique studios and gyms, to international franchise health clubs, ABC Fitness provides the technology and industry insights needed to move your business forward.

- ✓ Grow your fitness business 30% by automating sales, member engagement and operations.
- ✓ Join a community of 600K+ fitness businesses across 40M members worldwide.
- ✓ Is your business ready to take it to the next level? 40% of US fitness business trust ABC Fitness to help them.

Learn more at
[abcfitness.com](https://www.abcfitness.com)

