

AB FITNESS | WELLNESS WATCH Q1 2025

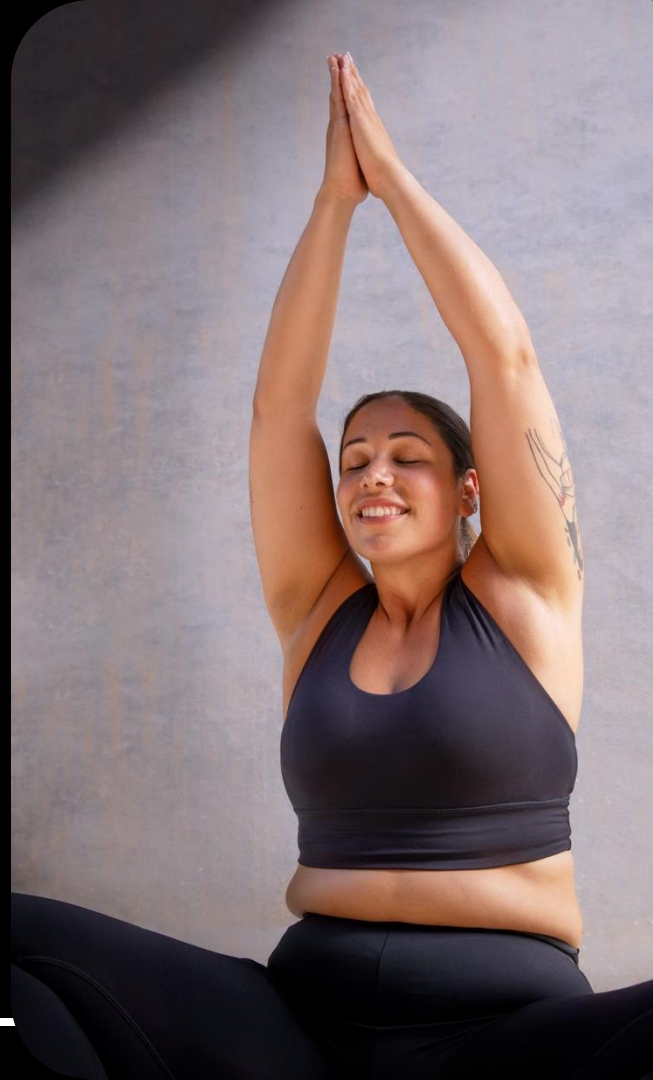
Quarterly fitness industry insights



Q1 2025 Wellness Watch snapshot

The ABC Fitness 2025 Wellness Watch Report provides a comprehensive analysis of the fitness landscape, drawing insights from both platform utilization data and exclusive consumer research. Our platform data, encompassing traditional gyms, boutique studios, personal training businesses, and digital fitness solutions, offers a unique perspective on evolving consumer preferences and industry trends. This report also incorporates findings from our latest consumer survey, providing a deeper understanding of the motivations, behaviors, and aspirations of today's active consumers.

As the leading technology provider for the fitness industry, ABC Fitness serves a diverse community of 40 million members, 30,000+ studios and gyms, and 570,000+ personal trainers and coaches worldwide. Our goal is to empower fitness businesses with the data and insights they need to thrive in an increasingly dynamic market.



Q1 2025 Wellness Watch snapshot

Here are some of the key findings from this year's report:

Fitness Mindset:

Active consumers are embracing a holistic approach to wellness, prioritizing mental health, and viewing fitness as a long-term lifestyle.

Generational Shifts:

Distinct generational differences are shaping workout preferences, technology adoption, and community engagement.

Community and Connection:

Fitness communities, both online and offline, are playing a crucial role in motivation and engagement.

Technology and AI:

Wearables and AI-driven fitness solutions are gaining traction, particularly among younger generations.

This report will delve deeper into these trends, providing actionable insights and recommendations for fitness businesses to adapt and succeed in the years to come.

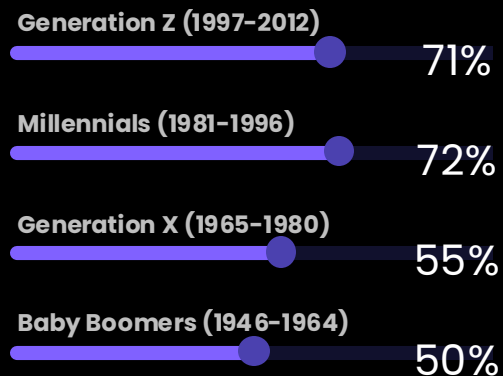
A woman with her hair tied back is shown in profile, looking down intently at a piece of gym equipment. The scene is dimly lit with a blueish tint, creating a focused and athletic atmosphere. A large, dark, rounded rectangular box is superimposed over the center of the image, containing white text. A white curved line sweeps across the image from the left side, passing behind the text box and extending towards the right. Another white curved line starts from the top right and curves downwards, also passing behind the text box.

2025 brings **fitness** into **focus**

2025 by the numbers

76% of those surveyed claim to be physically active, which is a 2% increase year-over-year and a 10% increase since 2021.

Over half of Active Consumers are currently a member of or use a gym, health club and/or fitness studio



61% spend **less than \$69** on memberships

42% Workout at a traditional gym or health club

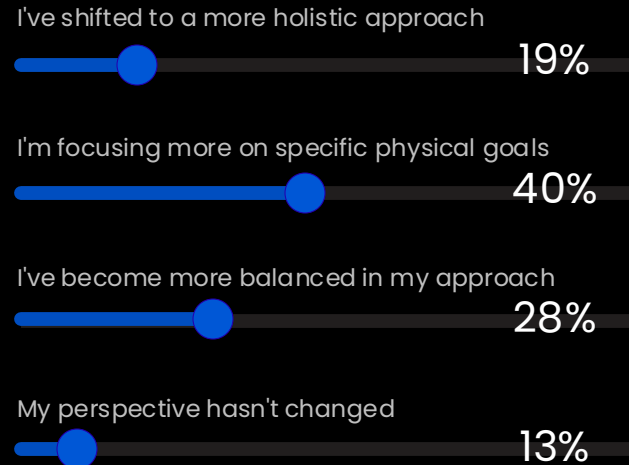
1.9M New joins In January 2025

106M Check-ins in January 2025

Members are shifting from short-term goals to an active lifestyle

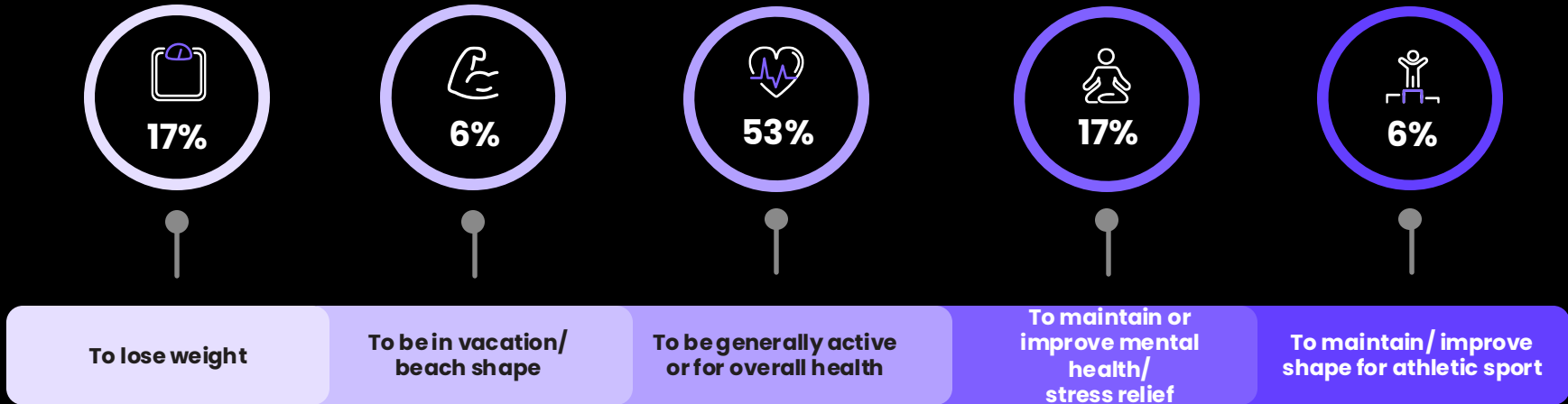
Perception of fitness is shifting with 40% of those surveyed focused on physical goals but nearly a fifth saying they've shifted to a more holistic approach.

Over the past 2-3 years, how has your perspective on fitness evolved?



Gen Z to Boomers: Understanding the motivation behind fitness

Active Consumers Fitness Goals



Members are increasing frequency of workouts

Active consumers monthly workout frequency

Generation Z (1997-2012)



Millennials (1981-1996)



Generation X (1965-1980)

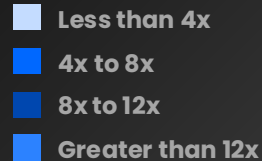


Baby Boomers (1946-1964)



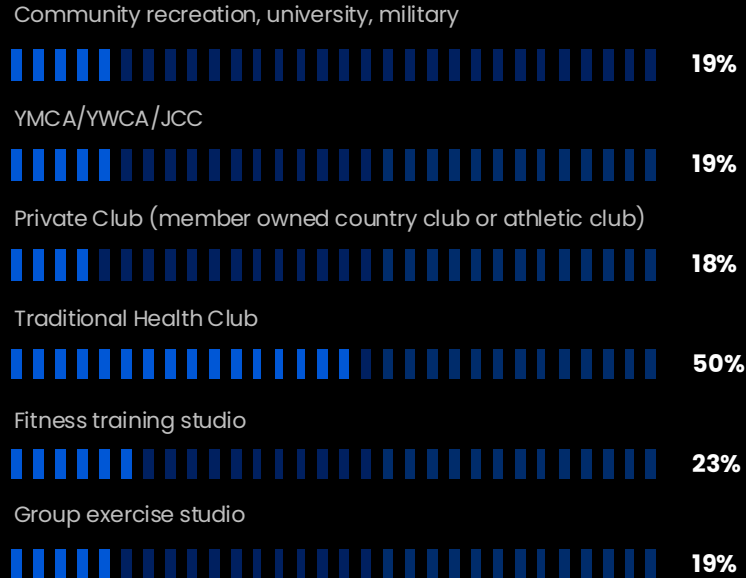
Traditional health clubs and gyms remain the most popular with 50% saying they are a member.

The majority of members are working out 12+ times a month – 44%. Within the Boomer generation, 58% are saying they workout 12+ times a month, whereas only 37% of Gen Z are working out 12+ times.



Members are choosing to work out in traditional gyms

Active consumers monthly workout frequency



Traditional health clubs and gyms remain the most popular with 50% saying they are a member.

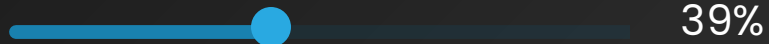


The majority of gym goers prefer to work out alone.

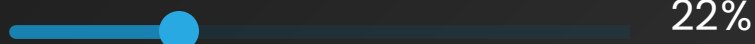
Active consumers

Users primary activity at gym

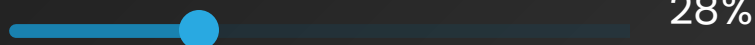
Participating in group exercise classes



Participating in small group training sessions of 8 or fewer individuals



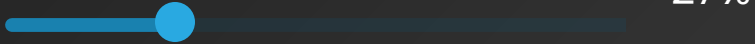
Working out with a personal trainer or special instructor (e.g., Pilates, yoga, etc.)



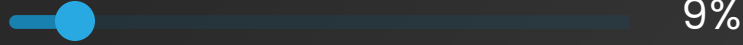
Working out on own (e.g., cardio, weights, functional training, etc)



Participating in recreational or sport activities (e.g., basketball, racquet sports, swimming, etc)



Streaming/virtual classes or training



A person is shown from the chest down, wearing a black tank top and dark shorts. They are wearing a black smartwatch on their left wrist. The image is dark and has a white curved line that starts from the left and curves across the middle. A dark, rounded rectangular box is centered over the person's torso, containing the text "Wearables and tech" in white. On the right side of the image, there is a vertical column of white horizontal bars of varying lengths, resembling a list or a decorative element.

Wearables and tech

Tracking is not a trend, it's an expectation

How do you currently monitor or track your exercise activity?

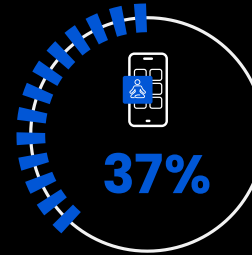
I do not track my activity



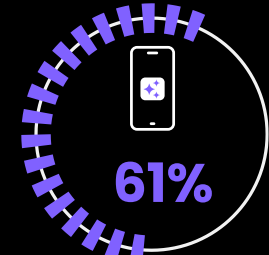
I rely on a heart monitor and/or data collected during group exercise classes



I use a wearable like Fitbit, Whoop or Apple Watch



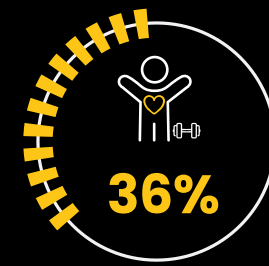
have used mental wellness apps



have used AI-based fitness tracking apps



have used nutrition and meal planning apps



have used virtual fitness trainers or workout generators

Artificial Intelligence meets fitness



Generation Z and Millennials are the most receptive to AI-driven fitness solutions, frequently using fitness apps, smart wearables, and virtual personal trainers. They prefer AI-enhanced workout recommendations, gamification features, and real-time data analysis to optimize performance.



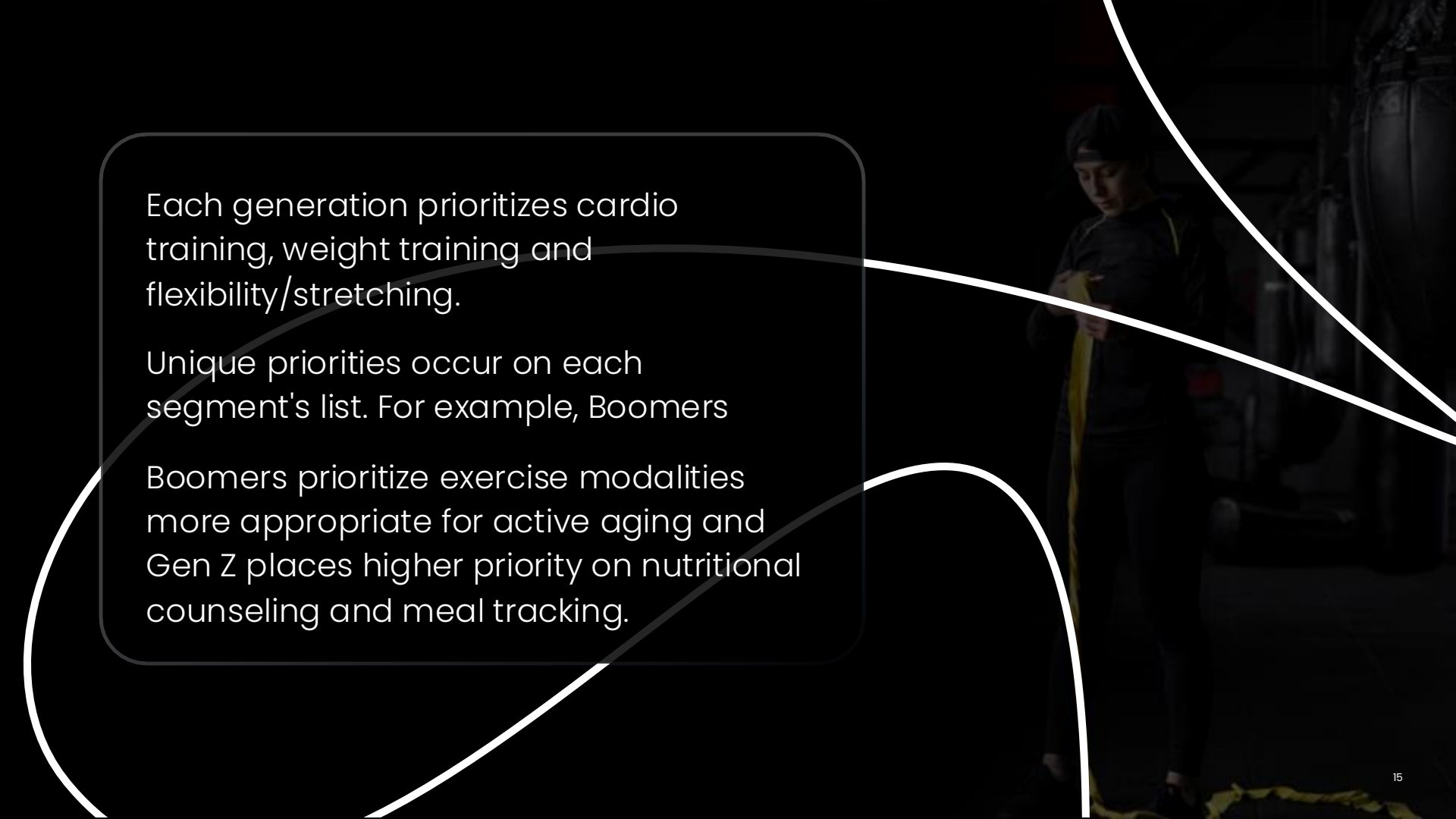
Generation X demonstrates a moderate level of AI adoption, integrating technology into their fitness routines primarily through wearable tracking devices and guided virtual workouts. They appreciate the convenience of hybrid fitness models that combine digital and in-person training.



Baby Boomers and Older Generations are less likely to use AI-powered fitness tools due to perceived complexity and usability barriers. However, there is growing interest in simplified digital solutions that offer health monitoring, guided exercise routines, and community engagement features.



Generational Differences

A person in a dark gym setting is measuring their waist with a yellow tape. The background is dark with some gym equipment visible. The person is wearing a dark long-sleeved shirt and dark pants. The tape is held taut around their waist. The overall scene is dimly lit, with the yellow tape providing a point of contrast.

Each generation prioritizes cardio training, weight training and flexibility/stretching.

Unique priorities occur on each segment's list. For example, Boomers

Boomers prioritize exercise modalities more appropriate for active aging and Gen Z places higher priority on nutritional counseling and meal tracking.



GENERATION Z

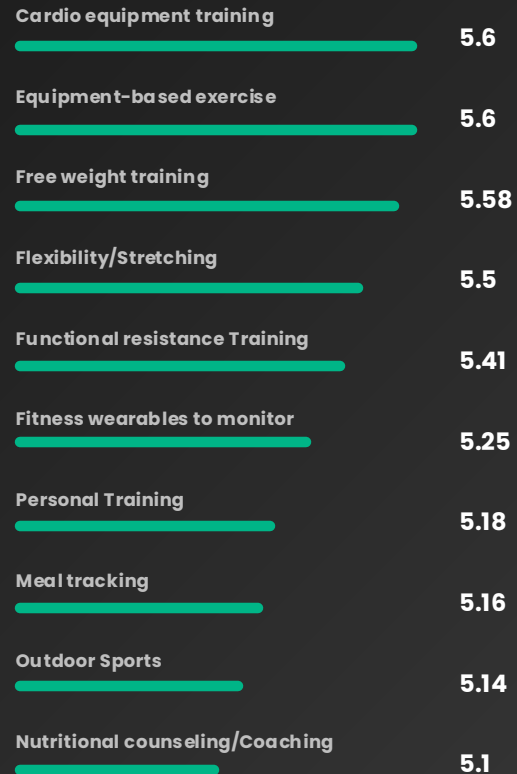
Exercise Regimen Priorities Top Priorities





MILLENNIALS

Exercise Regimen Priorities Top Priorities





GENERATION X

Exercise Regimen Priorities Top Priorities





BABY BOOMERS

Exercise Regimen Priorities Top Priorities



Generational differences play a significant role in shaping fitness habits and goals.



Younger generations, particularly **Generation Z and Millennials**, prioritize high-intensity workouts, digital fitness solutions, and social-driven motivation.



Generation X tends to balance traditional gym workouts with structured outdoor activities such as running, cycling, and hiking.



Baby Boomers and older generations approach fitness with a focus on health maintenance, mobility, and injury prevention.

A woman in a black tank top and leggings is performing a sit-up in a gym. Another woman in a black and pink athletic outfit is crouching nearby, possibly coaching or timing. The background shows gym equipment like a rack of weights. A large white curved line is overlaid on the right side of the image. The text 'How to keep pace with the industry' is centered in a dark rounded rectangle.

How to keep pace with the industry

What This Means for Gyms: Adapting to the Evolving Landscape

1

Implement Personalized Onboarding: Create a structured onboarding process for new members that includes fitness assessments, goal-setting sessions, and personalized program recommendations

2

Leverage Technology for Member Progress Tracking: Utilize technology to track member progress, provide personalized feedback, and offer tailored recommendations for workouts and programs.

3

Leverage Technology for Engagement: Utilize AI-powered tools, wearables, and digital platforms to enhance the member experience

4

Organize Social Events and Challenges: Foster community and engagement by organizing social events, fitness challenges, and group activities that encourage interaction and camaraderie among members.

5

Educate on Holistic Wellness: Provide workshops and resources on topics like stress management, nutrition, and mindfulness.

6

Offer Flexible Training Options: Cater to diverse needs with hybrid models, on-demand workouts, and personalized training options.

Transform your fitness visions into seamless reality today

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

ABC Fitness is the #1 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 30K+ 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.