

2021 Fitness Forecast

ON THE MOVE

Predictive shifts in fitness-focused behavior

Check out Healthline Media's top predictions about exercise and physical activity in 2021. Learn how we'll address these shifts and how your brand can empower healthier, happier movement and whole-person wellness.



THE TREND LINEUP

FROM HEALTHLINE MEDIA

Recover on the Reg

Physical recovery will no longer be solely associated with vigorous exercise and training. Instead, it will be an important addition to the daily lives of movers and shakers of all levels.

Tools once used exclusively by physical therapists and professional athletes will pique the interest of even the most average doer who's beginning to understand and honor the 24/7 clock that is recovery.

30%

increase in searches for **muscle recovery** since the onset of COVID-19

The motivation behind recovery is to achieve health-consistency, both while working out, and in daily life.

Certified Personal Trainer from the Healthline Media Medical Expert Network



Key Takeaway

Prove to your target audience that you can optimize their well-being and help them feel their best inside and outside of “the gym,” in daily aspects of performance, recovery, and beyond.

Doable Doses

Expect an increased emphasis on natural, shorter movement being incorporated throughout the day.

Regular physical activity (such as biking, cleaning, and gardening) is linked to longevity, and has been long practiced by those in the Blue Zones and other regions of the world. This lifestyle may hold a stronger influence among Americans this year and set the stage for a new kind of exercise model.

76%
search growth

year-over-year worldwide for **short workouts**



We are learning that it is not necessary to spend hours working out each day in order to reach our goals of maintaining optimal health and happiness.

Certified Personal Trainer from the Healthline Media Medical Expert Network

Key Takeaway

Stand out by *fitting in* to people's ever-changing daily routines. Promote (and celebrate) movement as accessible activities that can be attainably woven throughout their days.

Fit for Adventure

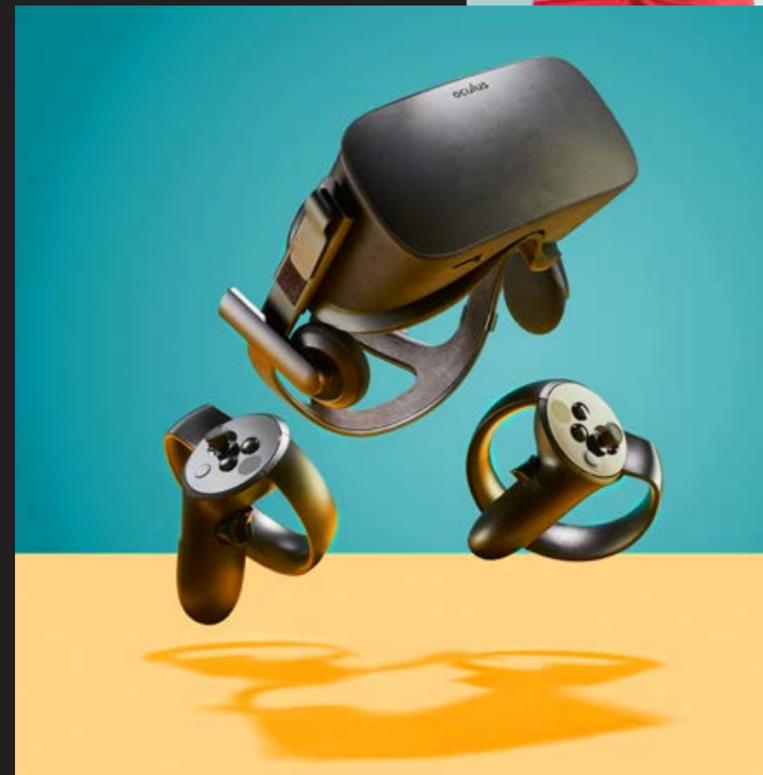
In addition to an increased affinity for digitally-streamed workouts, we're also watching the rise of adventure-esque platforms that allow people to train and compete in virtual worlds — encouraging both athletes and non-athletes alike to get moving.

67%

increase in global usage of fitness apps

9 in 10

physically active Americans say they will continue with at-home workouts even after they feel comfortable returning to a gym



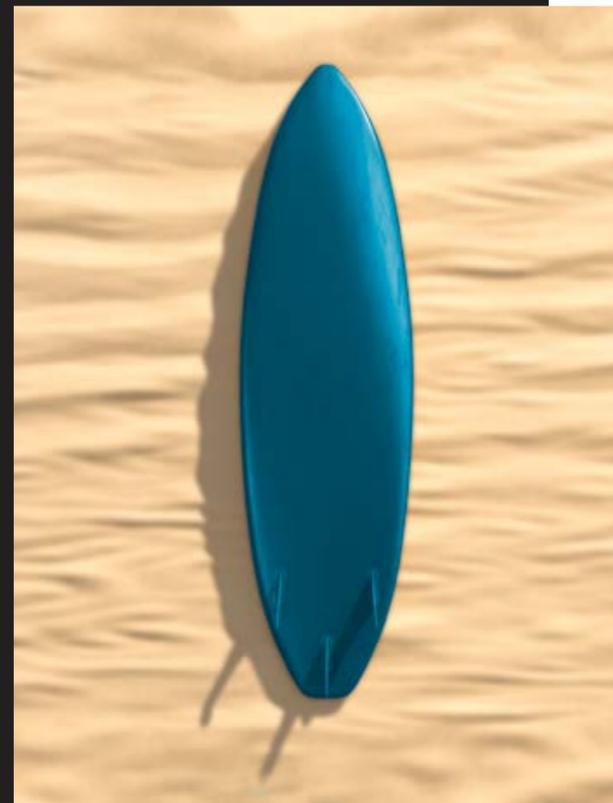
Key Takeaway

Create moments that bridge work(out) and play. Even the smallest moments of excitement and joy will go a long way for people in the new year and leave a lasting, positive impact.

Surf's Up

There's no denying physical activities that naturally lend themselves to social distancing have grown in popularity. Expect surfing to become the all-star, go-to silo sport in 2021.

We've already seen increased adoption in coastal areas (surfboard sales are up more than 3,000% in Australia) and unexpected locales (like central Ohio's Great Miami River). With combined physical, mental, and therapeutic advantages, it's poised to be the win-win of wellness that people are looking for.



We are really only in nascent phases of this innovative and promising field of surf as both movement and therapy.

Healthline Media Expert Psychologist

Key Takeaway

Don't underestimate the power of body and mind connectivity. Highlight how your brand can play in both spaces, and even better — how it can fit seamlessly into already existing health routines.

Wear it's At

Wearables are shifting from “nice-to-haves” to “must-haves,” thanks to emerging devices that make it easy to track all sorts of nuanced metrics (from REM sleep, to oxygen levels, to posture ratings and more). We'll see a critical mass receive and rely on these analytics and use them to inform even the simplest, everyday decisions and lifestyles choices.

30% growth

in global wearable device sales year-over-year

Forecasted to be a **\$70 billion market by 2025, up 114% vs. 2019,** with healthcare as the dominant sector



Key Takeaway

This increased desire for self-and-health-awareness will have implications beyond just the wearables category. People will demand more data be available to them for any type of product, so lean into results-driven and science-backed messaging to resonate with these solution-seekers.

Endorphin Investment

Dumbbells and resistance bands were hot ticket items for checking off those at-home workouts last year. Looking ahead, we expect fitness-seekers' desire for a more curated home workout to increase, in whatever manner works for their budget and space.

DIYers will makeshift designated areas for fitness, while high-spenders will turn to workout mirrors and advanced bikes — either way, we'll see stronger spending allocations dedicated to fitness as more immersive, experiential moments.

The at-home trend will continue to be a paramount part of the (new) fitness narrative, as more folks learn that technology has made it convenient to access the fundamentals of a great fitness experience.

Brynn Putnam, CEO and Founder of MIRROR



Feeling rather proud of my little lockdown project! 🥰
[#homegym](#)

Key Takeaway

Round out your messaging to include the many ways your brand can elevate the fitness experiences that people are looking for.

Curious to learn more?

Stay tuned for the release of additional 2021 trend forecast webinars and reports in health and wellness.

For more trends and insights, visit us at [HealthlineMedia.com](https://www.healthline.com).

About Healthline Media

As the largest health information property in the United States, we inspire 90 million people each month to take control of their health and well-being. We're committed to providing every individual with clear, credible, evidence-based health and wellness information that's distinguished by its compassion for the human experience.