

TOP 10

GLOBAL FITNESS TRENDS 2020

The latest developments and solutions impacting
the future of the fitness industry



TOP 10 WORLDWIDE FITNESS TRENDS 2020

The renowned American College of Sports Medicine (ACSM) researches the trends among thousands of industry experts every year. The results of this research are seen as the world's most respected and representative benchmark. Many fitness clubs and health institutions base their plans and strategies on the results.

In this report we provide an overview of the ten most important fitness trends of 2020, together with developments in the market. Trends do not refer to short-lived fads, but to professional and social developments that influence the industry from the expert's perspective.

The trend analysis shows that Life Fitness with its Family of Brands has an appropriate solution for every theme. Whether it's cardio, strength equipment or connectivity, we follow the trends closely. Do you want to lead the way as a worthy pioneer? Read this report to find out what you can focus on to boost your business and to prepare for the future.





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TOP
TREND

01

CONNECTIVITY



TOP
TREND

01

CONNECTIVITY

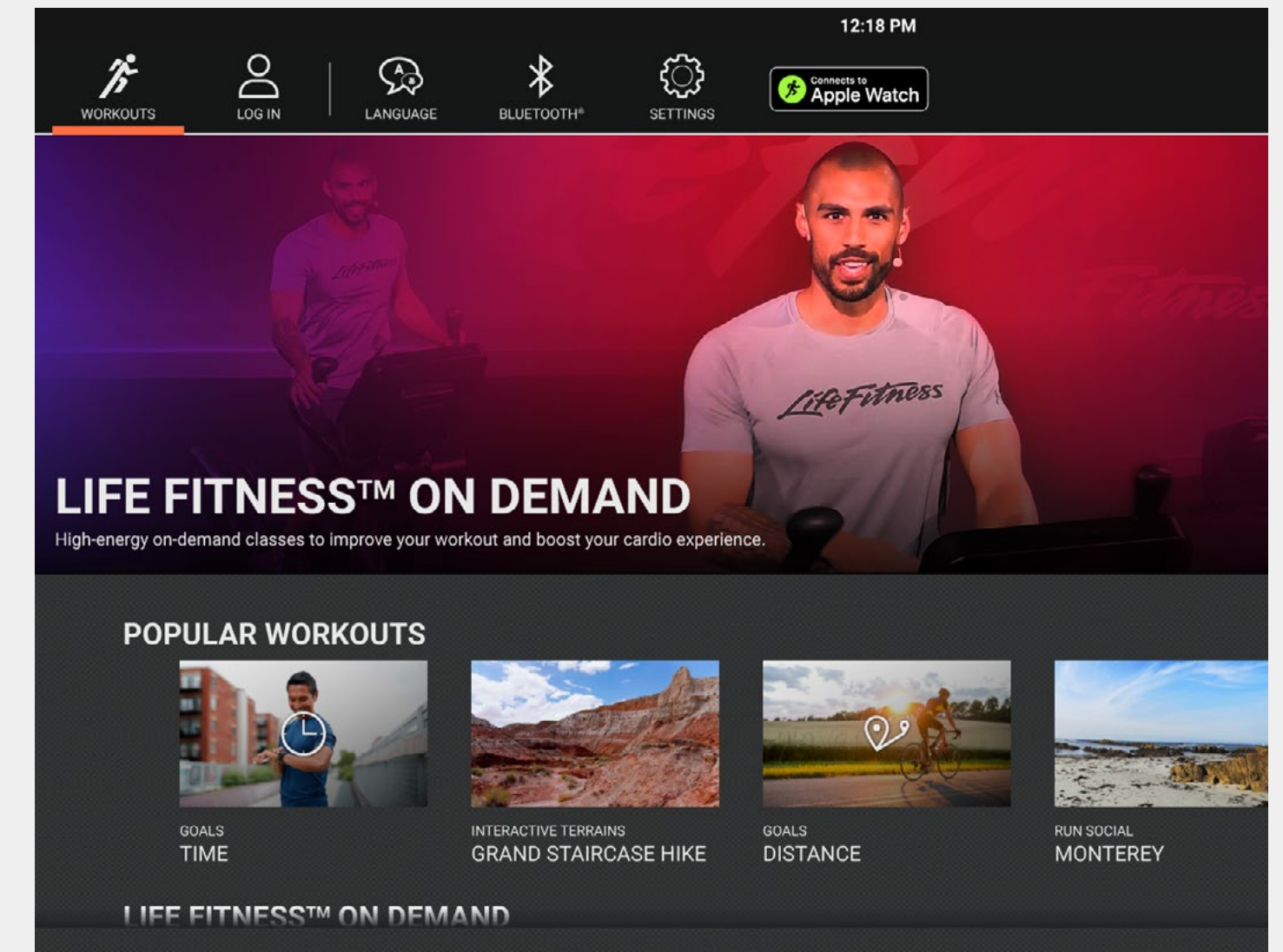
Smart watches, GPS trackers and fitness trackers; the use of wearables is at the top of the trend list for the fourth time. And that's no surprise; we're in the digital age after all. Athletes can use their favourite apps whilst the Halo Fitness Cloud brings everything together under one platform.

The digital analysis of workouts is becoming increasingly popular. Gaining insight into training and being able to measure speed, distance and heart rate, motivates athletes to perform even better. Life Fitness supports these goals! That's why the Family of Brands has developed several devices that allow you to connect to wearables in a user-friendly way.

Apple Watch fans will be inseparable from Life Fitness cardio machines with the Discover SE3 HD console and Cybex machines with the 70T console. Heart rate, speed, and calories; these are no longer a secret. The same goes for the TFT consoles of the ICG bikes.

These machines easily connect to heart rate monitors and watches through Bluetooth and ANT+.

Popular music, the latest videos and must-have fitness apps can all be synchronised. And what about virtual group exercise sessions through Life Fitness On Demand? Who said multitasking while exercising wasn't possible?



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HIGH-INTENSITY INTERVAL TRAINING

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02

HIGH-INTENSITY INTERVAL TRAINING

For the seventh time, high intensity interval training (HIIT) as a group training method is in the top three of fitness trends. Athletes achieve maximum results in a short period of time and this efficiency makes HIIT unprecedentedly popular worldwide.

There are many concepts and forms of HIIT too, so there is something for every member, athlete and coach.

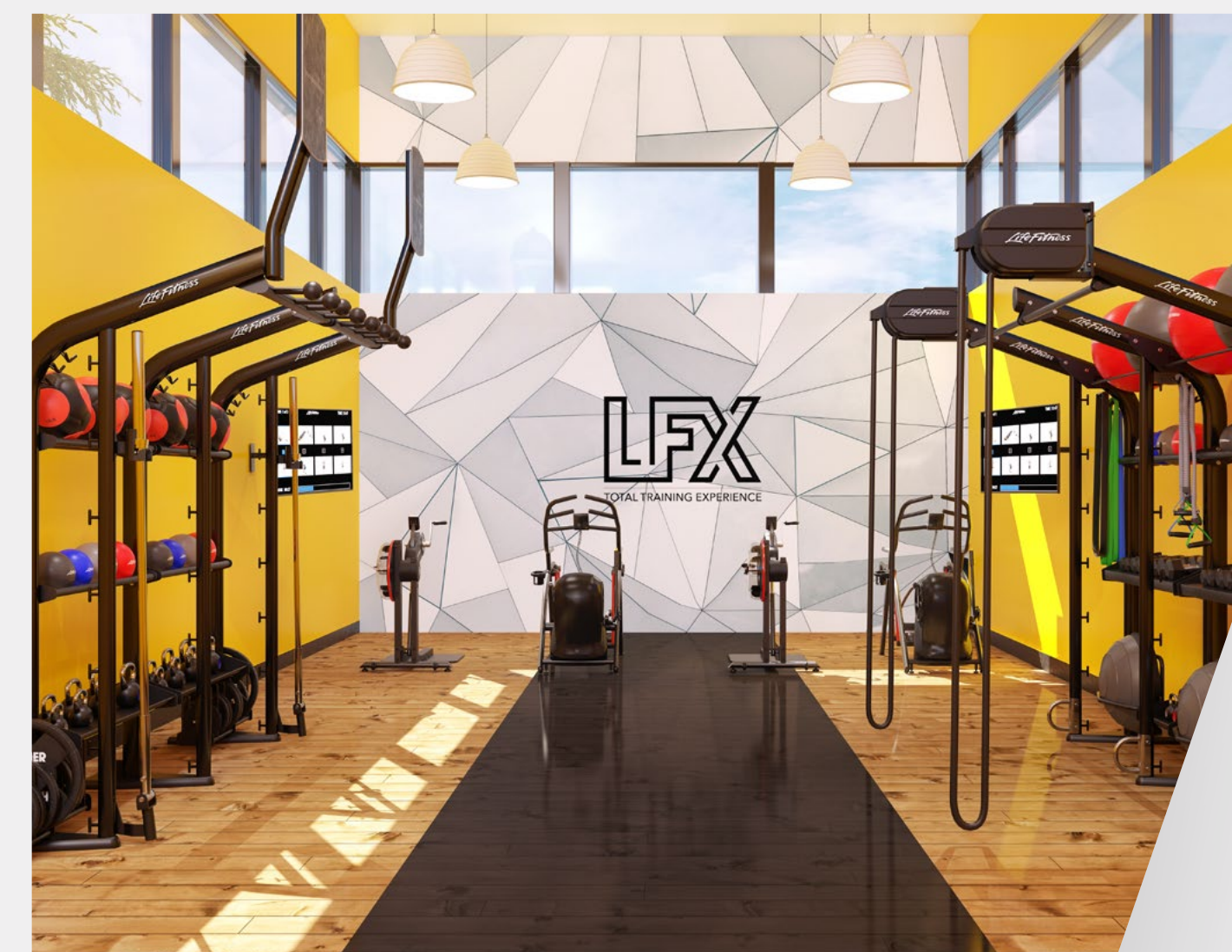
As a team, athletes motivate each other to push their limits during this intense training to get the best out of themselves. Due to an increased risk of injury, it is recommended that a competent coach always supervises a HIIT session.

From dumbbells and sand bags for novice athletes, to HD Athletic Racks for advanced athletes who want to feel empowered; Hammer Strength offers accessories and solutions for every level of performance.

Are you looking for full cardio interval programs to get the most out of a HIIT session? Then have a look at our IC8 Power Trainer indoor cycle, the SPARC and the Row GX Trainer.

Members will be queuing up in no time to take a seat on these flashy and easy-to-use machines.

And don't forget, Life Fitness's versatile portfolio has solutions for every space and proposition. The carefully assembled training modules are bundled under the name 'LFX'. You can design group training spaces quickly and easily by combining various cardio, accessory, SYNRGY and Hammer Strength modules. With the official Hammer Strength Box, we even offer a ready-made concept including programming and marketing materials.



TOP
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03

BUSINESS
GROUP TRAINING

TOP
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03

GROUP TRAINING

Group training has switched places with HIIT this year, but it undoubtedly remains one of the most popular themes within the fitness industry. Small Group Training (SGT) especially, led by an inspiring coach, is a trend of today.

Going along with this trend is certainly not a bad idea. And what could be easier than buying a group training module that is ready-to-use? Life Fitness has a wide range of specially designed modules of strength and cardio equipment and accessories. With these, you can easily transform your gym into an inspiring and multifunctional training zone where athletes love to hang out and challenge themselves.

Would you like to organize strength training for a group where you can offer different exercises every week so that the participants keep coming back? This is possible with the SYNRGY in combination with accessories from Hammer Strength.

Think: dumbbells, bars and bumper plates, kettlebells, sand bags, medicine balls and resistance bands. You can add cardio devices that are easy to use - like the Upper Cycle GX for the upper body or the Row GX Trainer - so members can switch between different types of exercises super-fast.

Open your registration list for your latest group workout, because it'll be full in no time!



TOP
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04

TRAINING WITH
FREE WEIGHTS

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04

TRAINING WITH FREE WEIGHTS

In previous years, the strength training component was included as a theme in this research. From 2020 onwards the focus will be on training with loose weights as a new theme. We are mainly talking about strength workouts using dumbbells, barbells and medicine balls, among other free weights.

Nowadays, dumbbells are used even in the most modern indoor cycling classes.

That's why both Life Fitness and Hammer Strength offer a full range for every type of free weight workout. In addition to durable dumbbells and weights, Hammer Strength also offers benches with robust steel frames, suitable for absorbing blows. Don't forget the 1-, 2- or 3-tier dumbbell racks, because a messy fitness space is a no-go. Hammer Strength also has an exceptional line of accessories including bumper plates and discs. Here too we like to think along with you about the most ideal storage options.

Would you rather go for playful accessories with a recognisable colour principle? Then take a look at the Life Fitness Studio Collection, which includes barbells, rubber discs, sand bags and kettlebells. From chest presses to squats and lunges to sit-ups; the Studio Collection makes every workout a small party.



TOP
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05

PERSONAL
TRAINING



TOP
TREND

05

PERSONAL TRAINING

For fourteen years Personal Training has been in the top ten of trends in the fitness industry. During one-on-one training, the athlete is motivated to give everything to get the best out of themselves, while technique and safety are closely monitored by a certified personal trainer. Personal Training studios are becoming increasingly popular and are also a major source of income at traditional fitness clubs.

Many Personal Trainers choose the SYNRGY for a reason. The unit is available in different configurations and sizes, and its space-saving design allows it to be used even in the smallest of spaces. Within these extensive modular training units, the possibilities cannot be counted on two hands. From rope pulls to boxing and from cable crunches to lat-pulldowns, it's easy to set up and therefore ideal for all ages and levels. New expansion options are added regularly, so training on a Life Fitness SYNRGY never gets boring. Yes, we dare to make that statement.

Do you have a larger space to fill? Then take a look at Hammer Strength's high-quality products, consisting of extremely durable weights and special accessories such as bars, slam balls, core bags and tyres. And all that can then be easily stored in the freely configurable HD Athletic Perimeter. Although we like to challenge the athletes, we prefer to make it as easy as possible for the Personal Trainers.



TOP
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06

EXERCISE AS
MEDICINE



06

Let's face it; despite the fact that most people are aware that sport makes a positive contribution to health, sports are not everyone's favourite pastime. Why don't we make it a little more fun and accessible for this group of people? The Family of Brands of Life Fitness has solutions for that as well.

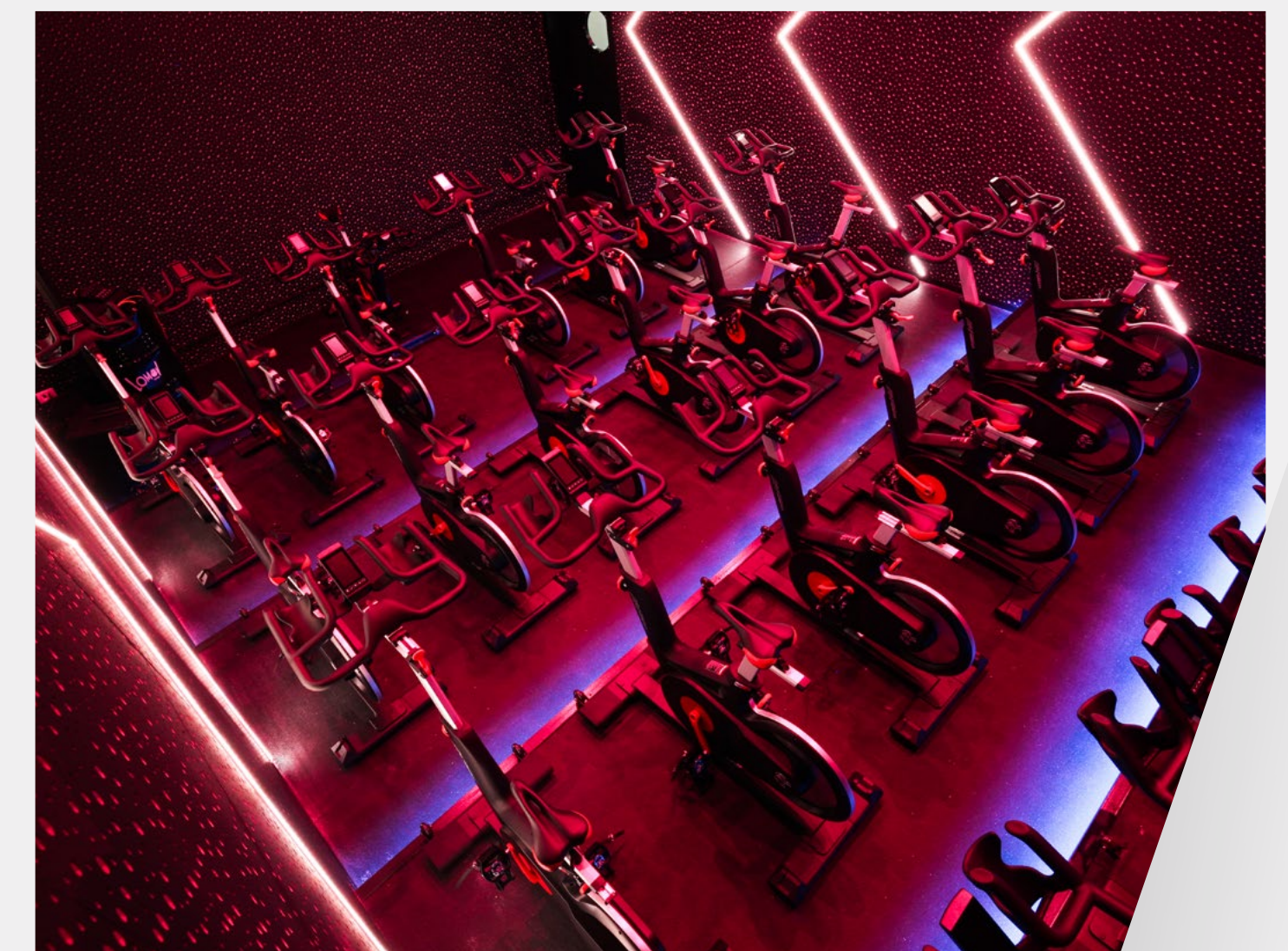
EXERCISE AS MEDICINE

With Life Fitness On Demand, we have a breakthrough in the fitness industry! Athletes can follow virtual workouts given by experienced instructors. The workouts are available exclusively on the Discover SE3 HD consoles of Life Fitness premium cardio devices. They vary between 10 to 40 minutes and offer a choice of countless difficulty levels and coaching and music styles. After all, gym-goers have to do it themselves, but they don't have to do it alone!

For members who have already established their training schedule and could use a little distraction while exercising, the Life Fitness SE3 HD console is a (not so) guilty pleasure.

The possibilities are endless: entertainment apps, television, Internet, interactive workouts... Even Netflix requires just one touch on the screen. They immediately forget that they are working out.

Think sport is boring? Not with the smart technologies of Indoor Cycling Group. Sport is more and more about experience and gamification and thanks to the by now well-known Coach By Color system and ICG Connect, every cycle class becomes a completely new experience. ICG makes motivational factors visual and brings the participants closer to their goals as well as to each other. Sports and games are taken very literally during an indoor cycling class.



TOP
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TRAINING WITH YOUR
OWN BODY WEIGHT

TOP
TREND

07

TRAINING WITH YOUR OWN BODY WEIGHT

Training with your own body weight has been in the top ten fitness trends for eight years and has become an integral part of modern fitness clubs and health facilities. It's an easy way to train as effectively as possible. Facilitating this type of workout is a smart way to attract people who find large weights or equipment too intimidating in your sports facility.

Have you ever looked at the SYNRGY from Life Fitness? For different types of workouts this device is a good basis and gives the right support for pull-ups, dips and leg raises. What's more, there's no place where this device isn't at the heart of the room, because its countless configurations make it fit perfectly into any space.

Of course, we haven't forgotten the CrossFit fanatics either. Do you often organize WODs? Then the Hammer Strength racks and rigs are indispensable in your space!

Finally, workouts with your own body weight can be complemented with accessories from the Life Fitness Studio Collection, such as small weights, but also mats. Then they can be used for other workouts such as Pilates, barre or yoga as well. Easy right?



TOP
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08

ACTIVE AGING

TOP
TREND

08

ACTIVE AGING

Elderly people have never been so fit - they can be found in fitness clubs more and more. It's a great trend, because people live and work longer and are more active and healthier in old age. A study by IHRSA even shows that the over 55 age group already represents almost a quarter of the members in fitness clubs.

This percentage will continue to grow, which is why Life Fitness also takes into account the wishes and goals of active older people.

But what is valuable to them? Sufficient space between the equipment, ease of getting on and off and user-friendliness are important. Even with consistency in resistance levels you score points. Fortunately, Life Fitness has it all. And maybe you will too?

Life Fitness has an easy-to-use Circuit Series to provide an active older person with a complete strength workout. All previously mentioned points can be ticked off; check!

The circuit provides an exercise for each muscle group and in addition, the resistance is controlled with push buttons, which makes these devices a lot less intimidating than traditional weights.

The Life Fitness SYNRGY360 modular device is also ideal to expand your offering for active elderly people. By using it in group training in a sociable and supportive environment - and under the guidance of a professional trainer - you lower the threshold for them to participate in a workout.

Haven't joined this trend yet? Now is the time to pick it up and distinguish yourself from the rest.



TOP
TREND

09

CERTIFIED FITNESS
PROFESSIONALS



TOP
TREND

09

CERTIFIED FITNESS PROFESSIONALS

Keep on learning!

For many people this is the motto to grow old in a healthy and happy way, but in the dynamic fitness industry it is a must. Hiring or training certified staff is more important than ever. Invest in your staff and distinguish yourself from the competition.

Many types of training do not only require high-quality equipment; well-trained coaches are just as important. Recruiting or training certified fitness professionals is a growing trend. Not only can they support, guide and encourage athletes if necessary, but also guarantee the safety and quality of training.

The Life Fitness Academy (LFA) is the international training and education branch of Life Fitness and focuses on delivering the best training to entrepreneurs, fitness professionals and athletes around the world. The training courses of the Life Fitness Academy focus on Life Fitness, Cybex and Hammer Strength. In addition, we offer ICG training courses and certifications. Would you like to get or organize a specific, tailor-made clinic for your team? Or a workshop focused on the SYNRGY360, Small Group Training or training with cables? Everything is possible and we can help you with all your needs.



TOP
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10

**FUNCTIONAL
TRAINING**



TOP
TREND

10

FUNCTIONAL TRAINING

Functional training has been a steady trend within the fitness industry for many years. It usually takes the form of strength training to improve balance, coordination, muscle strength and endurance, focusing on the activities of everyday life. Functional training can be done with one's own body weight as well as on a fitness machine or with (light) weights.

The demand for functional training zones and equipment is increasing. We make it easy. The range of Life Fitness and Hammer Strength makes each area a fully equipped athletic centre. Think of durable dumbbells, or our accessories that contribute to workouts for speed, explosiveness, strength and agility.

In addition to the aforementioned SYNRGY configurations of Life Fitness, Hammer Strength also has the right equipment for a functional workout. The racks and rigs are popular, as is the Ground Base line. The Ground Base equipment is designed to keep athletes with both feet on the ground while maximizing strength and explosiveness from the feet.

The devices put multiple muscle groups to work simultaneously. A great new way of training for many people!

Finally, our colourful Studio Collection can be a nice addition to your training zone. After all, appearance does matter. Think of barbells, rubber discs, studio steps with risers and kettlebells with a patented design, all stored in space-saving racks. You can put these together to your liking as well.





WORLDWIDE MARKET LEADER

Life Fitness is the global market leader in commercial fitness equipment by combining outstanding functionality, state-of-the-art technology, extreme durability and an eye for design. Life Fitness develops, manufactures and sells strength and cardio equipment and accessories under the Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group, SCIFIT and Brunswick brands. Together they form the Family of Brands of Life Fitness.

THROUGH THE DECADES

For more than 45 years, Life Fitness has been committed to creating the ideal fitness solutions for fitness centers and athletes. Our mission to keep people active started with the Lifecycle Exercise Bike and now extends out to the widest range of products from the fitness industry in terms of cardio, strength and group training.

Fitness has changed a lot in recent decades, and Life Fitness has evolved with it. Countless fads and fashions have already been reviewed and Life Fitness continues to encourage people to lead active lives.



LifeFitness



**HAMMER
STRENGTH®**



INDOOR CYCLING
GROUP



KONTAKT

Kontakt oss så hjelper vi deg hele veien fra idè, valg og plassering av treningsutstyr. Vi bistår med 3D-tegninger, design, levering, montering og service.

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