

LIVE

VIRTUAL

LIVESTREAM AT HOME

CONTENT

BODY PUMP

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LES MILLS  
2021 GLOBAL FITNESS REPORT

[lesmills.com](https://www.lesmills.com)

WE'VE SPOKEN TO  
12,157 CONSUMERS  
ACROSS THE GLOBE  
TO MAP THEIR  
FITNESS HABITS

Post Pandemic Fitness Landscape

The Live Revival

The Human Factor

The Secret Sauce

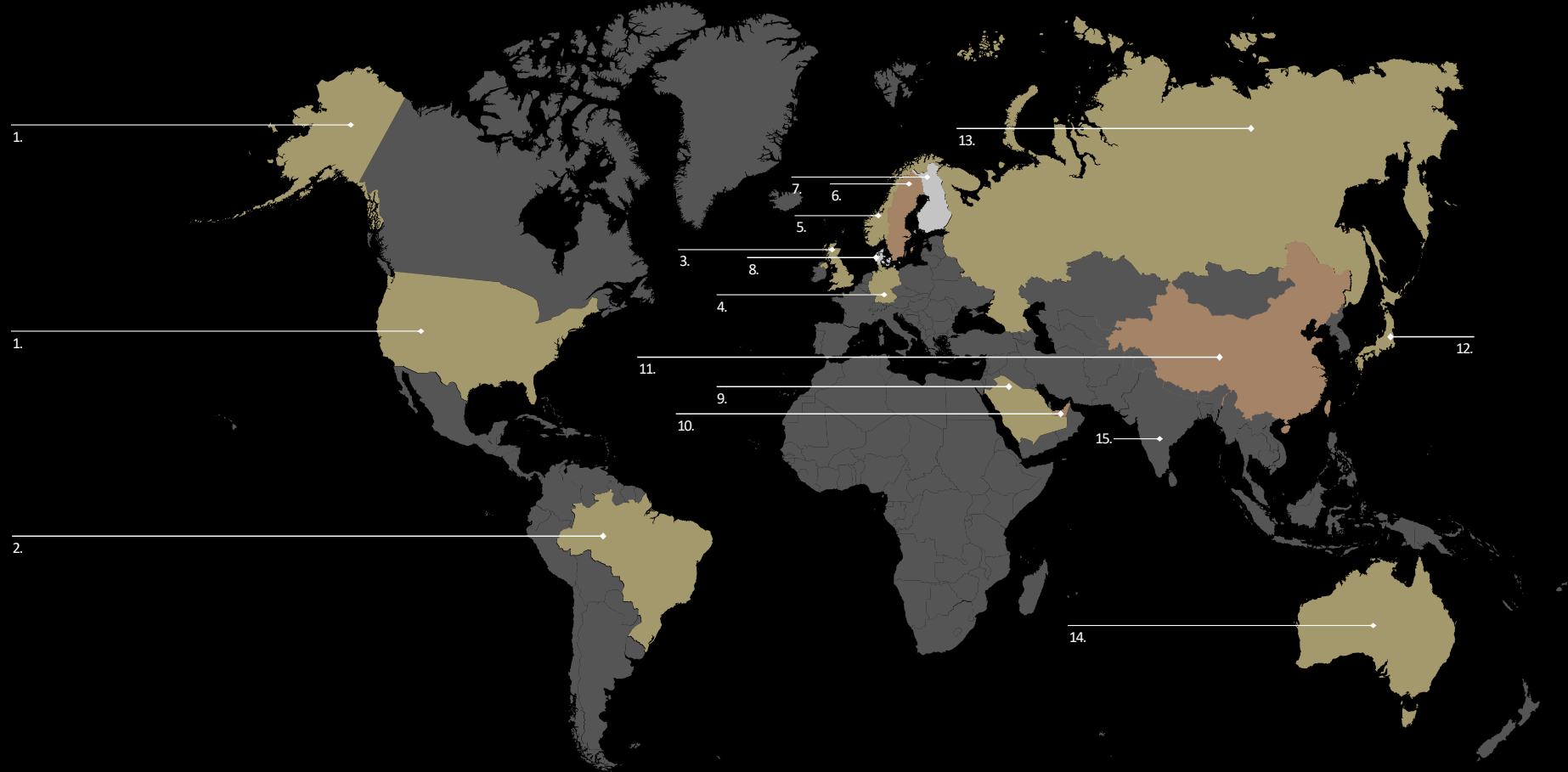
What's Hot

Starting Out

Total Fitness Transcendence

# 2021 LES MILLS Global Fitness Report Market Participation

1. USA
2. Brazil
3. UK
4. Germany
5. Norway
6. Sweden
7. Finland
8. Denmark
9. Saudi Arabia
10. UAE
11. China
12. Japan
13. Russia
14. Australia
15. India



82  
%

Of adults are currently exercising or would like to.

2/  
3

Of gym members prefer working out with others.

75  
%

Of regular exercisers do at least one gym-type activity.

80  
%

Of gym members plan to continue using digital workouts post-pandemic.

#  
1

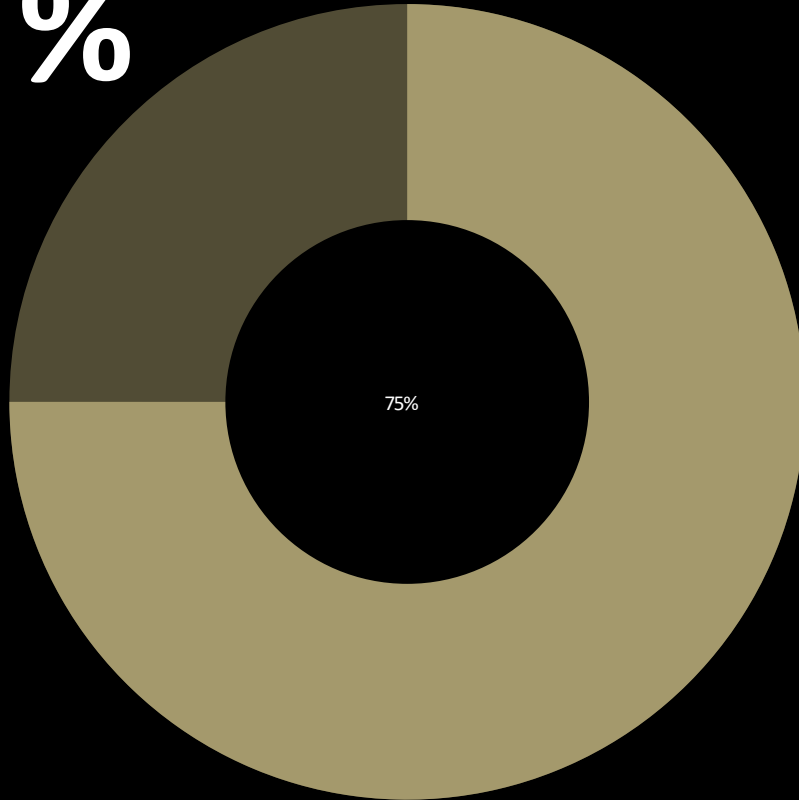
Live fitness classes are the the single most popular gym-type activity.

60:4  
0

Ideal consumer mix of gym and home workouts.

75%

Of regular exercisers are doing gym-type activities.



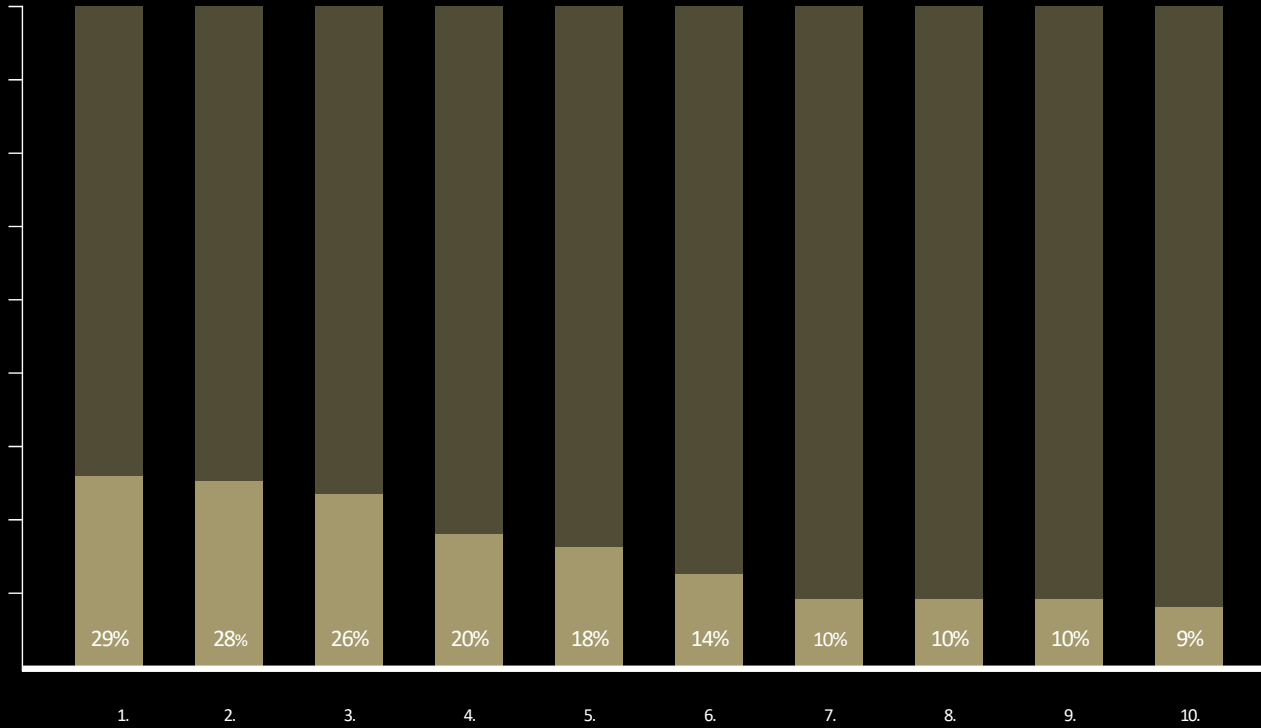
# THE NEW FITNESS LANDSCAPE

COVID-19 has brought both threats and opportunities for fitness providers to navigate. What will it take to come out on top once restrictions have lifted?



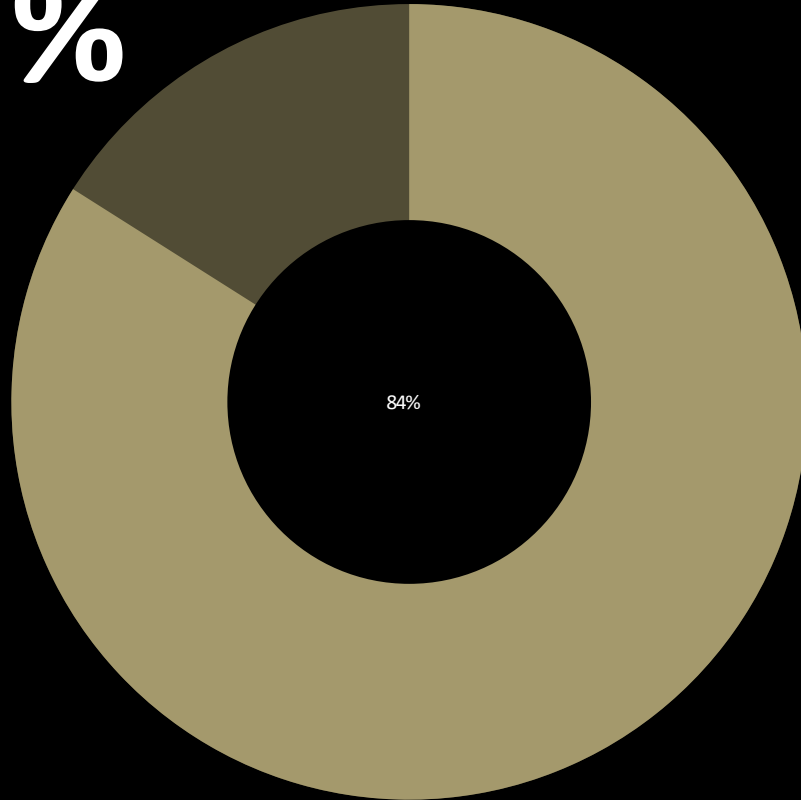
## MOST POPULAR GYM TYPE ACTIVITIES

1. Fitness Classes to Music (Live in Facility)
2. Cardio Equipment
3. Weight Training
4. Personal Training
5. Fitness Classes to Music (Digital or Livestreamed)
6. Yoga/Pilates
7. Dance
8. Functional Workouts (Eg. Crossfit)
9. Indoor Cycle Classes
10. Small Group Training



84%

Of gym members also work out at home.



# WHAT'S HOT?

The lowdown on which workouts consumers can't get enough of – and which workouts they've had enough of.

32%

High Intensity Interval Training (HIIT) is the most popular fitness class format.

62%

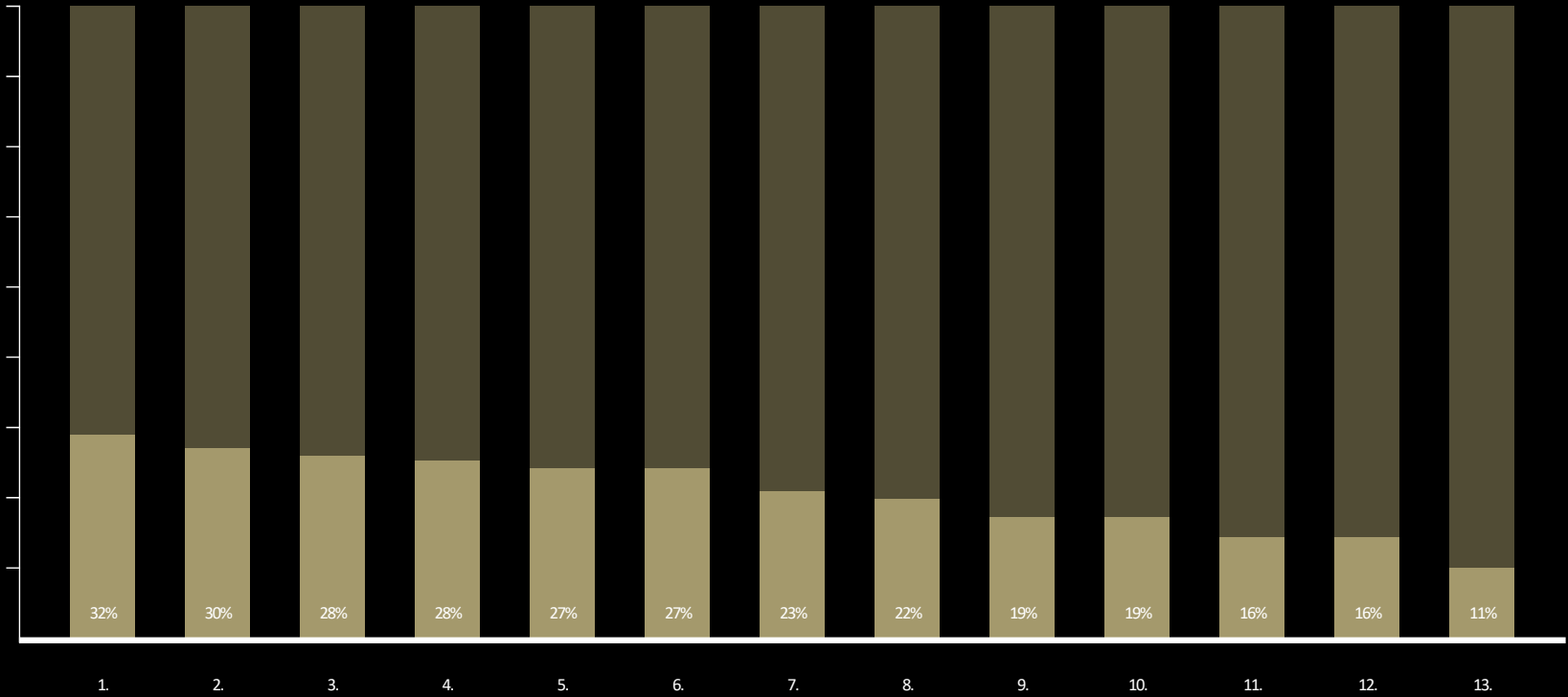
Quality elements\* are key to fitness class choice with 62% of participants citing them as a top 3 determinant.

86%

Of group fitness participants are doing a branded class.

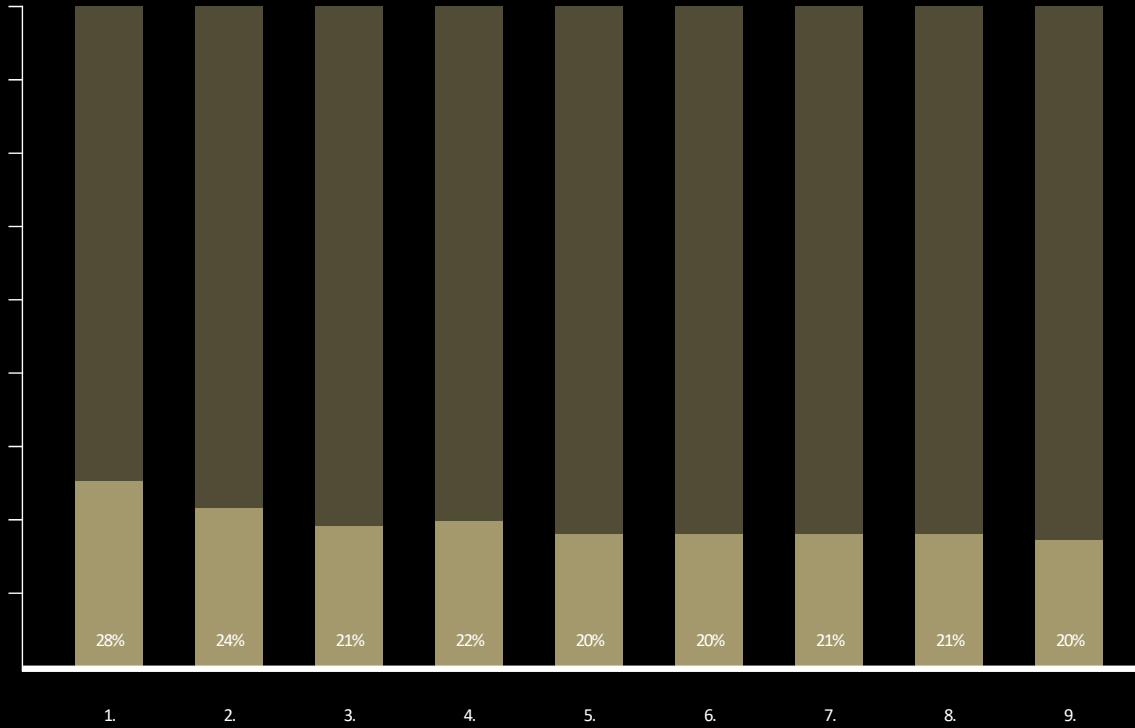
# MOST POPULAR FITNESS CLASS

1. HIIT – High Intensity Interval Training
2. Indoor Cycling
3. Dance
4. Stretching/Mobility
5. Core Conditioning
6. Step Aerobics
7. Strength Training
8. Other Cardio/Aerobics
9. Pilates
10. Martial Arts
11. Yoga
12. Boxing
13. Functional Circuit Training



## KEY FACTORS FOR CHOOSING A CLASS

1. Quality of the Instructor
2. Quality Music is Used
3. Type of Class
4. Quality Equipment
5. Proven to get Results
6. Price of Classes
7. Quality Choreography/Class Design
8. The Time of Class
9. Quality Sound System

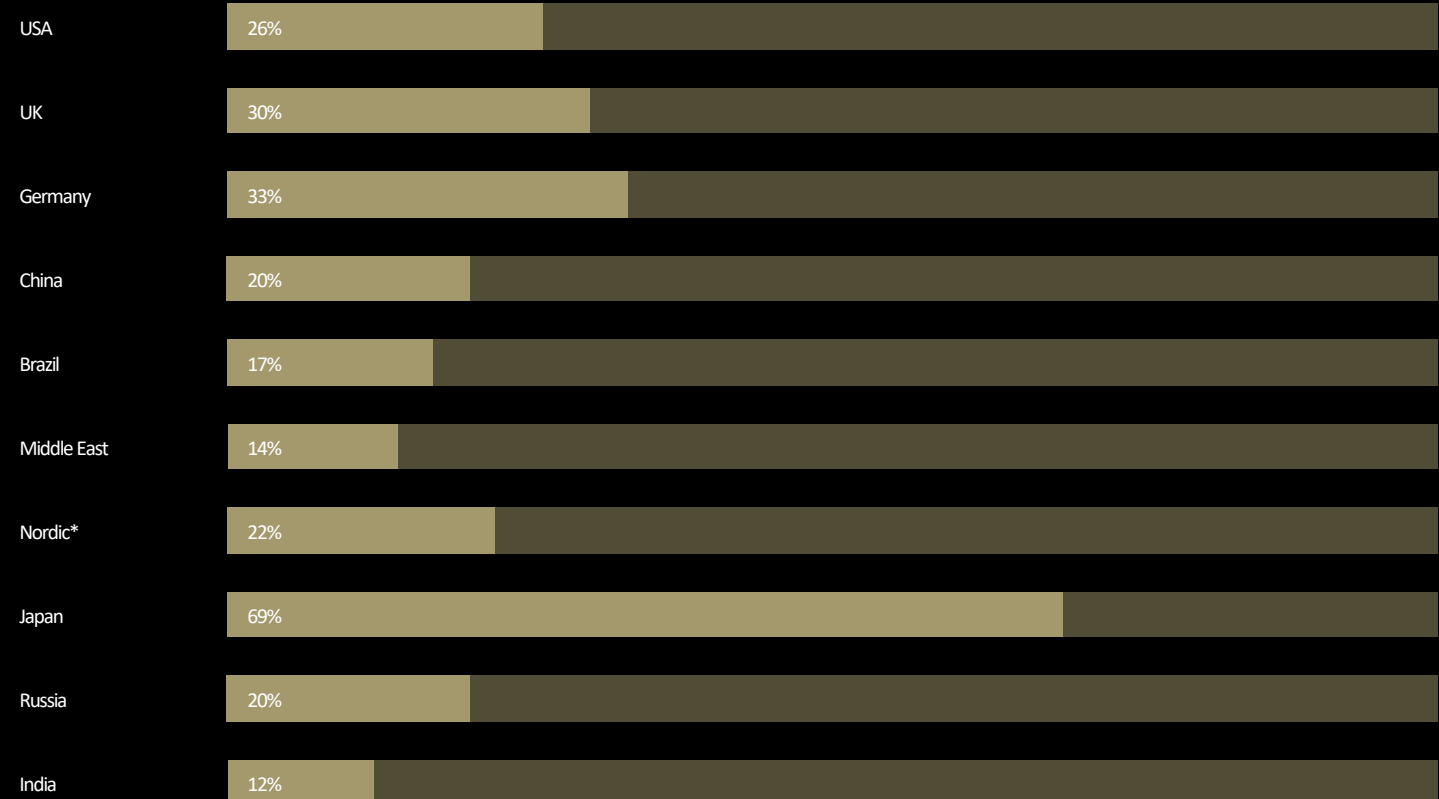
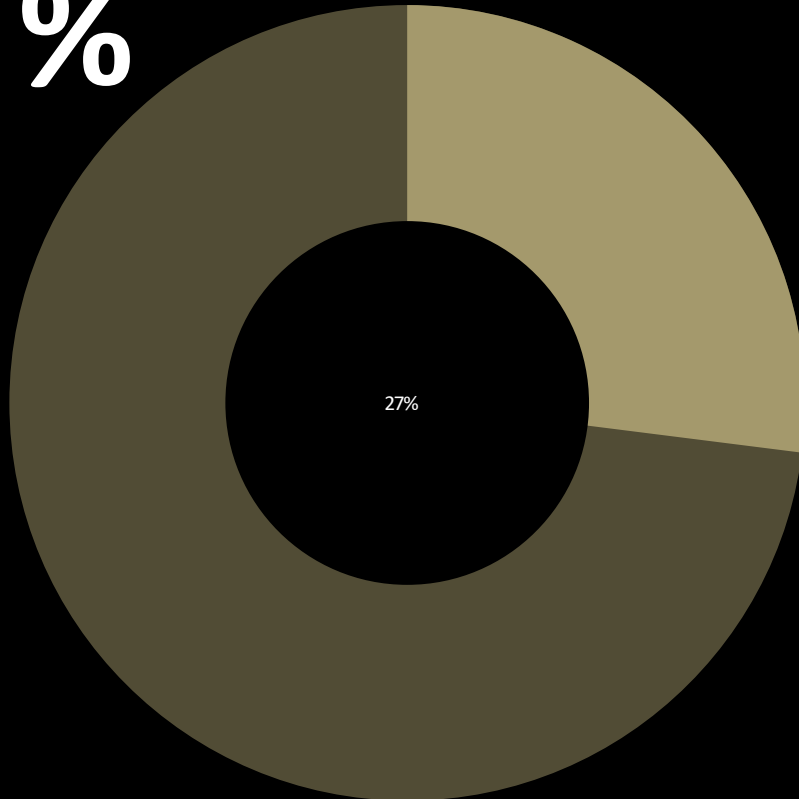


# STARTING OUT

The pandemic has created a new generation of fitness fan. But who are they? And what do they want from a fitness experience?

27%

Of the fitness market consider themselves absolute beginners.





37  
%  
#1

Struggle to find the motivation  
motivation to exercise.

Quality of the Instructor is the  
most important thing  
beginners look for in a fitness  
class (30%).

2X  
67  
%

Live classes at the facility are twice as  
enticing for beginner gym  
prospects as livestream classes.  
classes.

Of beginners say they prefer to  
work out alone.

The pandemic has created a new generation of exercise  
exercise beginners (27% of the market) who have taken  
tentative steps into fitness and are now deciding  
deciding what comes next.

Opportunity abounds for operators who can appeal to  
appeal to these groups and understand the unique barriers  
barriers to exercise they face. Although 81% of beginners  
beginners are interested in group activities, 67% say they  
say they currently prefer to exercise alone, suggesting a  
suggesting a confidence chasm that needs to be bridged  
bridged before beginners feel fully comfortable.

Instructors and wider staff have a key role  
to play in helping them to feel welcome,  
while helping beginners to find intrinsic motivation to  
exercise will be key to their long-term adherence.

2/  
3

Of gym members prefer working out with others.

60:4  
0

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#  
1

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<https://www.lesmills.com/nordic/global-fitness-report/>