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# EUROPE'S FITNESS REVOLUTION: THE TOP TRENDS OF 2025

2025



# INTRODUCTION

Welcome to 2025 Fitness Trends in Europe. The fitness industry is evolving fast, & Europe is at the **forefront of innovation**. From digital integration and wearable tech to strength training & sustainability, 2025 is shaping up to be a game-changing year.

This presentation dives into the key trends driving growth, helping you stay ahead & **adapt to the future of fitness**.

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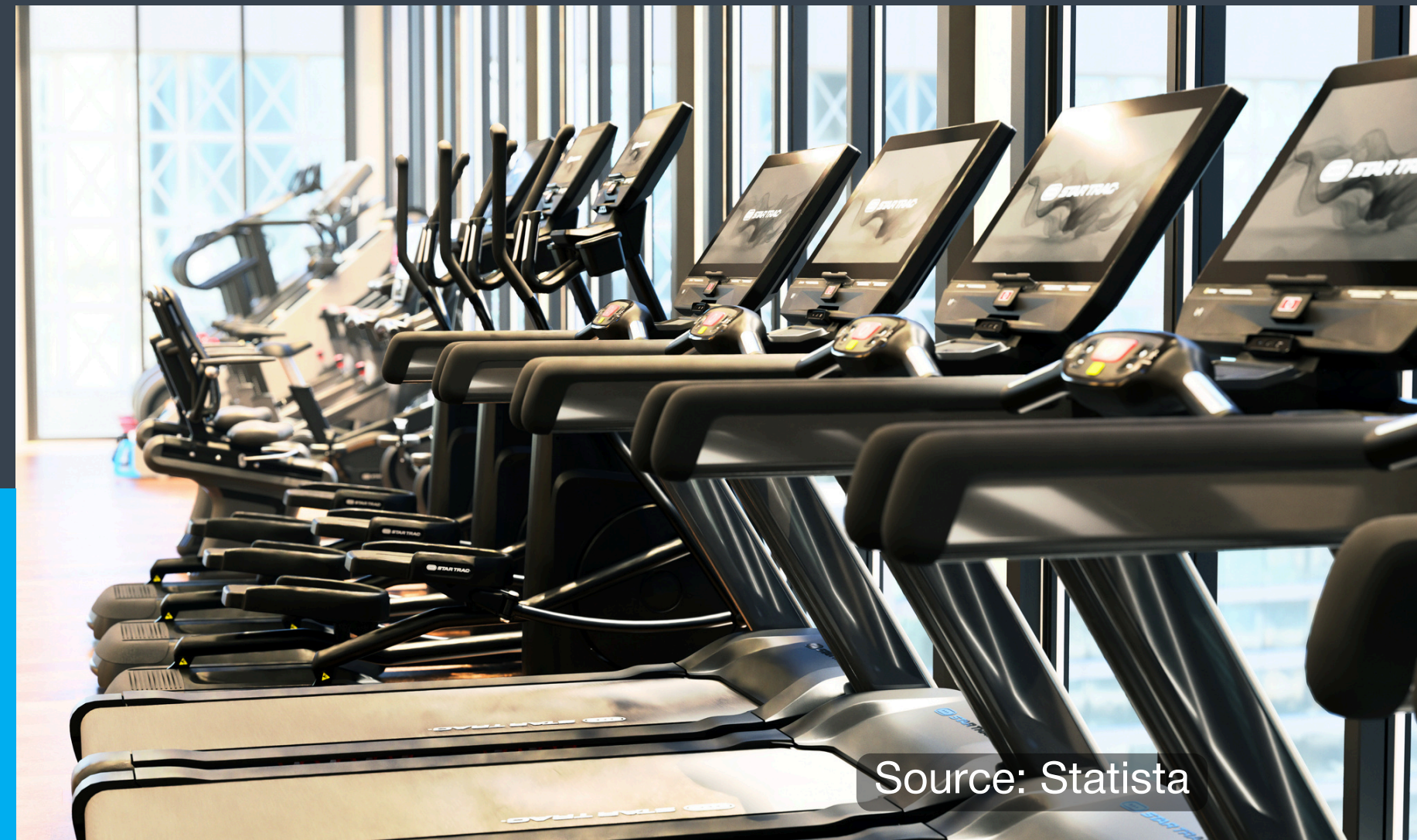
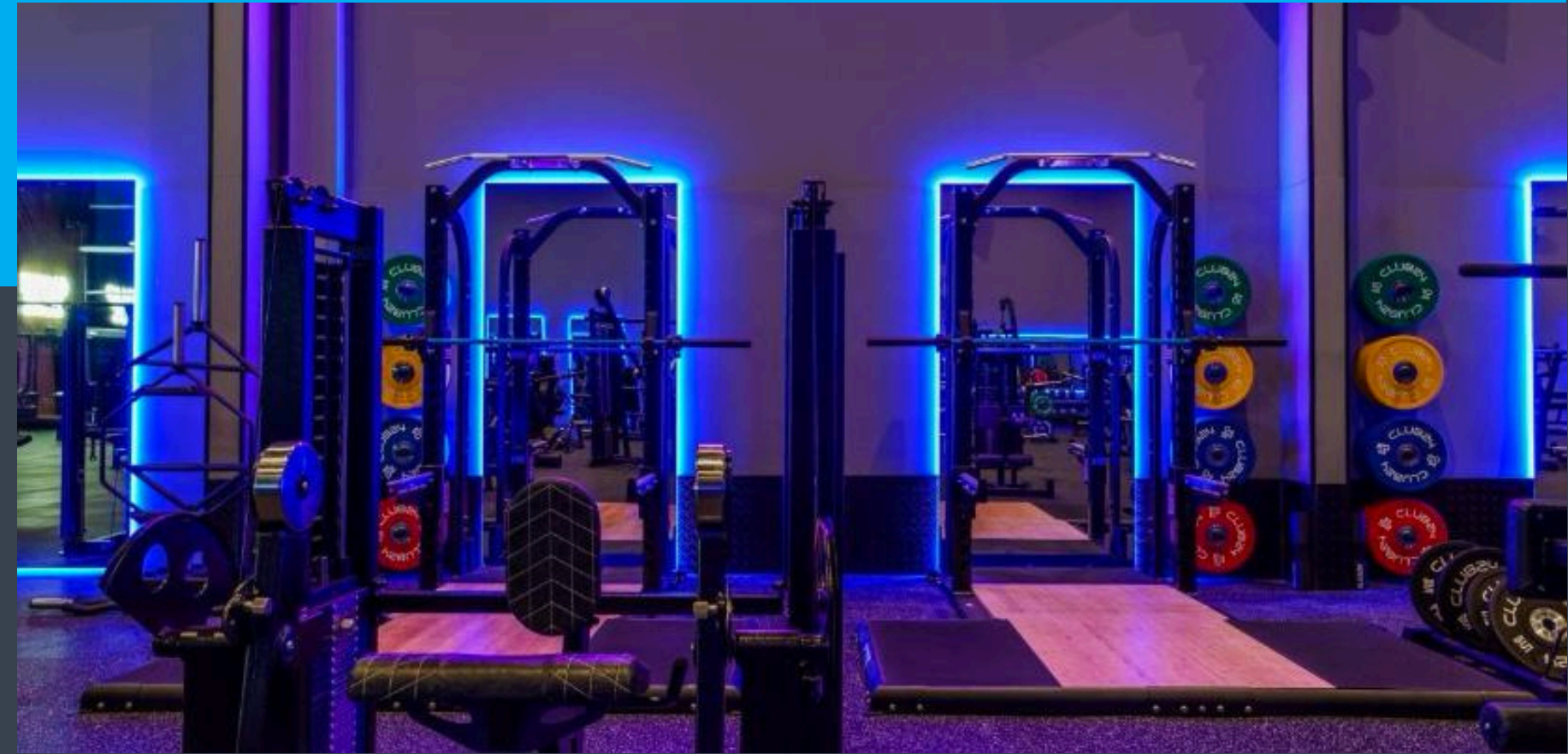




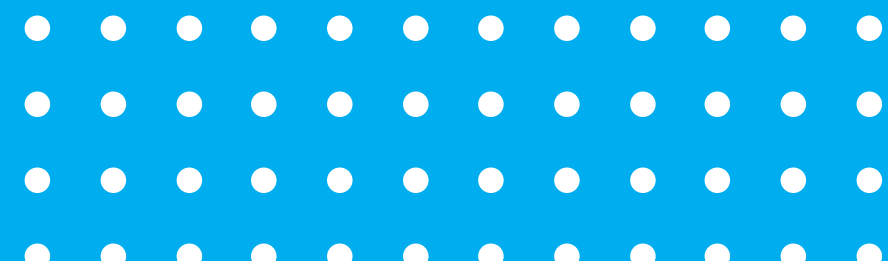
# THE EUROPEAN FITNESS LANDSCAPE

€14.33B

The European fitness market is  
projected to hit €14.33B by 2025



Source: Statista



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**1 in 3**

Europeans now use digital fitness solutions.

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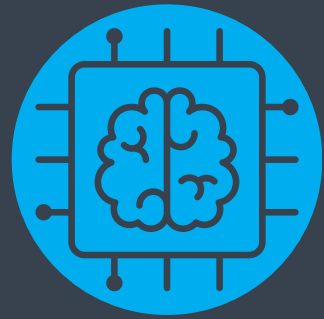
# DIGITAL FITNESS BOOM



**Streaming workouts & connected  
equipment keep users engaged.**



# THE FUTURE OF AI IN FITNESS



**AI-powered personalization is redefining training.**



**Adaptive workouts & smart coaching are increasing engagement.**



**AI helps predict injuries & optimize performance.**



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# HYBRID FITNESS IS HERE TO STAY



# 75%

of gym-goers use **both in-person  
& digital workouts.**

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# 30%



Gyms without digital offerings  
**risk losing 30% of members.**

**Omnichannel experiences** are  
now a baseline expectation.



# WEARABLE TECHNOLOGY



€3.5B

projected global revenue by 2025

The wearable tech market is booming,  
leading as the **#1 fitness trend** for 2025.

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**Data-driven training enhances  
personalization & engagement.**

Source: ACSM



# ACTIVE AGING IS A GOLDMINE



The 50+ demographic is the **fastest-growing** fitness market.



Demand for **low-impact, functional training** is surging.



**Personalized, longevity-focused** programs are key.



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# STRENGTH TRAINING DOMINATES



# #1

Strength training surpasses cardio  
as the **#1 goal** for gym-goers.

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Functional fitness & hybrid strength-  
endurance programs are on the rise.

Source: ACSM



# SUSTAINABILITY IS A MUST-HAVE



# 70%

of members prefer eco-friendly gyms.

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Gyms are investing in  
**energy-efficient equipment** &  
sustainable practices.

**Sustainability = a competitive  
advantage in 2025.**





# 75%

Gyms with strong communities see  
**75% higher retention.**

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## COMMUNITY-DRIVEN FITNESS WINS



Tribal fitness experiences  
are **fueling loyalty.**



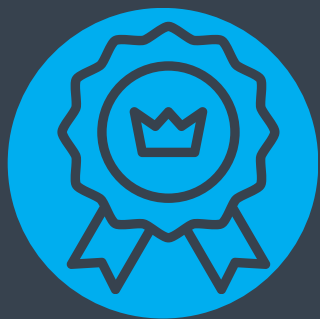
# BOUTIQUE FITNESS IS ON THE RISE



Small, specialty studios are **growing 2X faster** than big-box gyms.



Members want **premium, high-touch, personalized** experiences.



Higher price points, higher retention, **stronger brand loyalty.**



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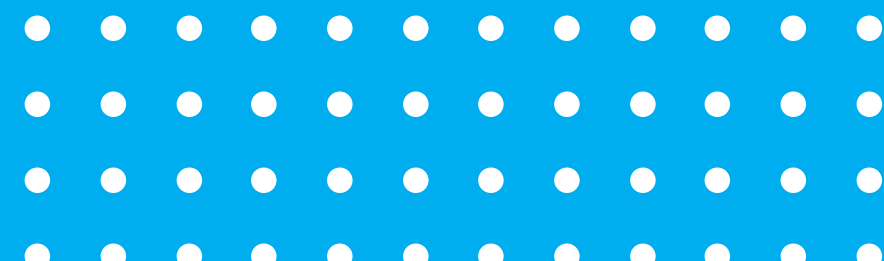


# GYM DESIGN IS EVOLVING



**Multi-purpose, flexible gym spaces are trending.**

**Spaces designed for hybrid digital & in-person use.**



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## KEY WAYS CORE SUPPORTS YOUR FACILITY:

- **Innovative Equipment:** Boost performance with the StairMaster® 10G and Nautilus® Inspiration Series.
- **Sustainability:** Reduce costs with energy-efficient, durable designs.
- **Personalization:** Offer tailored experiences with smart, user-friendly machines.
- **Hybrid Fitness:** Seamlessly integrate in-person & digital workouts with versatile equipment & Wexer's cutting-edge virtual fitness platform.
- **Community Building:** Foster connections with group fitness solutions.
- **Expert Training:** Train staff to deliver exceptional service and maximize equipment use.

# TAKING ACTION

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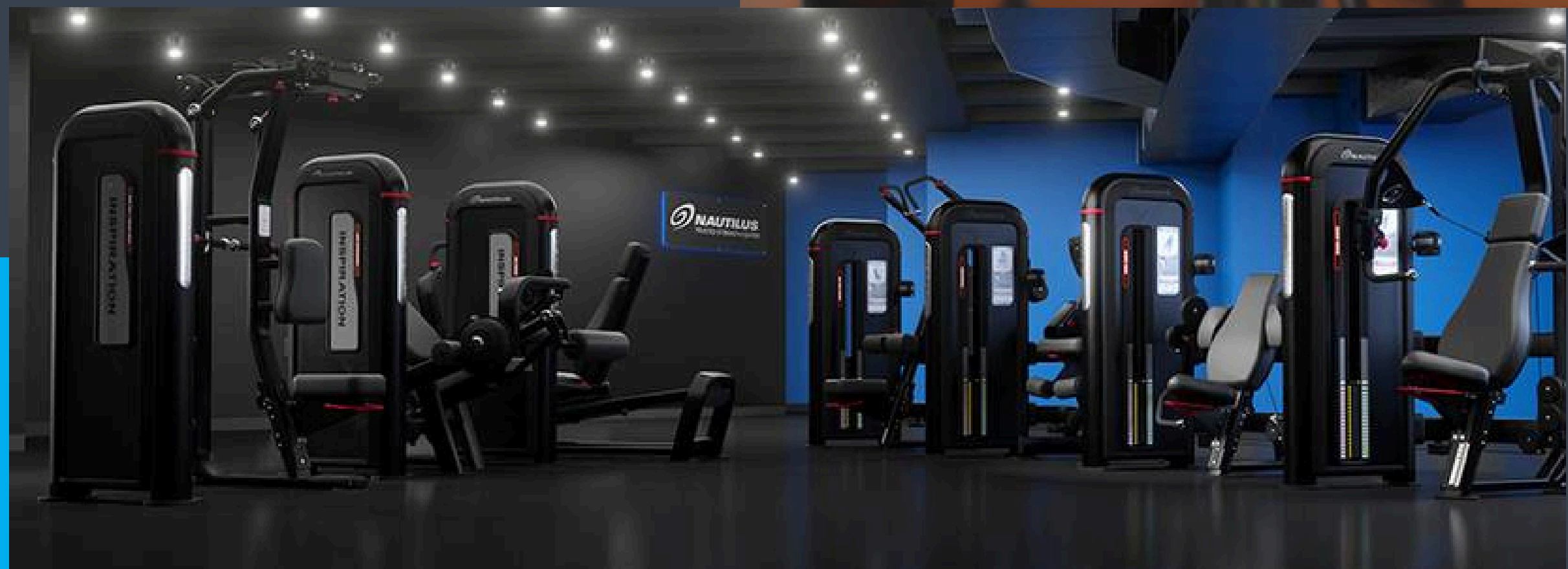
# PRODUCT HIGHLIGHT

## Nautilus® Inspiration Series

**The Nautilus® Inspiration Strength® Series delivers effective, user-friendly workouts with advanced biomechanics for all fitness levels. Compact, uniform towers maximize space and enhance aesthetics, while the Lock N Load® system ensures easy, maintenance-free operation—making it a reliable choice for gym operators.**



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# PRODUCT HIGHLIGHT

## StairMaster® 10G

**The StairMaster® 10G elevates stair-climbing with OverDrive Training Mode, simulating loaded climbs for an intense workout. Designed for gyms, it offers the widest, deepest steps, lowest step-up height, ergonomic handrails, and a smooth, quiet drive—a must-have for any facility.**

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**Wexer Virtual empowers gyms with on-demand classes, live streaming, and seamless integration, creating engaging hybrid experiences without added overhead. Ideal for tech-savvy members, it transforms facilities into 24/7 digital fitness hubs, enhancing engagement and brand appeal.**

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# PRODUCT HIGHLIGHT

## Wexer Virtual







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**Partner with Core Health & Fitness to embrace innovation, inspire members, & stay ahead of industry trends.**

**Let's build the future of fitness together. Contact us today!**

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