

2022 WELLNESS INDEX

Fitness Report

A closer look at the year's biggest fitness trends—what's coming, why they matter, and how to make them part of your business strategy.



Just as 2020
created new paths
to connection
and wellness, 2021
reinforced the need
to make those
paths sustainable.

It's fair to say that life heading into 2022 may look different than expected, but there's still plenty of room for reimagining along the way—especially for the fitness industry.

As one of the industry's most comprehensive studies, our 2022 Wellness Index asked more than 1,600 Australians from major Australian cities about their wellness habits. A clear majority now see wellness as worth prioritising in life, and they're willing to put the time in to do it. Fitness brands that support all dimensions of wellness will reap the biggest benefits in the year ahead.

Let's dive into the results.

The definition of wellness is changing

In the minds of consumers, “wellness” now encompasses a whole lot more than just being in shape. It’s reducing stress. It’s finding a sense of community and belonging. It spans **mental, physical, and spiritual dimensions**—and consumers actually prioritised mental wellness above them all.

This is where we see the pandemic’s lasting effect on consumer behavior—even their overall outlook on life. Wellness now speaks to an overall improvement in quality of life, a lifestyle that makes room for things that really matter.

76% say wellness is more important than ever

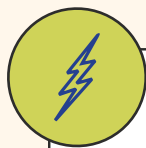
Reasons people are *more*
focused on health and wellness:

01 I want to improve my health

02 I want to live a long
and healthy life

03 I want to be healthy so I
can focus on other things

Consumers realise wellness isn't comprised of fitness alone—when asked to rate the dimensions most important to their overall wellness routines, they said:



01

MENTAL
WELLNESS



02

PHYSICAL
WELLNESS



03

FINANCIAL
WELLNESS

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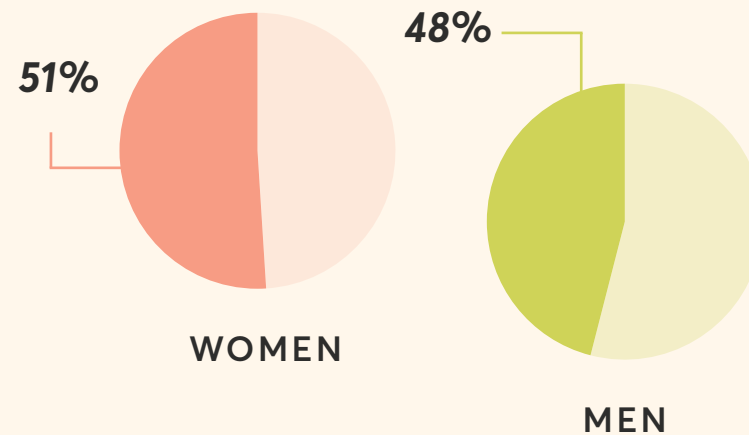


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01

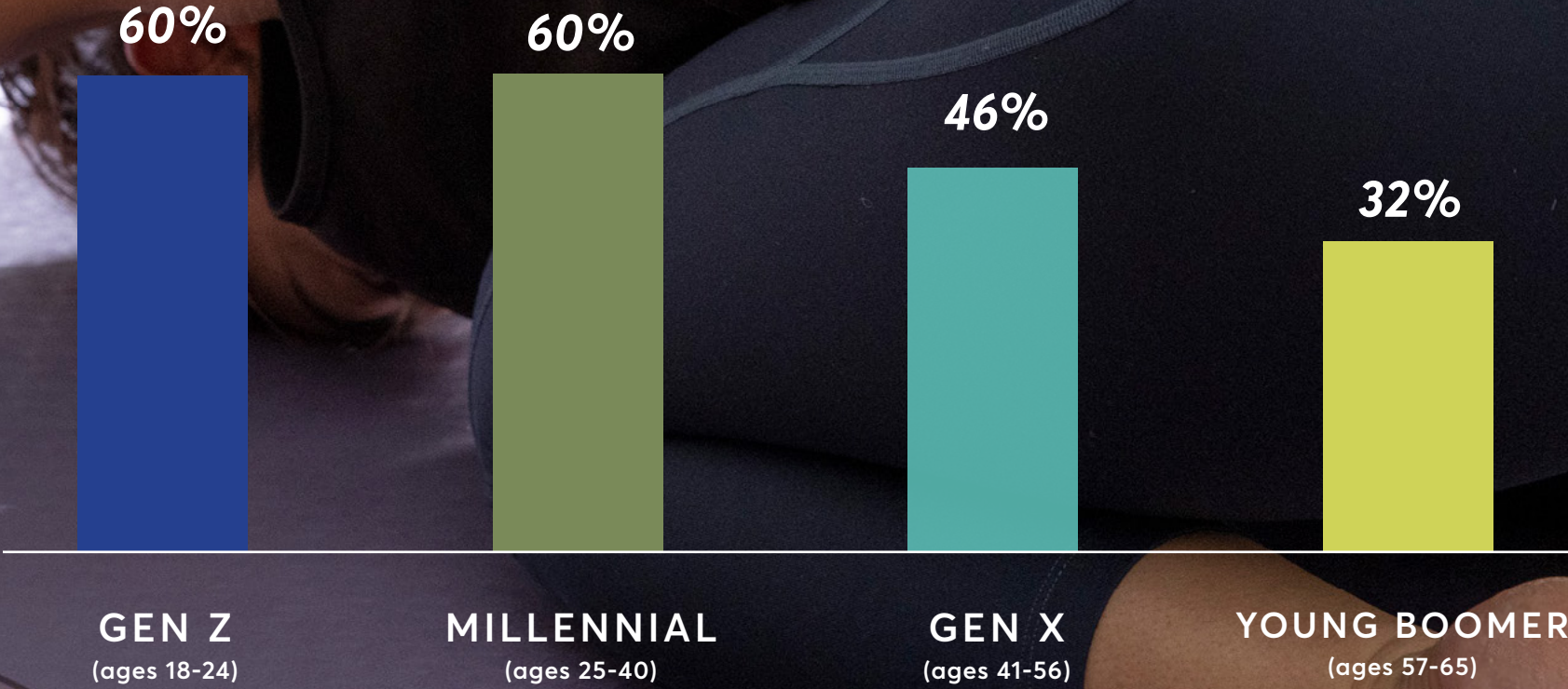
The pandemic continues to have an impact

The repercussions of COVID-19 are far-reaching. Half of consumers say the pandemic has negatively impacted their mental wellbeing, with women and younger generations being the most affected.

Women's mental wellbeing was more affected by the pandemic



Younger generations' mental wellbeing took the biggest hit from the pandemic

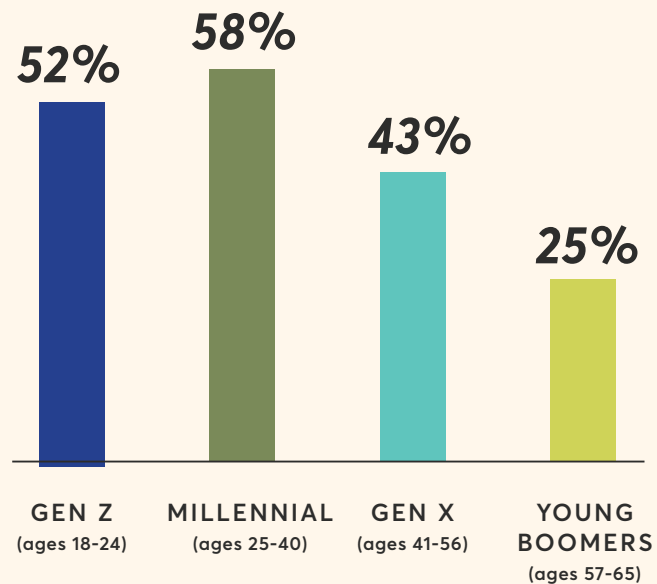


The pandemic has negatively impacted my mental wellbeing

45%

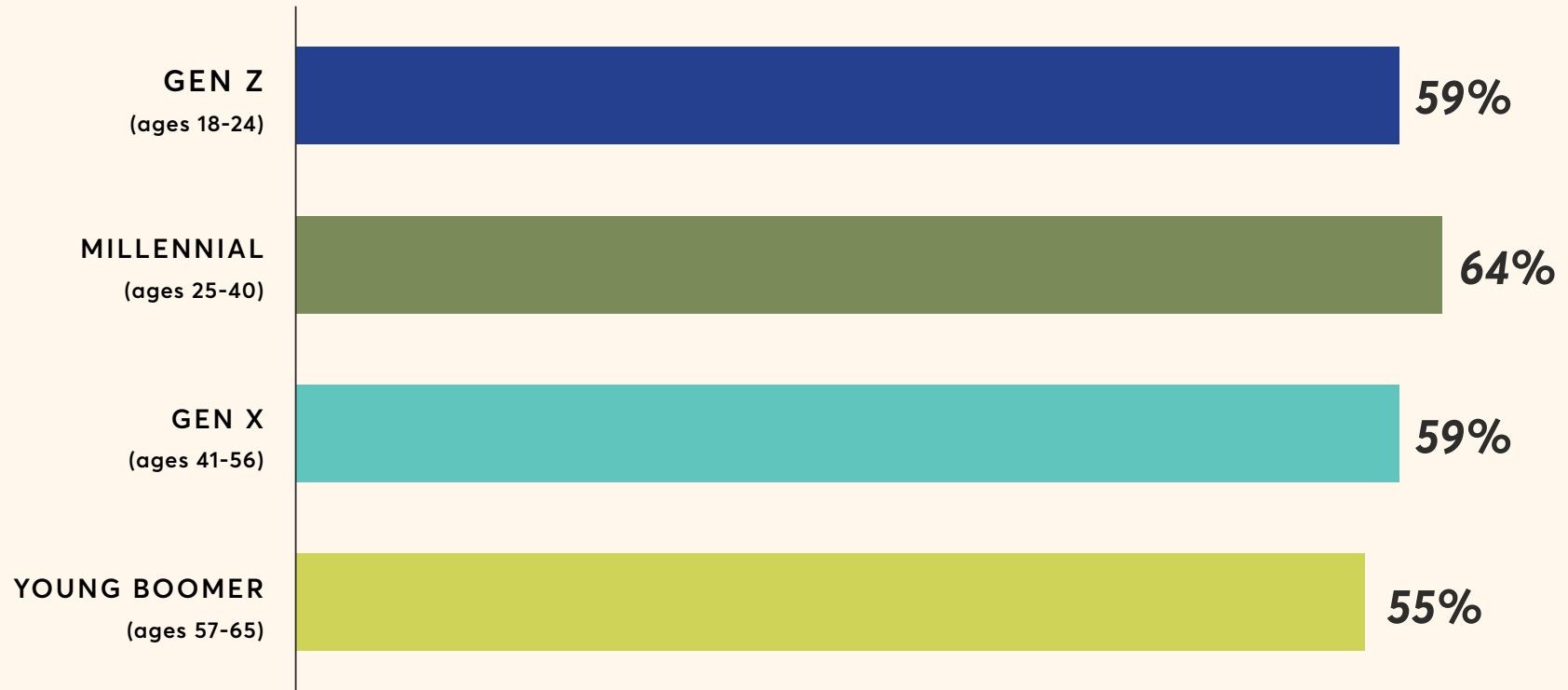
of consumers say the pandemic has negatively impacted their *physical* health

This is especially true for Millennials and Gen Z



The pandemic has negatively impacted my physical health

The vaccination status of your staff is important to a majority of Australians



I am more comfortable going to fitness establishments when I know the staff is fully vaccinated

TAKEAWAY:

Consider how you might approach your community differently during this time. For example, think about incorporating deeper motivations and mental health benefits into your messaging.

You might even add breathwork or mindset workshops to your schedule.

Also, a majority of people of all ages are more comfortable interacting with fully vaccinated staff, with younger generations reporting the most likelihood to say so. If your staff is fully vaccinated, make that clear to your customers.

How Mindbody can support you:

[Track vaccination status](#) in your software.



SECTION

02

Deeper motivations for movement

It's not just a workout—and consumers know that. So, why do Australians prioritise fitness? Feeling better mentally tops the list, which, after the past couple of years, is understandable. And with 42% reporting feeling stressed on a regular basis, there's a significant opportunity for the fitness industry to make a positive impact.

74%

of consumers say being physically active helps their mental health

The top reasons people work out has changed

Top reasons people exercised pre-pandemic

1. Control weight (36%)
2. Feel better mentally (34%)
3. Feel good/strong and fit (32%)

Top reasons people exercise today:

1. Feel better mentally (44%)
2. Look better physically (39%)
3. Reduce stress (36%)

TAKEAWAY:

Today's consumers are more focused on feeling better mentally than on how they look. Because those motivations are deeper than just improving physical appearance, it may well give wellness habits more staying power. If your marketing hasn't shifted to account for that, it's time to rethink the message you're putting out there. Rather than messages that focus on "getting in shape" or "losing weight," leading with the mental health benefits of exercise may resonate more.

Consumers seek variety
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fitness and wellness



SECTION
03

Consumers seek variety in their fitness and wellness routines

We can't say this strongly enough: Consumers have expanded their definition of wellness. Fitness will always be a cornerstone, but the savviest fitness businesses will be the ones who shake up the norms and become a venue for supporting other dimensions of wellness.

Not surprisingly, consumers are interested in bolstering their immune health. Nearly half (43%) of Australians are interested in trying new services or treatments that support immune health moving forward—women being more interested than men. This presents opportunities for immune-boosting services and education on topics like nutrition, sleep, and stress reduction—all foundations of strong immune health.

Australians are also focused on intellectual wellness. In fact, more than a quarter of Australians ranked intellectual wellness in the top three most important dimensions. To engage in this dimension of wellness, 48% say they spend time on creative and stimulating activities.

TAKEAWAY:

Try new things! Offer writing workshops, painting classes, or meditation in addition to your day-to-day offerings. You might consider these as community-building events at your business. Be smart about it: Don't go all in until you've tested it by promoting specific events and gauged the turnout and the level of enthusiasm.

This won't be a one-size-fits-all kind of thing. Maybe a series of workshops on nutrition is the right vibe for your members; maybe it's partnering with other businesses in your area. Remember that expanding what you offer is also a great way to expand your sales funnel.

How Mindbody can support you:

Attract variety-seekers and introduce them to your services with [ClassPass](#).

SECTION

04



Breaking down barriers

Although the benefits of fitness have become increasingly more evident, there are still a variety of barriers to entry. Expense, concerns about cleanliness, and gymtimidation are among the top reasons consumers don't attend gyms or fitness studios.

TOP REASONS PEOPLE DON'T GO TO GYMS/FITNESS STUDIOS:

1. A gym/studio membership is too expensive
2. I worry about cleanliness/safety related to COVID-19
3. **Feel too intimidated**

16%

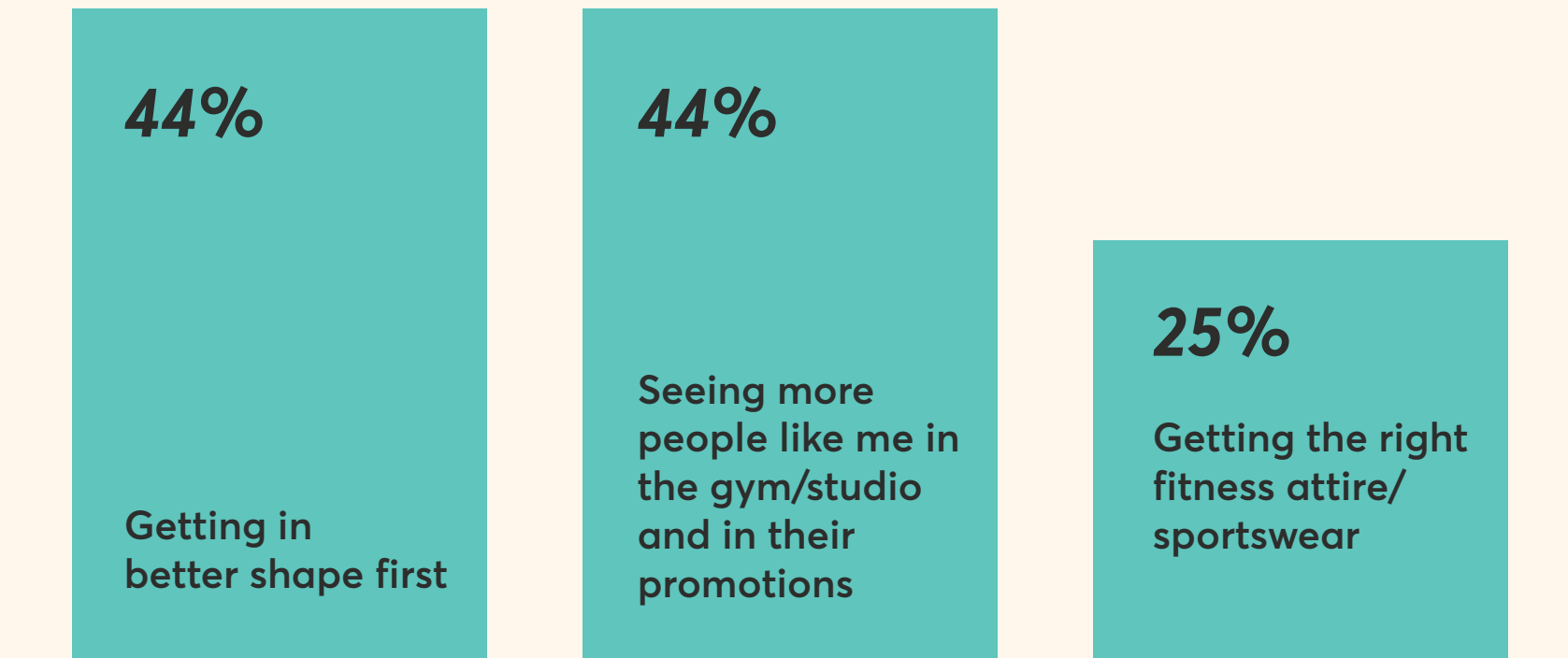
Feel too intimidated to go to a gym/fitness studio in **2021**



21%

Feel too intimidated to go to a gym/fitness studio in **2022**

Being in shape and representation are most impactful on gymtimidation



What would make you less intimidated in going to a studio/gym?

TAKEAWAY:

None of these barriers are insurmountable. It's about developing a business strategy for addressing them—and then following through.

- Continue to offer virtual offerings for those interested less expensive or at-home services.
- If gymtimidation seems like a real factor that's lowering attendance, try intro offers that start with a virtual class package and then work up to hybrid or in-person classes. Offer educational workshops or classes for newcomers or promote small group classes and personal training to help people get started with new fitness routines.
- Adjust your messaging to make sure you're getting credit for all the COVID-19 protocols you observe and think about how to authentically feature the diverse populations you serve in your social and other marketing channels.

How Mindbody can support you:

Automate your messaging to keep new clients motivated and connected with [Marketing Suite](#).



SECTION

05

Virtual remains a strong acquisition and retention tool

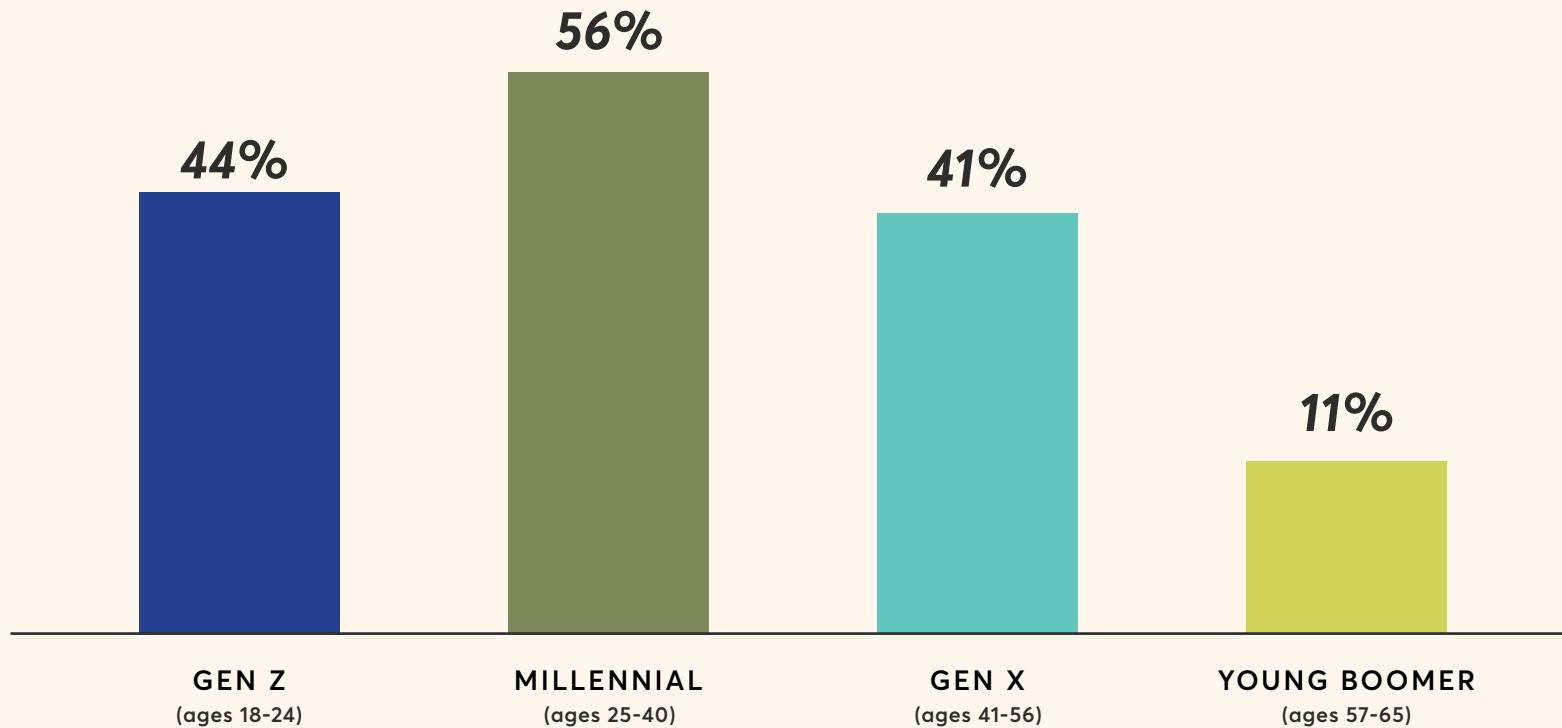
In-person fitness may have returned, but Australians continue to seek out virtual workouts, too. For many, virtual workouts are simply an extension of a brand they're already engaging with. In fact, nearly a third of those who participate in virtual workouts do so with the gym/studio they currently attend.

Virtual also proves to be a great way to try out new class types. Nearly half of consumers started going to an in-person fitness class they discovered virtually.

45%

of Australians started going to an in-person fitness class they discovered through virtual fitness

Millennials are *most likely* to attend in-person classes they tried virtually



I have started going to an in-person fitness class I discovered virtually

TAKEAWAY:

If you're worried that virtual or streaming classes are a barrier to in-person attendance, it's not. There's good evidence to suggest that it's actually a way to break down barriers to new fitness disciplines and assuage those "I've never tried this before!" fears. In addition, it's an avenue to stay connected with your community even when they're not in your studio.

Beyond that, virtual fitness is absolutely here to stay. Curbside pickup began as a pandemic adaptation for restaurants—now it's a basic expectation. Virtual fitness is increasingly viewed the same way.

How Mindbody can support you:

Seamlessly integrate streaming classes and video on demand offerings via the [Virtual Wellness Platform](#).

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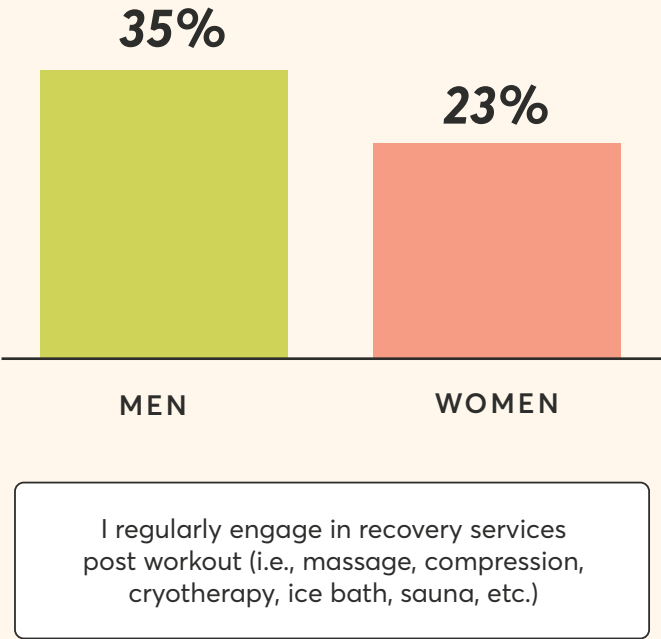
06



Recovery services are on the rise

Recovery is arguably just as important as the workout itself—and an increasing number of consumers agree. Some 42% of Australians say workout recovery is important. Men are more likely than women (35% versus 23%) to engage in recovery services like massage, cryotherapy, ice bath, and sauna.

Men are *more likely* to engage in recovery services post-workout than women



TAKEAWAY:

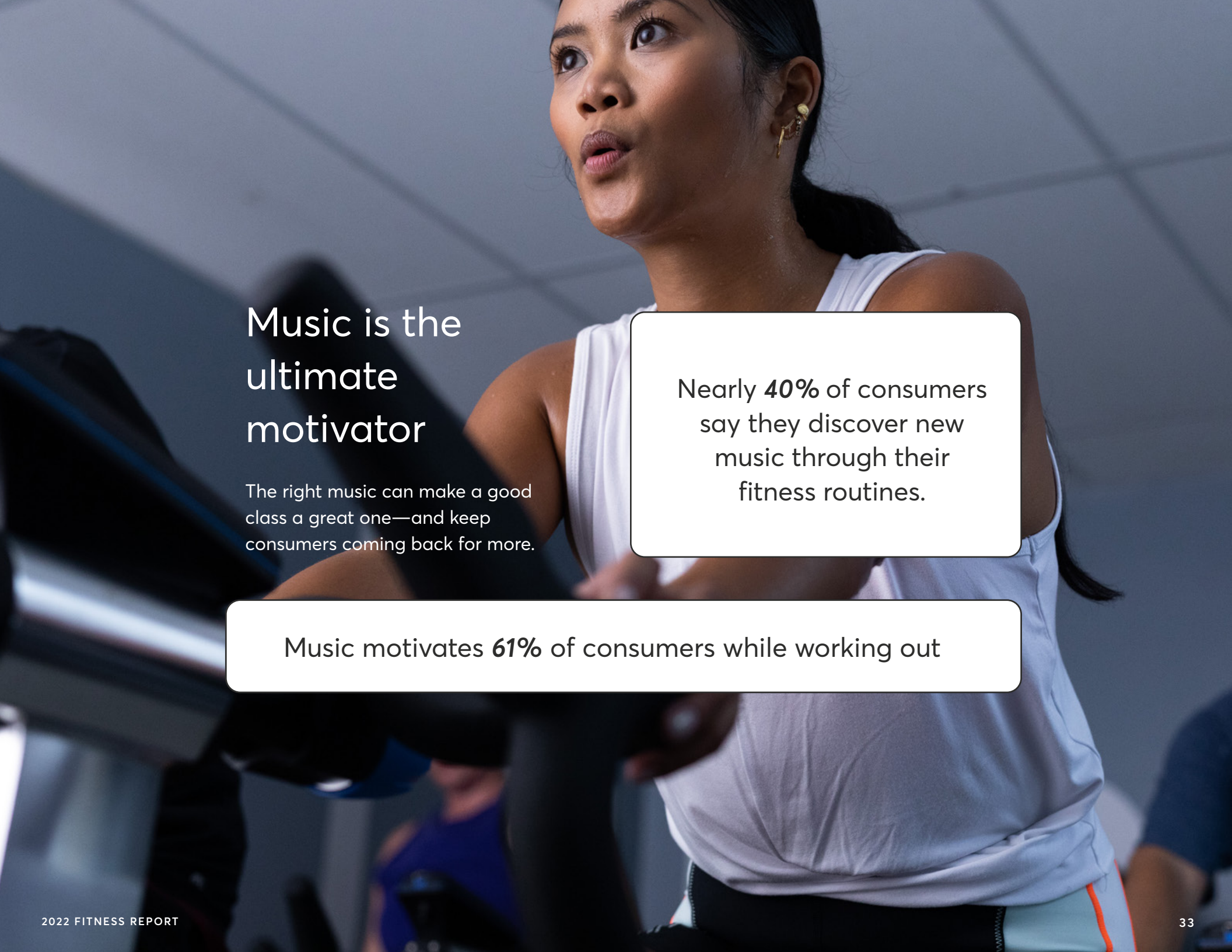
A sizable portion of consumers say the “after workout” is important enough to build a regular routine around. If you can give your loyal members more reasons to spend time with you—and increase their longevity with your business—that’s always a quick(er) win than attracting new clients.

Think about how you can capitalise on the trend. Create recovery-oriented classes. Add short online recovery workouts to your streaming offerings. If you want to incorporate something outside your area of expertise, consider co-promoting. Partnerships with other local businesses are always a win-win, because you’re both incentivised to send business to each other.

SECTION

07





Music is the ultimate motivator

The right music can make a good class a great one—and keep consumers coming back for more.

Nearly **40%** of consumers say they discover new music through their fitness routines.


Music motivates **61%** of consumers while working out

TAKEAWAY:

Don't leave your music selection to chance. Connect with your community to see how your choices are resonating. If it's not, it's time to adjust.

Think of music as another way to build community in your gym or studio. If your members always rock out to your instructors' playlists, ask your instructors to make those playlists public and point people to them. Or give your members a forum where they can request music for future classes!



A high-angle, close-up photograph of a man and a woman in a gym. The man, with curly hair and a beard, is wearing a grey t-shirt and is leaning over, holding a black cylindrical piece of equipment. The woman, with her hair in a bun, is wearing a light blue tank top and is also leaning over, holding the same piece of equipment. They appear to be working out together. The background is bright and out of focus, suggesting a large window or a well-lit gym space.

2022 can absolutely be a great year for fitness business owners

Consumers are more eager than ever to make wellness a priority in their lives, and it's up to you to create the most innovative ways for them to achieve it. We'll be watching, and we'll keep innovating to help you bring it to life, too.

Trusted by the biggest brands

Leading wellness business enterprises in over 150 countries count on Mindbody to help them manage and expand their operations.



About Mindbody

Mindbody is the leading wellness experience software platform for the fitness, wellness, and beauty industries. Tens of thousands of fitness studios, salons, spas, and integrated health centers worldwide—from the newest entrepreneurs to the largest franchises—use Mindbody’s integrated software and payments platform to run, market, and grow their businesses. Consumers use Mindbody to more easily find, engage, and transact with wellness providers in their local communities and around the world.

About the Mindbody research team

Mindbody Research & Insights is a diverse and experienced team of market and user researchers, with deep expertise in advanced quantitative methods, qualitative, and mixed research methodologies. The team brings together MBAs, economists, behavioral and social scientists, and international specialists. With broad skills in both consumer and business research and decades of collective industry experience, the team delivers high-impact research in both domestic and international markets to help position Mindbody as an industry leader.

WELLNESS INDEX •
BEAUTY TRENDS



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[schedule a guided tour today.](#)