



# Fitness Trends in Australia

2020 MINDBODY  
Wellness Index





## A letter from us

Being healthy means achieving a complete state of physical, mental, and social well-being—and it takes wellness to get there.<sup>1</sup>

“Wellness” isn’t a box to check or destination to reach. It’s an ongoing journey toward a healthier mind and body. With choices, goals, drive.<sup>2</sup> And the path is different for everyone.

While wellness is multidimensional and hits many areas—including emotional, intellectual, spiritual, environmental, social, and occupational—in this report, we focus on fitness and the other dimensions it supports.

We asked more than 1,500 Australians about their fitness habits. What they’re up to, what they love, what they wish they could change. Which cities are the most dedicated to fitness? Who’s the most satisfied? What exercises do people want to try next? We’ll go into all that and more.

**Let’s bring the world closer to wellness. Together.**

**Love, MINDBODY**



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# Fitness across Australia

How top Australian cities "fit" into the picture.

WORKS OUT THE MOST

# Perth, Western Australia

83% of residents work out at  
least once a week



WORKS OUT THE LEAST

# Adelaide, South Australia

79% of residents work out at  
least once a week

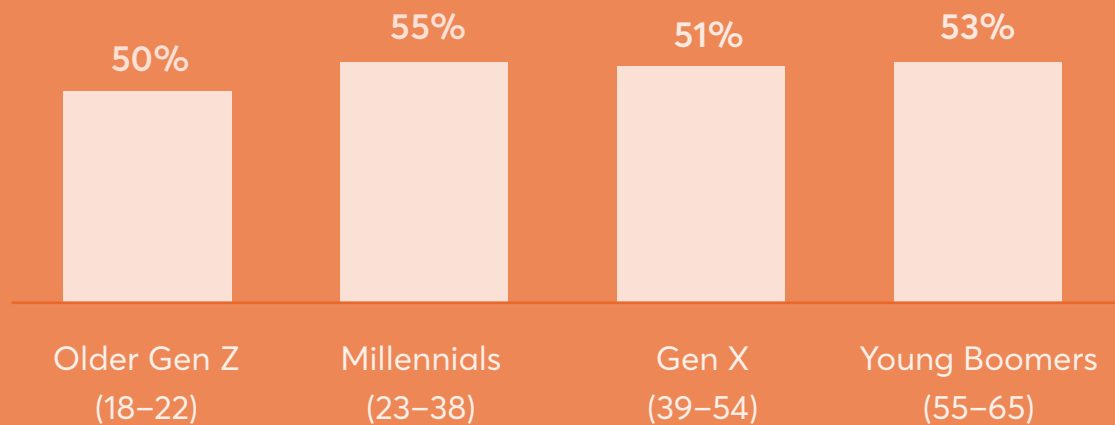




On average, Australians say they work out **2.9 times a week.\***

\*Including at home, gyms, studios, and outdoors

## All generations make time for fitness



Work out three times a week or more

**57% of men** work out three times a week or more. Only **49% of women** say the same.



# Takeaway #1

From Older Gen Z to Young Boomers, fitness is an important part of Australia's routine.



# Australia's favourite ways to move

More power (and sweat) in numbers.



# Fitness and mindful movement

While fitness gets your heart pumping, mindful movement takes things down a notch. Mindful movement is all about slower, calmer exercises that promote strength, balance, and flexibility—a moment to breathe in this fast-paced world.<sup>3</sup>

Which classes are the most popular for both?



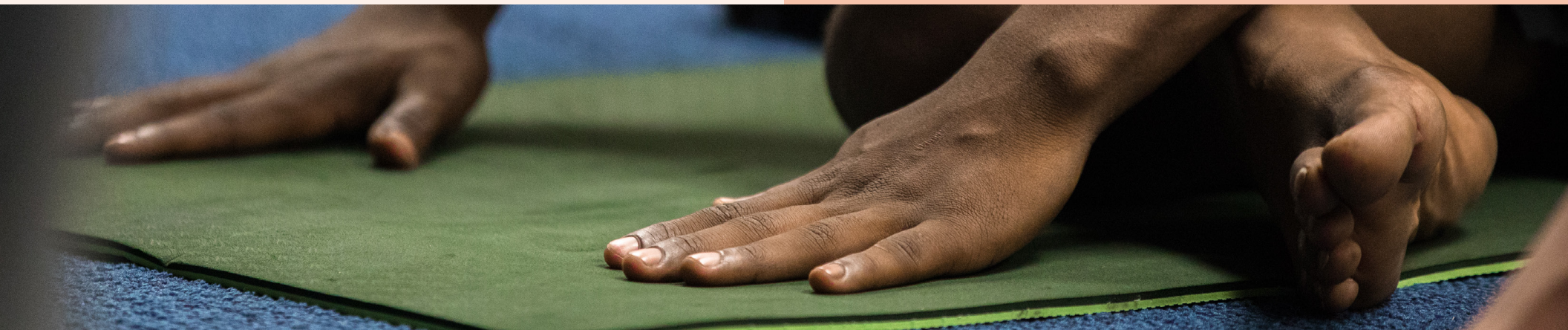
## Australia's top fitness classes:

- 01.** Strength training (19% go weekly\*)
- 02.** Dance fitness (14%)  
Booty Jam Fitness®, POUND®, Zumba®, etc.
- 03.** Cardio machines (11%)  
Treadmill, stairmaster, elliptical, rower, etc.
- 04.** High intensity interval training (11%)  
Tabata, bootcamp, etc.
- 05.** Crossfit\* (10%)
- 06.** Martial arts (9%)  
Muay Thai, Karate, Taekwondo, Krav Maga, Jiu-Jitsu

## Australia's top mindful movement classes:

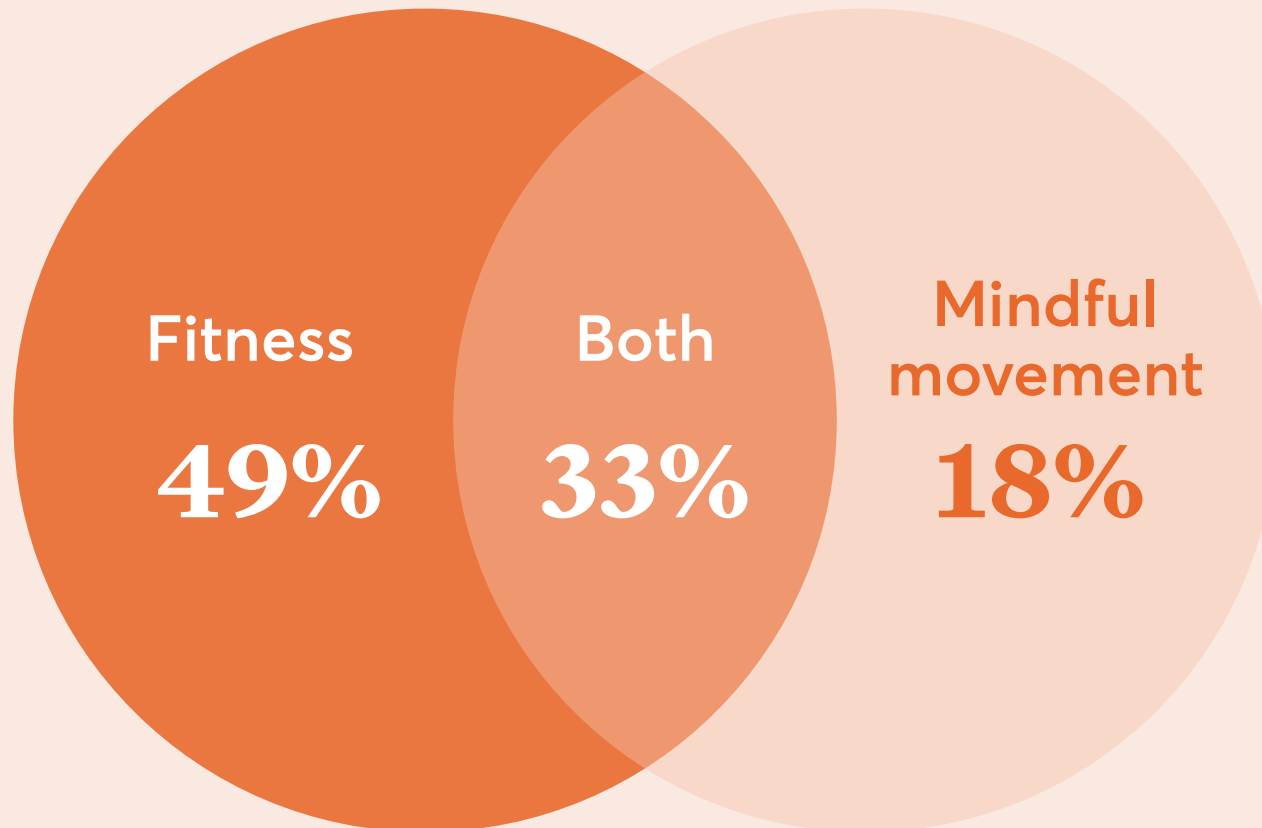
- 01.** Gentle/restorative yoga (10% go weekly\*)
- 02.** Power yoga (7%)
- 03.** Mat Pilates (7%)
- 04.** Gentle martial arts (4%)  
Tai chi, Qigong, etc.
- 05.** Barre (3%)
- 06.** Reformer Pilates (3%)

\*Among those who engage in group exercise at least once a week



# Class acts

Most people who participate in mindful movement classes do them alongside cardio fitness.



Percent taking classes at least once a week



# Group fitness is so in

36% of Australians attend group workouts at least once a week.

# Takeaway #2

36% of Australians participate in group fitness regularly, and strength training is the most popular group workout.



## 2020 vision: What's next

Here's what's gonna be big  
next year.



Stay ahead  
of the pack



## Group exercises Older Gen Z wants to try next:

01. Rock climbing
02. Kickboxing
03. Aerobics  
Step aerobics, water aerobics, cardio kickboxing, etc.
04. Martial arts  
Muay Thai, Karate, Taekwondo, Krav Maga, Jiu Jitsu, etc.
05. Pole dancing
05. Gymnastics

TIE



## Group exercises Millennials want to try next:

01. CrossFit®

02. Kickboxing

03. Aerobics

Step aerobics, water aerobics, cardio kickboxing, etc.

04. Martial arts

Muay Thai, Karate, Taekwondo, Krav Maga, Jiu Jitsu, etc.

05. Gental/restorative yoga





## Group exercises Gen X wants to try next:

01. Gentle/restorative yoga
02. CrossFit®
03. Aerobics  
Step aerobics, water aerobics, cardio kickboxing, etc.
04. Gental martial arts  
Tai chi, Qigong, etc.
05. Cardio machines  
Treadmill, stairmaster, elliptical, rower, etc.

## Group exercises Young Boomers want to try next:

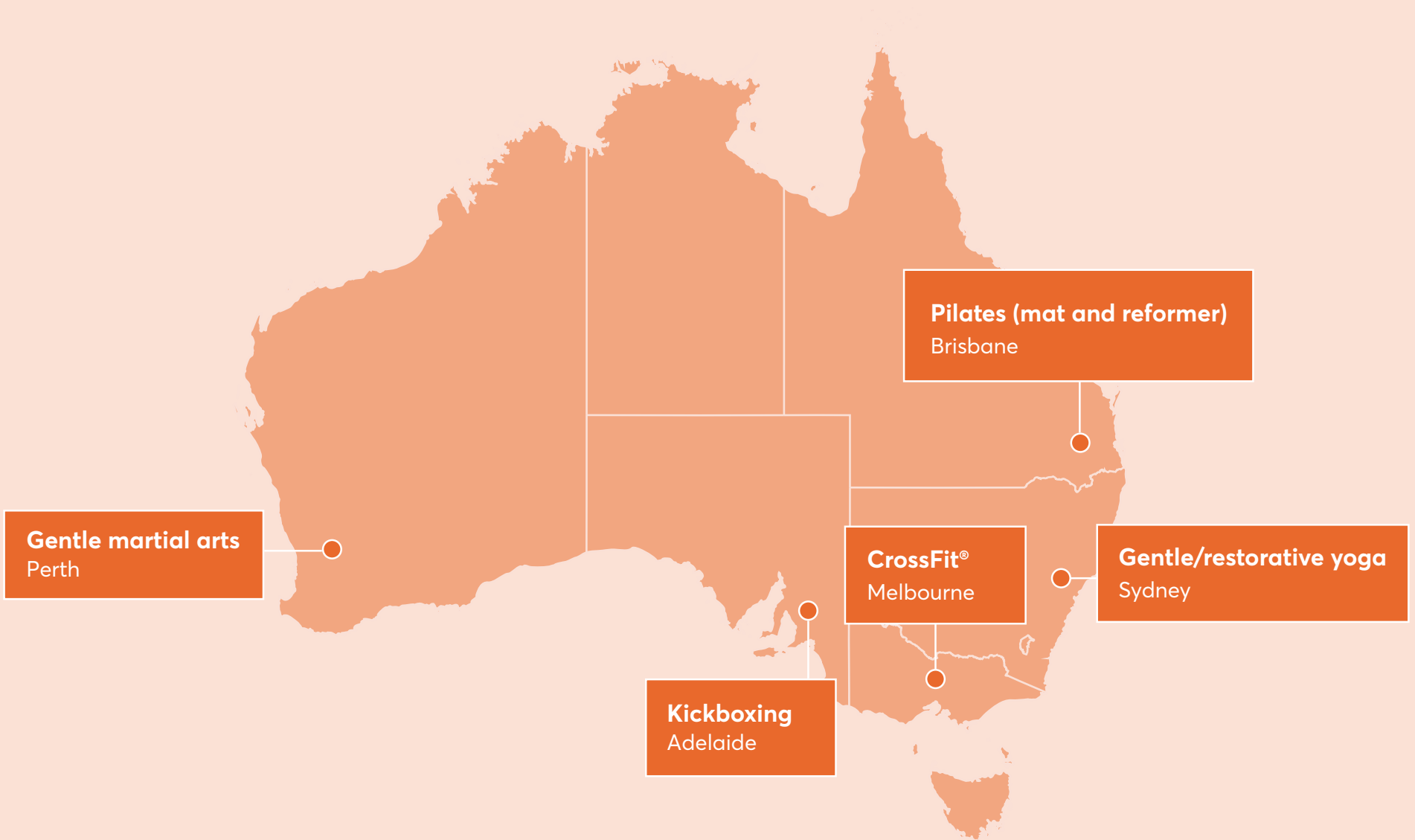
01. Gentle/restorative yoga
02. Aerobics  
Step aerobics, water aerobics, cardio kickboxing, etc.
03. Strength training
04. Gentle martial arts  
Tai chi, Qigong, etc.
05. Cardio machines  
Treadmill, stairmaster, elliptical, rower, etc.
05. Dance fitness  
Booty Jam Fitness®, POUND®, Zumba®, etc.

TIE



# Popular classes, eager cities

Who's most excited to try these trends?



# Takeaway #3

From kickboxing to Pilates, there's something for everyone to try next.



# 04

## Money and motivations

How much people invest in their fitness, and why.

# Sydney spends the most on fitness...



Percent spending \$66 or more monthly on fitness

...but gets in about the same  
number of workouts per week

Adelaide

2.9

Brisbane

2.9

Melbourne

2.9

Perth

3.0

Sydney

3.1

Average number of workouts a week



A woman with dark hair, wearing a purple sports bra and teal leggings, is performing a yoga pose on a blue mat. She is leaning forward with her hands on the floor, her back curved, and her head tucked down. The background is a bright, out-of-focus indoor space.

**Motivated  
to move**

Top motivators for people who exercise **less than once a week**:

01. Control weight
02. Feel good
03. Feel better mentally

Top motivators for people who exercise **five or more times a week**:

01. Be strong and fit
02. Feel better mentally
03. Look better

# Takeaway #4

Those who exercise the most are motivated because they want to be strong and fit.



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## Satisfaction with overall fitness

Vibe check: Who's loving their fitness level?

MOST SATISFIED

# Sydney, New South Wales

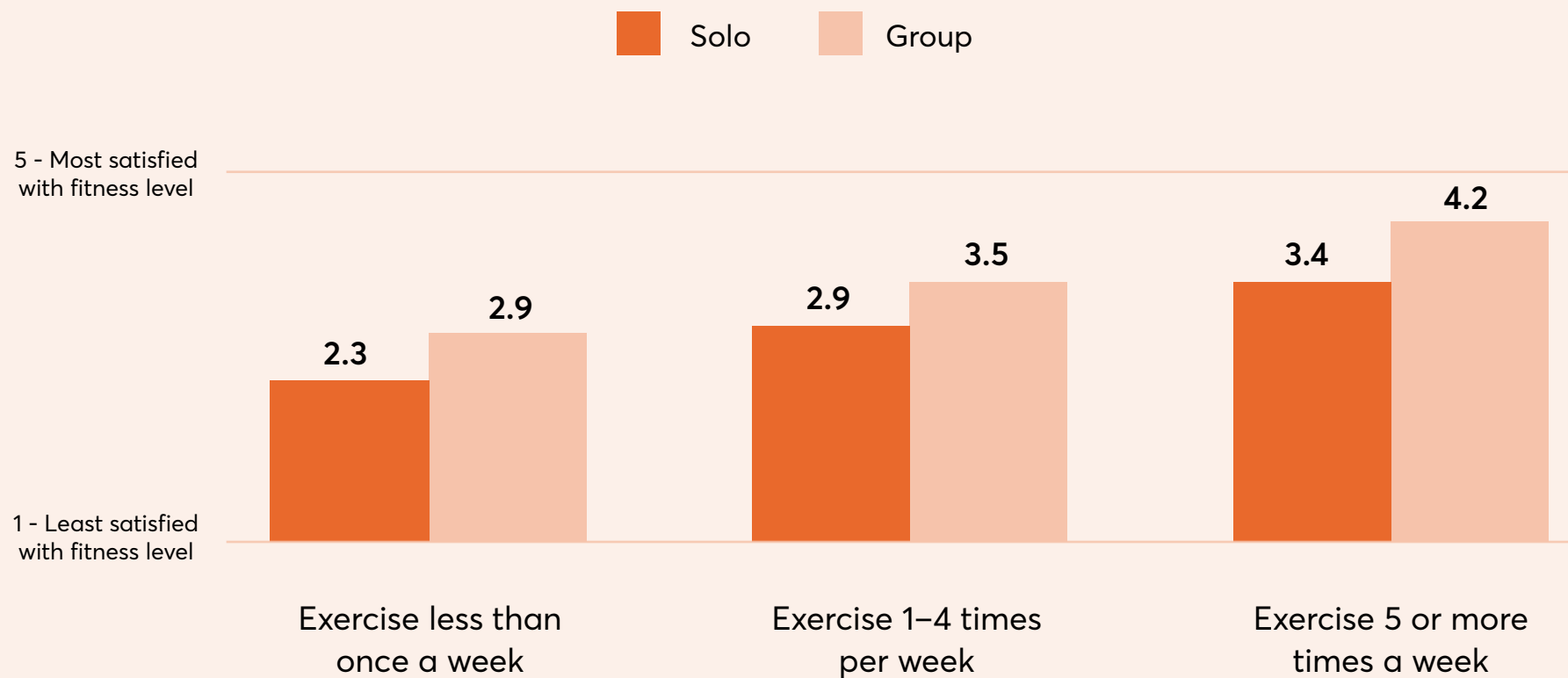
42% of residents are  
satisfied or very satisfied  
with their fitness level



LESS SATISFIED

- Brisbane, Queensland (37%)
- Melbourne, Victoria (36%)
- Adelaide, South Australia (33%)
- Perth, Western Australia (32%)

# Group fitness means more satisfaction



Mean score based on a 5-point scale

# Takeaway #5

Australians who work out in groups and classes are more satisfied with their fitness levels.



## Why fitness matters

It's about more than just the gains.



# Exercise is good for the mind, body, and soul

Like we said in our opening letter, wellness is a journey—and fitness is a key part of that. The more people exercise, the more motivated, engaged, and happy they are. Group fitness fans? Even more so.

**How does fitness affect other dimensions of wellness?**

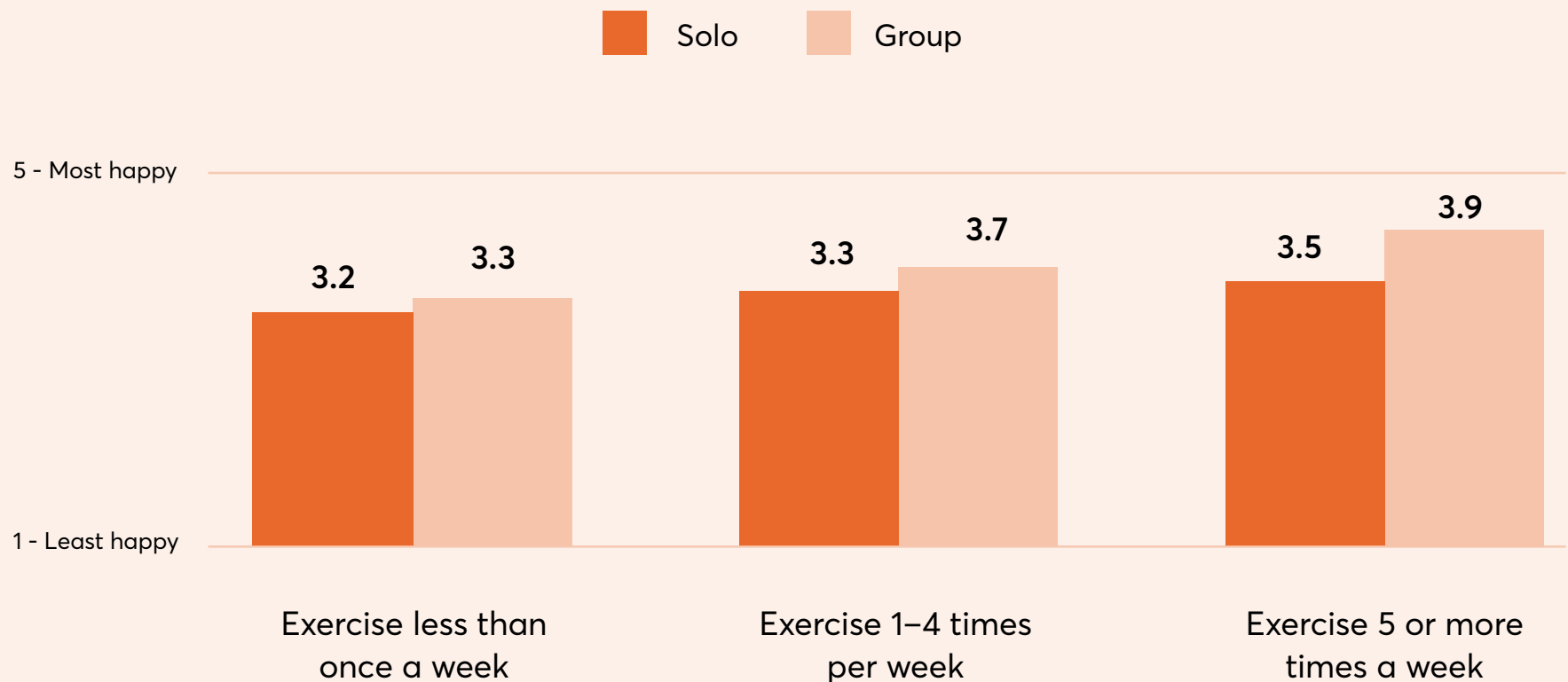


# Emotional wellness

is all about acknowledging and properly managing your feelings. Working out releases chemicals in your body that boost your mood and relieve stress.

The more you work out, the happier you are. Who's happiest? People taking group fitness classes.

# Group fitness fans are the happiest



Mean score based on a 5-point scale



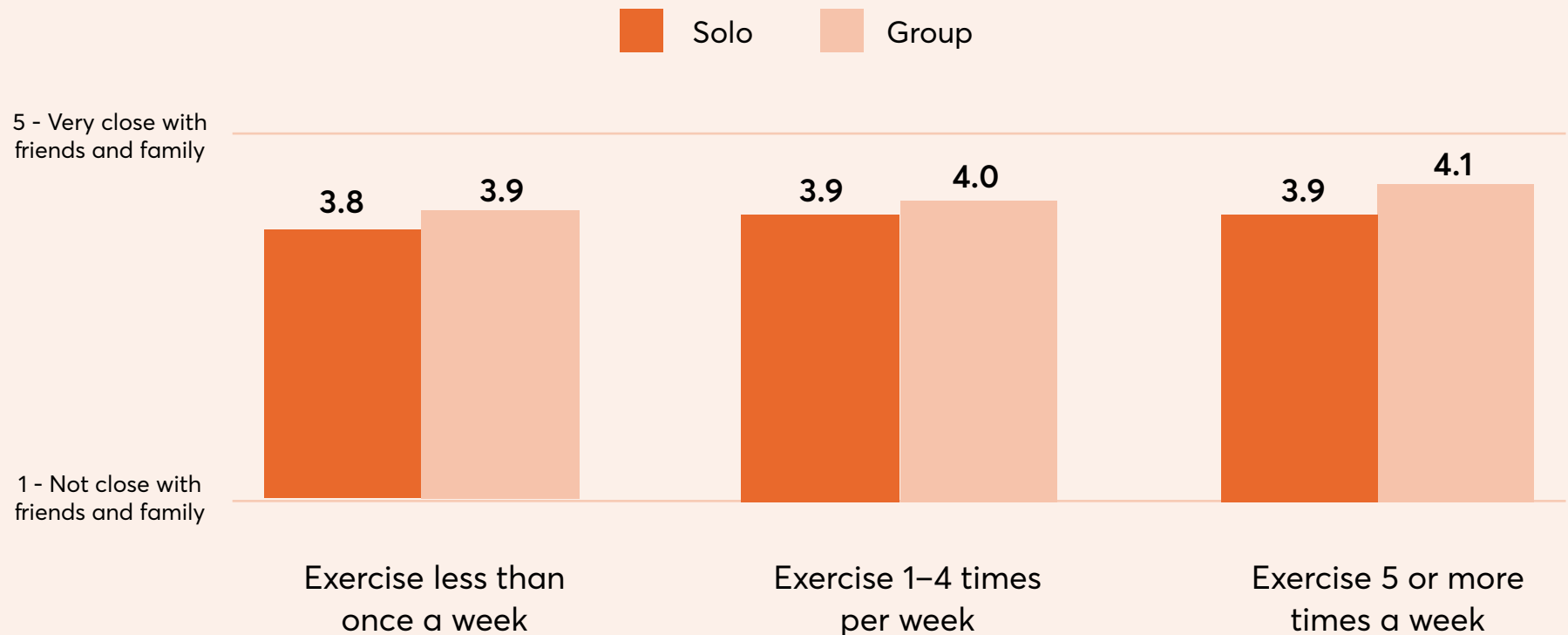
# Social wellness

focuses on connecting with friends, family, and community. Those who sweat together, stay together.

People who exercise more than once a week report having closer relationships with friends and family. Group exercisers report even stronger bonds.

# People who exercise more are closer with friends and family

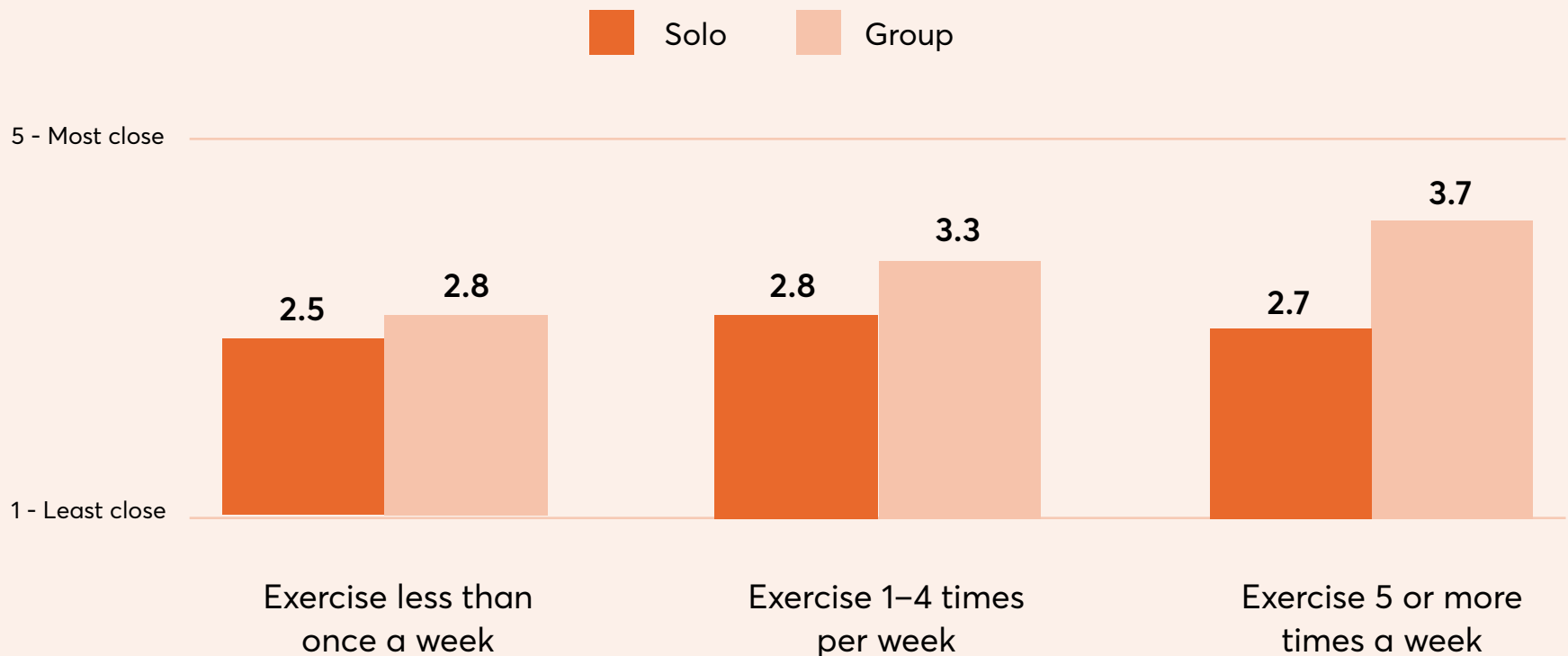
(especially if they work out in groups)



Mean score based on a 5-point scale

# More exercise also means a closer connection to community

(especially if it's group exercise)



Mean score based on a 5-point scale

# Takeaway #6

Fitness, especially group fitness,  
improves many dimensions of wellness.



07

## Key takeaways

And how you can start improving  
your fitness today.



# Here's what we learned:

- 01.** From Older Gen Z to Young Boomers, fitness is an important part of Australia's routine.
- 02.** 36% of Australians participate in group fitness regularly, and strength training is the most popular group workout.
- 03.** From kickboxing to Pilates, there's something for everyone to try next.
- 04.** Those who exercise the most are motivated because they want to be strong and fit.
- 05.** Australians who work out in groups and classes are more satisfied with their fitness levels.
- 06.** Fitness, especially group fitness, improves many dimensions of wellness.

# Motivated to move?

Embracing your wellness  
starts with a workout.

Find the best fitness  
studios near you on the  
[MINDBODY app](#).





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1. World Health Organization. "Constitution." <https://www.who.int/about/who-we-are/constitution>. Accessed December 2019.

2. Global Wellness Institute. "What Is Wellness?" <https://globalwellnessinstitute.org/what-is-wellness/>. Accessed December 2019.

3. Global Wellness Institute. "Physical Activity Is an \$828 Billion Market" <https://globalwellnessinstitute.org/press-room/press-releases/physical-activity-billion-market/>. Accessed December 2019.