

The Top 6 Fitness Trends Personal Trainers Should Get on Board With in 2017



Do you consider your fitness trainer business up-to-date and on point with all of the latest trends in your industry? We've collected the top 6 trends forecasted to be big in 2017, so you can decide if you want to obtain additional certifications and expand your reach.

1. **Wearable Technology**

Heart rate monitors, pedometers and fitness trackers top the list of wearable tech for 2017. Sales are expected to top \$4 billion in 2017 and there are no signs of slowing down. Be careful not to become dependent on your wearable technology and be wise in how and when you use it.

2. **Bodyweight Training**

Bodyweight training is one of the top trends for 2017 in large part because you don't need much room for these workouts or a gym membership. Bodyweight training increases lean muscle mass and can easily be modified to meet any fitness level. Knowing this is a new trend, you may want to incorporate this style of training into your client's fitness routines.

3. **High-Intensity Interval Training (HIIT)**

High Intensity Interval Training, or HIIT, is increasingly popular in large part because a HIIT workout doesn't consume a lot of time. Rather than long, moderately paced workouts, HIIT employs short bursts of energy at or near maximum heart rate over a 20 to 30 minute session. It has also been found to help build endurance.

4. **Strength Training**

Strength training is crucial to helping maintain a healthy body because it preserves muscle mass

and increases metabolism. While some people, notably many women, shy away from strength training, it is enjoying heightened attention in 2017. Encourage your clients to stay consistent with strength training, and provide new exercises that will keep them enthusiastic about working out.

5. Group Training

If you generally provide workout sessions on a one-on-one basis, 2017 may be the year to try something new and give group training a whirl. Group fitness is growing in popularity and clients are more excited than ever before to try a group training session. A little friendly competition isn't a bad thing and the social aspect of this type of training makes it more enjoyable for many participants.

6. Yoga

While yoga has been around for a very long time, it is hitting new highs in popularity. Given the multitude of benefits reaped from doing yoga, including stress relief, aiding digestion, improved sleep and decreased anxiety, it's no wonder why 2017 may be the year of yoga.

If you do decide to expand your offerings, ensure that every service you provide is covered by checking on your [trainer insurance](#) coverage through CPH and associates. Having the right policy can provide peace of mind for your clients, staff, and yourself.

Author:

CPH & Associates