

Marven Yacoub: How Fitness Industry will evolve in 2022?

Marven Yacoub, a seasoned fitness trainer, believes that the fitness industry is primed for explosive expansion following the pandemic.



Sydney, New South Wales Feb 14, 2022 ([Issuewire.com](https://www.issuewire.com)) - [Marven Yacoub](#), a seasoned fitness trainer, believes that the fitness industry is primed for explosive expansion following the pandemic. He further states that fitness habits will shift away from gyms and toward outdoor, home fitness, and digital options. Even though each section of the industry aims to give consumers the benefits of physical activity, they are in direct competition to being the best alternative.

During the first year of the pandemic, the fitness equipment business grew the most, rising 50.6 percent from 6.8 billion in 2019 to 10.2 billion in 2020. The online/digital fitness business, on the other hand, has seen the most development throughout the pandemic.

While no one can forecast the future, [Marven Yacoub](#) views it as apparent that the fitness sector will continue to be driven by consumer behavior and technology. There are numerous changes within the industry to meet customer demand as a shift toward sustainable fitness instead of get-fit-quick alternatives keeps growing. As we enter another year, how the world views fitness and health will continue to evolve.

What will shape the fitness industry in 2022?

Many folks had to change how and where they exercised throughout multiple lockdowns. As a result, a new mentality has emerged that may be exercised everywhere. The fitness attitude of flexibility and convenience is evident, as is the understanding that fitness is for everyone. As such, Marven Yacoub believes that consumer behavior patterns and objectives will shape the fitness industry's future. Brands will have to change to meet the demands of their customers.

Fitness providers are rethinking their value proposition and looking for new ways to reach new audiences. While the fitness industry is facing significant challenges, it also has tremendous potential. The way people exercise is also under the limelight as people continue to reevaluate so many various parts of their lives.

The Covid-19 crisis has continued to draw attention to health, with many customers taking greater responsibility for their health. As new fitness trends arise, brands have the opportunity to empower members by assisting them in not only working out but also improving all aspects of their health. So, Marven Yacoub observes that mind-body practices continue to weave their way into numerous gyms and health clubs, tying mental health and fitness together.

Connection and engagement appear to be significant drivers in the sector after multiple lockdowns and bans on social gatherings. Brands like Peloton and SoulCycle, for example, leverage rockstar teachers to help them develop flourishing workout communities. There's a reason why group fitness training appears on every year's list of fitness trends.

Excellent fitness instructors like Marven Yacoub are an essential component of the group exercise experience. They have the potential to take your business to new heights.

Critical Trends in Fitness for 2022

The world is attempting to adjust to a new way of life, with online exercises still popular and more gym-goers returning to the gym. Let's look forward to 2022 with hope, hoping that the pandemic will loosen its grip on the planet. As technology advances, new opportunities for businesses and consumers in the fitness industry will emerge.

As a fitness expert, Marven Yacoub posits that the industry will undergo many trends in the coming months. He lists the following four trends as the key transformations likely to go from strength to strength.

Exercise with a Low Impact

Low-impact exercise has room to grow, despite the popularity of high-impact exercise. According to

Marven Yacoub, rowing, yoga, and Pilates are excellent strength-building exercises that are gentle on the body. He believes that Low-impact but productive workouts will remain a fitness trend because more people want to improve their functional everyday motions and live a healthier life.

Wearable Technology that Tracks Your Health

Wearable technology and activity trackers will continue to be popular in 2022. But, Marven Yacoub further believes that they will be used for more than just fitness. Many smartwatches and fitness trackers are adding capabilities this year that look at body temperatures, stress levels, sleep, and heart rate, among other things.

Whoop, a human performance firm, is a beautiful illustration of this. Whoop can monitor your sleep, health, stress, and recuperation to provide you with a complete picture of your entire health.

Exercising in Nature

People are spending more time outside. With gyms closing, Marven Yacoub observes that many members have moved their workouts to a local park. Hiking, running, cycling, and outdoor activities in nature will continue to be popular methods to exercise in the future.

More people are seeking not simply to increase their physical activity but also to reap the benefits of being outside in nature.

Fitness for All

Gyms, fitness studios, and even fitness apps will continue to cultivate a diverse and inclusive fitness industry. As a business owner, Marven Yacoub believes that you must establish a diverse environment, from your teachers to workout techniques. More people than ever before have access to fitness thanks to online and home training.

Media Contact

Marven Yacoub

marvenyacoub2@gmail.com

Source : Marven Yacoub

[See on IssueWire](#)

