

FREE PREVIEW • FALL 2026 • UNITED STATES

# Fitness: what's moving

**Fitness is getting specific.** The fastest growth is in formats made for a particular person or purpose, measured across what people post, search and buy.

140

activities, formats, products  
and goals measured, 23–24 Oct 2026

2,765

pairings of a format with an audience  
or life stage found in Google US search

3

streams: social,  
search and sales

# Fitness in four groups

Size and change together: what's big, what's growing, and what's shrinking.

## BIG AND GROWING

The main opportunities.

|                              | GOOGLE /<br>MONTH | VS YEAR<br>BEFORE |
|------------------------------|-------------------|-------------------|
| Smart rings                  | 2.4M              | +41%              |
| Creatine                     | 1.1M              | +16%              |
| Protein                      | 808K              | +30%              |
| Running                      | 701K              | +14%              |
| Studios and classes          | 589K              | +24%              |
| Dumbbells and<br>kettlebells | 458K              | +12%              |

## BIG AND STEADY

The base of the market.

|                                 | GOOGLE /<br>MONTH | VS YEAR<br>BEFORE |
|---------------------------------|-------------------|-------------------|
| Golf (playing)                  | 3.8M              | -10%              |
| Fitness trackers and<br>watches | 2.3M              | -10%              |
| Pickleball                      | 919K              | -7%               |
| Tennis                          | 757K              | +2%               |
| Pilates                         | 672K              | -9%               |
| Activewear and gym<br>outfits   | 475K              | +2%               |

## SMALLER AND GROWING

Early signs, 10K–100K Google searches a month.

|                                              | GOOGLE /<br>MONTH | VS YEAR<br>BEFORE |
|----------------------------------------------|-------------------|-------------------|
| Football (playing)                           | 98K               | +24%              |
| Padel                                        | 92K               | +54%              |
| Recovery                                     | 83K               | +20%              |
| Hot sculpt and sculpt<br>classes             | 47K               | +32%              |
| Mat Pilates                                  | 45K               | +17%              |
| Pilates small equipment<br>(ring, ball, bar) | 34K               | +16%              |

## BIG AND SHRINKING

Formats shrinking while their need moves elsewhere.

|                         | GOOGLE /<br>MONTH | VS YEAR<br>BEFORE |
|-------------------------|-------------------|-------------------|
| Gyms and<br>memberships | 2.0M              | -26%              |
| Home workouts           | 1.8M              | -13%              |
| Martial arts            | 563K              | -22%              |
| Yoga                    | 543K              | -23%              |
| Sauna                   | 394K              | -13%              |
| Hiking                  | 376K              | -15%              |

Google searches, US: average a month Oct 2025–Sep 2026, change vs Oct 2024–Sep 2025.

# Fitness is getting specific

Strength training is flat on its own (-4%), but searched +134% for perimenopause and menopause and +43% for seniors. The full report takes each shift through why, who, what it might mean and what's worth checking.

## STRONG

Rising in all three places we measure: what people post, what they search for, and what they buy. The clearest signal.

## BUILDING

Rising in two of the three. Real momentum, with one place still to catch up.

## EARLY

Rising in one of the three so far. Worth watching and testing; not yet confirmed.

Numbers below: Google searches, US: average a month Oct 2025-Sep 2026, change vs Oct 2024-Sep 2025, unless marked. TikTok posts read 24 Oct 2026. Amazon US read 24 Oct 2026.

## Strength grows older

BUILDING

Strength training is flat on its own (-4%), but searched for seniors +43% and for perimenopause and menopause +134%.

**What people want:** To stay strong, steady and capable through midlife and later life: muscle and bone, not a six-pack.

## Calm keeps its need and changes its formats

BUILDING

Yoga is down 23%, while tai chi and qigong are up +29% and "yoga for stress" pairs are rising.

**What people want:** To settle the nervous system: less stress, less anxiety, better sleep. The need is steady; the way people meet it is moving.

## Fitness becomes a social life

BUILDING

Run clubs are up +36%, studios and classes +24%, "personal trainer near me" +68%. On TikTok, college students host sober "wellness darts".

**What people want:** To belong: to train with people, and to meet people without a bar.

## Creatine and protein go personal

EARLY

Creatine (1.1M searches a month, +16%) and protein (+30%) are big and growing, and both are searched more and more by who they're for: women, men, seniors, menopause, ADHD, GLP-1.

**What people want:** Muscle, energy and focus from what people already take, fitted to who they are.

## Searched more, bought less: the device gap

EARLY

Smart rings are up +41% in search and vibration plates +73%, but neither sells ahead of the category on Amazon.

**What people want:** To measure and to shortcut: data on sleep and recovery, results without long workouts.

# Fitness Category Snapshot

Everything in this preview, taken to the level you can plan with.

01

The fitness map. Needs, formats, products and the people they connect to, from our Tomorrow& research map.

02 Fitness in four groups. Selected activities, formats and products by search size and change.

03 **Five shifts in depth.** What people want, why, who, what else could explain it, what would change our view; the searches behind each, and the videos, products and comments where you can see it.

04 **Who it connects to.** The fastest-rising pairings of a format with an audience, generation or life stage (strength for perimenopause, tai chi for seniors, creatine for women).

05 **In-person demand.** What people look for near them: trainers, classes, gyms, studios.

06 Competitors and sales. For 19 product groups: competition, leading brands, new sellers and sales relative to the category.

07 **Settling and fading.** What is past its peak, and what replaces it.

08 **What it might mean.** For every finding, table and chart: what it might mean for a brand, and what's worth checking.

09 **Openings worth testing.** What to offer and how to show up, shift by shift.

## \$1,250

Fitness Category Snapshot | \$1,250 | Checkout coming soon

Inquire

**Working on a different category, or a question of your own?** We map any category the same way, around your question. [Talk to us about a Category Map.](#)

## METHOD

# How we know

**How we read the market.** We build the category's vocabulary from what people post, search and buy, then measure every entry in three streams: social (TikTok, Reddit, YouTube and Pinterest, read 23–24 Oct 2026; Instagram used for single checks), search (Google and Amazon, US; Google Trends 5-year history to Oct 2026; Pinterest Trends) and sales (Amazon US via Keepa and TikTok Shop, read 23–24 Oct 2026). We then check how each format connects to people: audiences, generations, life stages and the drivers behind them.

**The numbers.** Searches: Google US, average a month over Oct 2025–Sep 2026, and the change against Oct 2024–Sep 2025. Close variants count once; a one-month jump (often Google regrouping) shows direction only. Sales: whether a product group's top Amazon results sell above their 90-day average, compared with every product we read. Strength labels count how many of the three streams (social, search, sales) are rising: **Strong** all three, **Building** two, **Early** one. Being seen in posts is not the same as rising: social counts as rising only when two dated reads show growth. Published reports and news helped build the vocabulary; they are never evidence here.

**Not visible yet.** Generations are rarely typed into search, so Gen Z and Gen Alpha are read in social; social direction comes from two dated reads, the second on 31 October. Not visible is never the same as not happening.

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# Reading this research

## **Reading the findings**

Figures and examples come from the supplied October 2026 research. Search growth indicates interest, not market share, purchase intent or efficacy. Social examples illustrate a conversation; they do not establish growth. The second dated social reading is scheduled for October 31, 2026, so social direction remains unconfirmed.

## **What it might mean**

Audience-specific positioning, accessible group formats and clearer explanations of devices are opportunities to test. The data does not establish an unserved market or show why an individual buys.

## **Worth checking**

Validate the underlying source links and comparable social readings; test demand with the intended audience; compare direct-to-consumer sales with marketplace coverage. Assess supplement positioning and health claims independently.

## **Research disclaimer**

This report provides market research and strategic interpretation based on information available at the date of publication. Product directions are opportunities to evaluate, not guarantees of demand or commercial success. Business decisions require further validation appropriate to the product and market.

## **Health disclaimer**

References to ingredients, products and consumer experiences do not constitute medical advice or establish safety or efficacy. Formulations and health claims require independent scientific and regulatory assessment.