tomorrow&

by Schieber Research

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.

THE MARKET

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 / MONTH	VS YEAR BEFORE
Smart rings	2.4M	+41%
Creatine	1.1M	+16%
Protein	808K	+30%
Running	701K	+14%
Studios and classes	589K	+24%
Dumbbells and kettlebells	458K	+12%
Hyrox	361K	≥+102%
Lymphatic drainage	183K	≥+134%

BIG AND STEADY

The base of the market.

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

SMALLER AND GROWING

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

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

BIG AND SHRINKING

Formats shrinking while their need moves elsewhere.

	GOOGLE / MONTH	VS YEAR BEFORE
Gyms and 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.

FIVE SHIFTS

Fitness is getting specific

Strength training searches are flat on their own (–4%), but it is 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 social, search and sales · **Building**: rising in two of the three · **Early**: rising in one so far

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 (examples). Labels: each stream 12 months vs the 12 before, read 3–4 Nov 2026.

Strength grows older

BUILDING

Strength training searches are flat on their own (–4%), but it is 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

EARLY

Searches for yoga are down 23%, while searches for 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

HYROX searches more than doubled (361K a month), run club searches are up 36%, studios and classes +24%. On TikTok, college students host sober "wellness darties".

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

Creatine and protein go personal

BUILDING

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, shelf still forming: devices

EARLY

Searches for smart rings are up 41% and for vibration plates 73%.

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

THE FULL REPORT

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 Trend Neuron Map.

02 **Fitness in four groups.** Every measured activity, format and product by size and change, with its stage (rising, established, past peak, settling, fading).

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 **The shelf.** For 19 product groups: how crowded the shelf is, how many new sellers arrive, and whether sales beat 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 · PDF, delivered on purchase · US data, Fall 2026

Buy now

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: Amazon US sales rank of the top 10 products in each group (Keepa, read 4 Nov 2026), the median over the last 12 complete months against the 12 before; rising when 4+ products have both years and the median ranks 1.25× better, half of them up; fewer than 4 with a year-ago rank: “too new to read”. Social, also year over year: Reddit posts naming each entry in a fixed set of communities, and YouTube interest (re-read 3 Nov 2026); TikTok is used for examples, not direction. 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. Published reports and news helped build the vocabulary; they are never evidence here.

Limits of this edition. Generations are rarely typed into search, so Gen Z and Gen Alpha are read in social. Where a source can’t see something, we read it as unmeasured, not absent.

tomorrow&

by Schieber Research

tomorrow& is the research engine of Schieber Research. tomorrowandwhy.com

Research notes & disclaimers

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.