



[www.associazione-dottori-in-scienze-motorie.it](http://www.associazione-dottori-in-scienze-motorie.it)

# **FITNESS TRENDS**

## **2023**

# Wellness is a priority for people

A McKinsey research shows that wellness is a key priority for 50% of the consumers and it's important for 81%. The American College of Sports Medicine releases its new survey on 2023 fitness trends.

**Strength Training with Free Weights**

**Body Weight Training**

**Fitness programs for older adults**

**Functional Fitness Training**

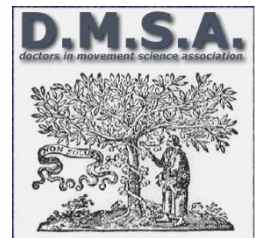
**Outdoor activities**

**High Intensity Interval Trainin (HIIT)**

**Exercise for weight loss**

**Employing Certified Fitness Professionals**

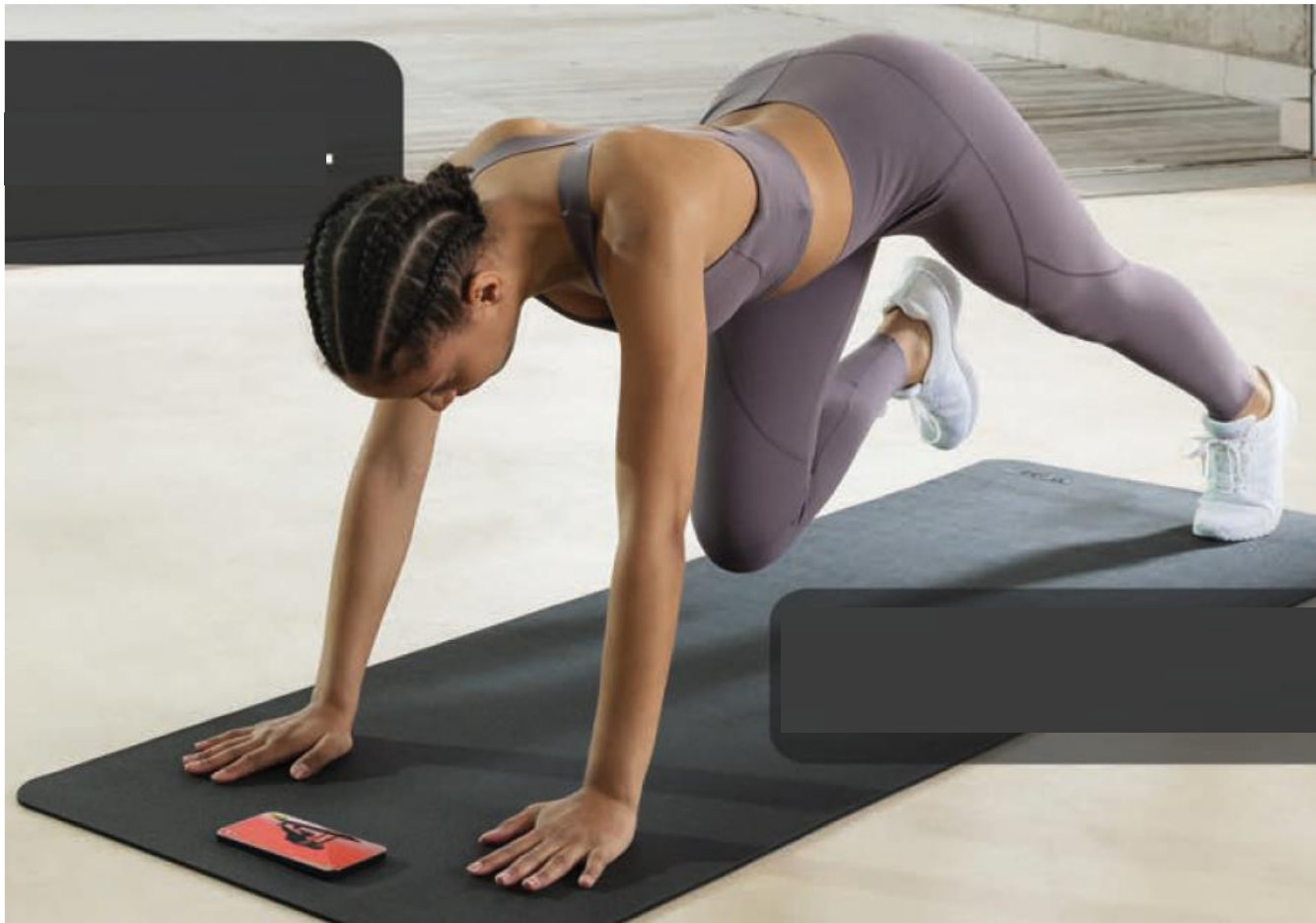
**Personal Training**



# Strength Training with Free Weights



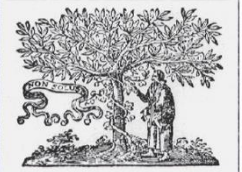
# Body Weight Training



# Fitness programs for older adults



**D.M.S.A.**  
doctors in movement science association



# Functional Fitness Training



# Outdoor Activities

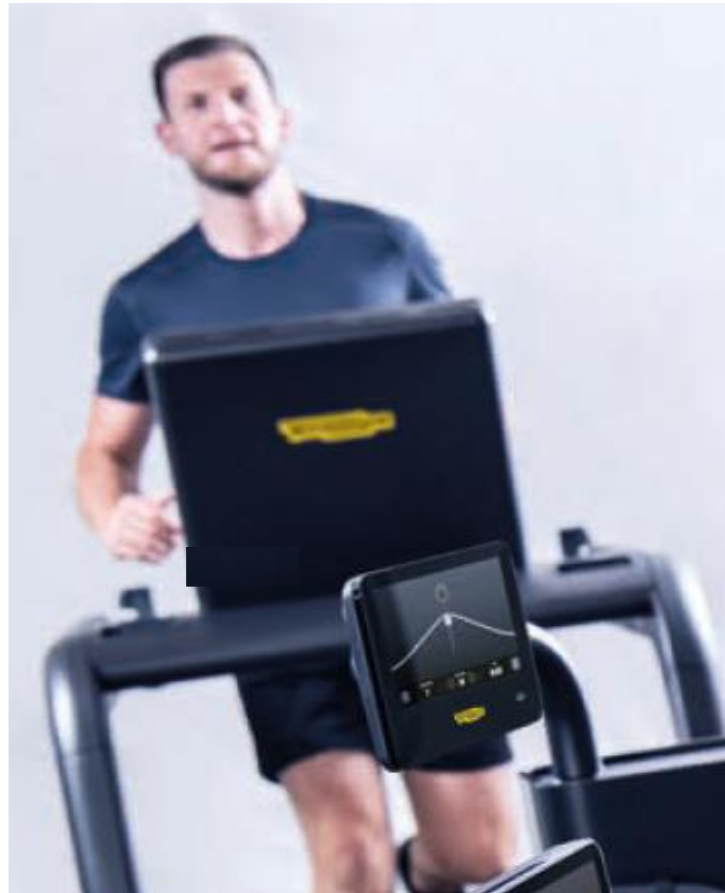


# High Intensity Interval Training (HIIT)





# Exercise for weight loss



# Employing Certified Fitness Professionals



In today's post-covid scenario, fitness, health and wellness have become central priorities for people. Alongside with this new perception, people are looking for quality and for professional services.

**D.M.S.A.**  
*doctors in movement science association*



[www.associazione-dottori-in-scienze-motorie.it](http://www.associazione-dottori-in-scienze-motorie.it)