



Adapting the new normal, this year will bring virtual fitness options closer to you.

MALLIKA TARKAS PAREKH

The global pandemic of 2020 has catapulted the fitness industry into the healthcare sector, once and for all. Gone are the days when only the fit became fitter, or fitness is only discussed with a personal trainer. Fitness has proven to be a necessity that is as indiscriminate as Covid-19 itself, and medical professionals and scientists have a critical role to play in acknowledging, understanding and explaining healthy and sustainable fitness options to their patient populations. This is not about a

movement toward holistic health—this is about a movement toward health itself, which in its very definition is holistic and should be treated as such. So, what will 2021 bring to the fitness industry, specifically? Mallika Tarkas Parekh, the Owner of Physique 57 India, shares her predictions. A Move towards Sustainable Fitness.

The biggest shift one can anticipate in the New Year is that from occasional fitness toward sustainable fitness. While beach holidays and weddings haven't disappeared entirely, getting in shape in time for large events is less relevant in an environment when dressing up and looking our best is so infrequent. Moreover, a global pandemic has us all tuning into how we feel, physically and mentally. Fitness options this coming year will revolve around methods that clients can participate in consistently and engage in for many years to come. Aesthetics will take a back seat, while feeling strong and mentally relaxed and empowered will be paramount. Given that fitness won't revolve around deadlines, low-impact but high intensity routines that sculpt muscle, trim waistlines and promote overall functionality without bone and joint pain will experience higher demand. People are more likely to be patient with results, in exchange for their overall musculoskeletal and mental health.

2021 will be shift towards sustainable fitness and embrace outdoor workouts.

Predications On 2021's Fitness Trends

48 WOODSHELF ISSUE 11

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A Move towards Sustainable Fitness

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Virtual Fitness Options

The next trend which has already begun but will continue through this year and many more to come is the popularity of online fitness. Brands are investing capital that they would have otherwise spent on physical expansion to create omnichannel businesses filled with quality virtual experiences for clients. Keeping in mind that attention spans are difficult to maintain online, workout routines are being continuously modified to keep clients engaged. We will experience a rise in both live virtual workouts as well as video on-demand services given that the first format allows for individualized form correction for clients as well as a community building element, while pre-recorded content allows for increased access anytime, anywhere. The convenience of being able to get a quick fix workout is gratifying and will continue to make fitness more approachable for all, well into the New Year.

No-Equipment Workouts

The convenience factor of no-equipment also plays a role in the rising popularity of the "no equipment" trend. Increasingly, people are seeking out fitness options that require little to no equipment, as they want out more in their homes, where they may not have access to the kind of equipment they would otherwise find in boutique fitness studios or gyms. We will see an increased focus on a variety of workout methods that can be easily done with little to no equipment. While attention may lead to increased audio equipment budgets in 2022 compared to 2020, many will opt for occasional or methods that require minimal equipment once they realize how much strength, flexibility and durability can be built using their own body weight as resistance. Workouts that incorporate body-weight exercise will also increase in popularity as a result.

Outdoor Fitness

The fitness universe has officially changed, and gyms and studios are preparing accordingly. Brands that opt to take their workouts outdoors will be sought after this coming year as we recognize an extended time period of social distancing and needs in public. While air pollution remains a concern, outdoor exercise will still likely will be preferred in outdoor spaces, when people are choosing where to get their workout. Outdoor workouts that can adapt to the demand and take their expert instruction outdoors, are most likely to attract new clients and maintain loyalty amongst

Well-Being

There are no predictions for fitness trends in 2021. There's a focus for a New Year that emphasizes self-care, health and wellness, so look to help us all heal from the events that presented in 2020.

Physique 57 India is the country's first and only barre-based workout. The method originated in New York and was brought to India in 2018 by Parekh, who has been an advocate of Physique 57's signature barre-based method blends the most effective elements of cardio, strength training and stretching to redefine your body from the very first class.

Physique 57 India
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No-Equipment Workouts

The convenience factor outlined above also plays a role in the rising popularity of the “no equipment” trend. Increasingly, people are seeking out fitness options that require little to no equipment, as they work out more in their homes, where they may not have access to the kind of equipment they would otherwise find in boutique fitness studios or gyms. We will see an increased focus as a result, on workout methods that can be easily done with little to no equipment. While vaccination may lead to increased studio and gym footfalls in 2021 compared to 2020, many will grow accustomed to methods that require minimal equipment once they realise how much strength, flexibility and durability one can build using their own body weight as resistance. Workouts that incorporate body-weight resistance will also increase in popularity as a result.

Outdoor Fitness

The fitness universe has officially changed, and gyms and studios are preparing accordingly. Brands that can take their workouts outdoors will be sought-after this coming year as we navigate an extended time period of social distancing and masks in public. While air pollution remains a concern, open air arenas will still likely still be preferred to indoor spaces, when people are choosing where to get their exercise. Workout methods that can adapt to this demand and take their expert instruction outdoors, are most likely to obtain new clients and maintain loyalty amongst

existing members.

These are my predictions for fitness trends in 2021. Here's hoping for a New Year that emphasizes self-care, health and wellness, as tools to help us all heal from the events that presented in 2020. ✨

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