



URBAN SPORTS CLUB

Press Release

Urban Sports Club presents the fitness trends of 2022

Berlin, 25.11.2021 – Urban Sports Club has analyzed the training behavior of its members this year to forecast the fitness trends of 2022. In this fast-changing world, flexibility is crucial. Urban Sports Club's hybrid offer is the answer to society's mega-trend of individualization, catering to members' diverse needs. Live online and on-demand courses will remain an integral part of many members' training, with a clear trend leaning towards holistic training. Wellness is moving into focus to add relaxation, balance and variety, with demand for multi-sports or mixed disciplines higher than ever meaning Piloxing, HILIT or Crossminton are becoming increasingly popular. However, our research clearly indicates people want to combine exercise with fun and be part of a local community, so it's not surprising that activities such as padel and cycling are firm favorites and set to become the trend sports par excellence.



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Padel and indoor cycling trend sports

After many months indoors, summer and the ability to train again with local sports buddies in the studios and outdoors brought so much joy. That's how many members discovered padel, a sport very popular in Spain and Portugal that's a mix of tennis and squash. It can be played indoors or outdoors and is constantly attracting new fans. Indoor cycling was also popular this year, with members enjoying training on a bike along with weights and motivating music. Thanks to many new partner locations, this will remain the case in 2022. Both padel and cycling have a few things in common: they are practiced in the community, they're lots of fun, and they're extremely energising full-body workouts.



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Holistic approach: mixed and multisports paired with wellness

Fitness, yoga, bouldering, functional training, dancing, swimming, Pilates¹ and their various variations were the most sought-after sports among all Urban Sports Club members in 2021. But these are only a fraction of the offerings from over 50 sports available. Members visited an average of three different partner locations each month², taking the opportunity to try a wide variety of activities. Ultimately, studios soon took up the joy of experimentation, contributing to a new trend of mixed sports. Whether Piloxing (a combination of boxing and Pilates), HILIT (High Intensity Low Impact Workout) or Crossminton (a mixture of squash, badminton and tennis), variety knows no boundaries with Urban Sports Club. Sports enthusiasts can discover new interests and find different forms of exercise that make them feel good and bring them joy. This in turn produces niche course concepts: surf yoga, hormone workouts, booty therapy, high heel dance or animal moves. There's no limit! Simultaneously, boutique fitness or health studio concepts are becoming more diverse and specialized. It's clear that well-being is holistic and encompasses physical and mental health. Throughout the year members seek out treatments and courses that provide balance to hectic everyday life. With the onset of the cold season, September saw demand for wellness offers reach its peak. Cryotherapy and massage treatments were particularly popular this year, while guided meditation was the most sought-after mindfulness practice.

Exercise 24/7: individualized training anytime, anywhere

It's not just the future of work that's hybrid - it's the future of sports, too. Flexible exercise between the office and home during downtime is the new standard. In addition to live online classes, Urban Sports Club added on-demand classes this year, so members could work out at their own convenience. Members received even more value with new online Masterclasses and 1:1 Online Personal Coaching, with both live formats providing in-depth knowledge tailored to the needs of members. In Masterclasses, experts discuss topics with a group. In 1:1 Online Personal Coaching, members can enjoy a personalized consultation with qualified trainers to help reach individual training goals. This series of online offers completes Urban Sports Club's hybrid offer so members can benefit from even more flexibility and variety while maintaining their personal routines.

¹ In this order.

² The Urban Sports Club group, which includes OneFit in the Netherlands, is present in seven European countries: Germany, Belgium, France, Italy, Spain, Portugal and the Netherlands. This data refers to the training behavior of members from all countries where Urban Sports Club is present.

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Similarities and differences in training behavior

New week, new motivation! Our research shows that members are most likely to boost their health with sports and wellness on Mondays and Tuesdays. Tuesday at 6pm is the most popular time to train and despite many people working from home, early-bird and after-work classes remain the most popular. On weekends, members are most active at 10am and 4pm in Germany and Europe. Yoga, closely followed by fitness, accounted for the largest share of check-ins among female members in 2021 on-site, in the studio, and via live online classes. Surprisingly, bouldering achieved third place, just ahead of dancing. Yoga and dance also saw an increase in check-ins among male members in Germany, while dance courses were booked more often than EMS or cross training. One reason for this was the months-long closures of sports facilities, making members increasingly attracted to live online courses such as yoga and fitness. The other reason is the growth of the mindfulness trend.



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Whether live online courses or on-site classes: community is key

Clearly, nothing replaces real-life encounters. Joint activities with trainers and sports buddies creates that community feeling, and advice from professionals in real-life is indispensable when it comes to sports. Thus, by the end of 2021, the use of live online courses levelled off to 10%, with sports behavior continuing to adapt to hybrid work models in the future. Now, thanks to our hybrid offer, sports enthusiasts can build healthy routines from anywhere and follow trusted instructors, whether in the studio or via live online classes.

ABOUT URBAN SPORTS CLUB

Urban Sports Club offers a flexible sports and wellness membership. The goal is to encourage people to lead healthier and more active lifestyles via the largest and most diverse offering. From fitness, yoga, swimming and climbing to team sports and wellness, members can choose their individual training plan from over 50 sports and discover activities they are passionate about. Members can check in for sports and wellness in Germany, France, Italy, Spain, Belgium, Portugal. The Urban Sports Club group, which also includes OneFit in the Netherlands, is represented in seven European countries, bringing its total number of partner locations to more than 12,000. The range of services for private and corporate customers includes training in the studio, outdoors, online courses via livestream and on-demand courses. In total, employees from over 40 different nations are employed in the European locations. www.urbansportsclub.com, press material on Urban Sports Club: [here](#).

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