

# FITNESS TREND IN UKRAINE

PRESENTATION BY HONCHAROVA OLYA



The fitness industry is constantly evolving. New approaches to training often appear in this industry.

Sport is becoming more technological and diverse.

When planning and developing new workouts, coaches also think about the people who will come to them to training. They take into account the wishes of everyone.

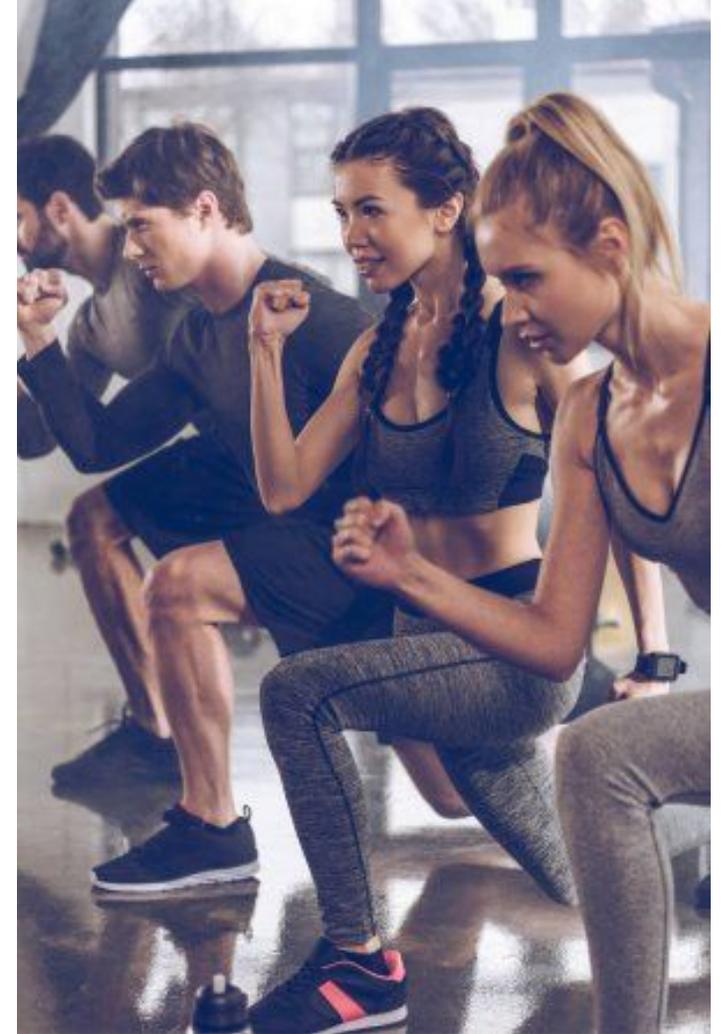
This is how fitness trends are formed.

# WORLD FITNESS TRENDS IN UKRAINE

Over the past three years, the fitness industry in Ukraine began to develop and focus on world trends.

Every year, new types of training and simulators appear, new mobile applications and online products are released.

Recently, trends can be identified that are already being applied and are actively developing among the sports audience.



# GROUP TRAINING



Recently, group training is gaining popularity.

Usually it is a group of 5 people. In such groups, boys and girls train on equal terms. After all, training develops the body from individual indicators and human possibilities.

Group training has such characteristics as discipline and competition, in which everyone wants to be the best.

The main condition for such training is that they are useful for people of different levels of training.

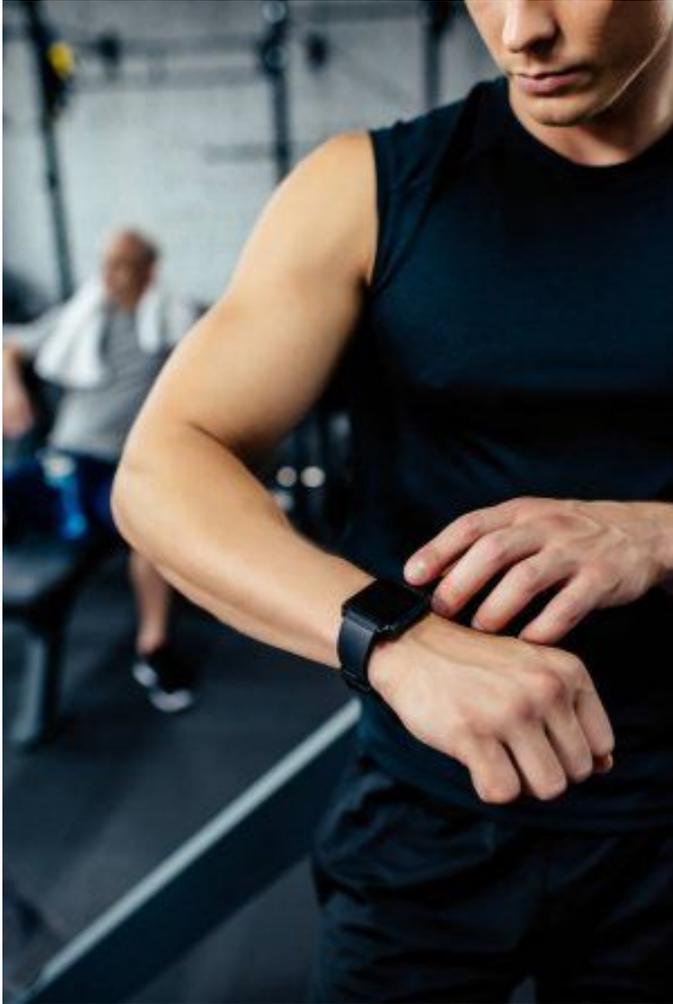
# SPORTS AND SOCIAL NETWORKS

The promotion of a fitness brand on social networks is one of the methods to attract new customers.

Almost all new clubs are trying to create their own live content. People who involved in sports tell and show their success in sports: post photos with the demonstration of results, videos from training, talk about nutrition and diets.



# TRAINING APPS AND GADGETS



More and more fitness apps and web products are appearing recently. They help calculate calories, make lists of foods for proper nutrition for every day, exercise on your own or online with a trainer.

Through the program, you can sign up for a workout, track the workload of clubs and get the necessary information. Most of these programs are free.

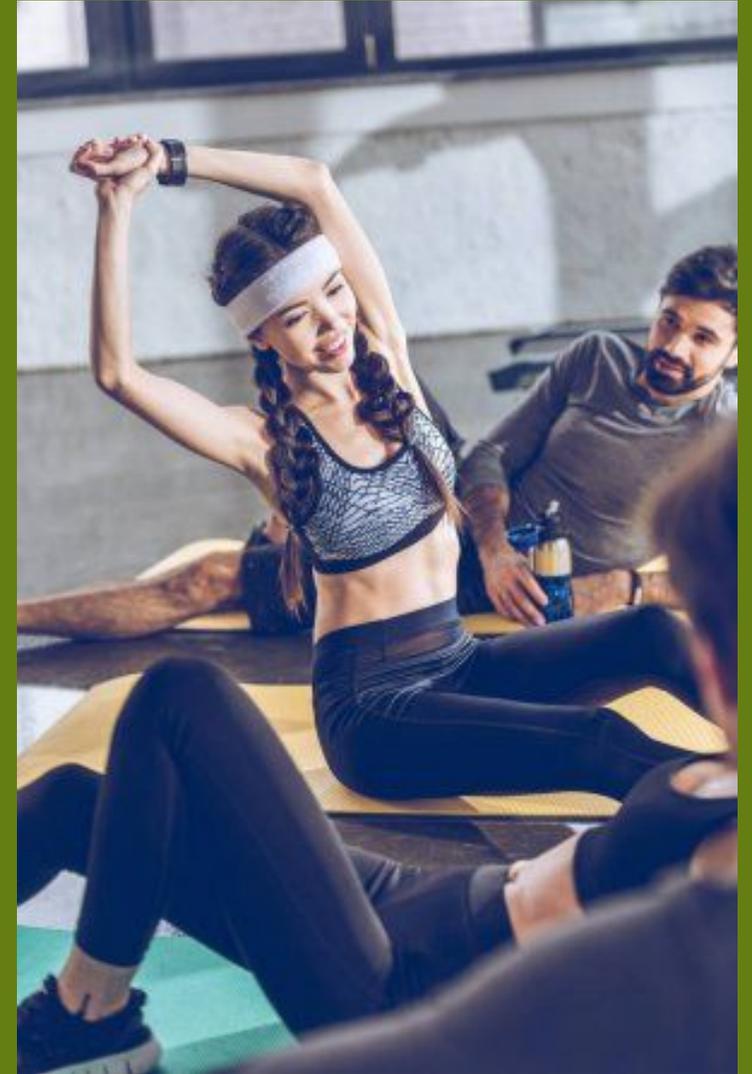
The popularity of using gadgets during training is growing. Fitness trackers, smartwatches record vital signs during training, record the duration and quality of sleep, and even stimulate "increase activity" during work.

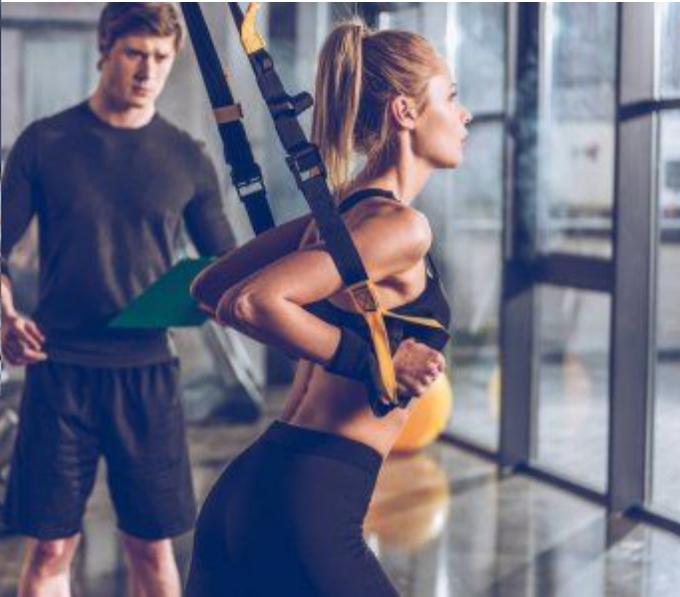
In my opinion, the development of the fitness industry in Ukraine will continue for a long time. This is a very useful trend for everyone.

After all, everyone can feel like a professional athlete and prepare for real competitions. For example, in Kyiv several times a year there are big competitions for both professional runners and amateurs.

Also, a well-known trend in Ukraine is yoga. This trend will last for a long time because many people really like it.

And of course, mobile applications and gadgets for fitness are updated every year, becoming more thoughtful.





THANKS FOR  
YOUR  
ATTENTION!