

Tendencias ACSM 2024: Programas de salud corporativos



Skyrocketed to the No. 2 spot in 2024 seemingly out of nowhere

1/3: Portion of a lifetime that an American employed full time will spend at their workplace, according to the CDC

Includes employee athletic leagues, access to fitness facilities, health education classes and the like

May lower employers' insurance costs, boost productivity and improve employee mental health

About the ACSM Worldwide Survey of Fitness Trends

The annual survey was launched in 2006 to explore changes in the fitness industry. It is used by wellness facilities and independent sport and exercise professionals to direct investment and remain on the leading edge of the market.

Learn more at acsm.org/trends



Recientemente se han publicado las tendencias de fitness para 2024 (ACSM Trends 2024) y los resultados son interesantes para reflexionar y sobretodo, para pensar hacia dónde se dirige nuestro maravilloso sector.

En la siguiente tabla se pueden ver las principales tendencias según A'Naja et al. (2024).

Rank	Trend	Trend Category
1	Wearable Technology	Digital Technology
2	Worksite Health Promotion	Exercise Setting
3	Fitness Programs for Older Adults	Special Populations
4	Exercise for Weight Loss	Programming
5	Reimbursement for Qualified Exercise Professionals	Fitness Business Model
6	Employing Certified Exercise Professionals	Fitness Business Model
7	Mobile Exercise Apps	Digital Technology
8	Exercise for Mental Health	Programming
9	Youth Athletic Development	Special Populations
10	Personal Training	Programming
11	Lifestyle Medicine	Medical Fitness
12	Outdoor Fitness Activities	Programming
13	Health/Wellness Coaching	Programming
14	Functional Fitness Training	Training Modality
15	Yoga	Training Modality
16	Exercise is Medicine	Medical Fitness
17	Traditional Strength Training	Training Modality
18	Data-Driven Training Technology	Digital Technology
19	Online Personal Training	Exercise Setting
20	High-Intensity Interval Training (HIIT)	Training Modality

En este nuevo ranking, en segundo lugar aparece la promoción de la salud en el lugar de trabajo, y tenemos ¡buenas noticias! En el Grupo de Investigación GISDOR tenemos dos grandes especialistas en esta materia. El Dr. Ramón Gómez y el Dr. José Manuel Núñez.

Los programas de salud en el trabajo no son solo un beneficio, son una necesidad. Al promover la salud física y mental, se mejora no solo la calidad de vida de los empleados, sino también su productividad y compromiso. Invertir en salud es invertir en el futuro de las organizaciones.

En nuestra web, en el apartado [LAB](#) puedes ver los trabajos que hemos realizado en esta línea.

Referencia:

A'Naja, M. N., Reed, R., Sansone, J., Batrakoulis, A., McAvoy, C., & Parrott, M. W. (2024). 2024 ACSM Worldwide Fitness Trends: Future Directions of the Health and Fitness Industry. *ACSM's Health & Fitness Journal*, 28(1), 14-26.

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