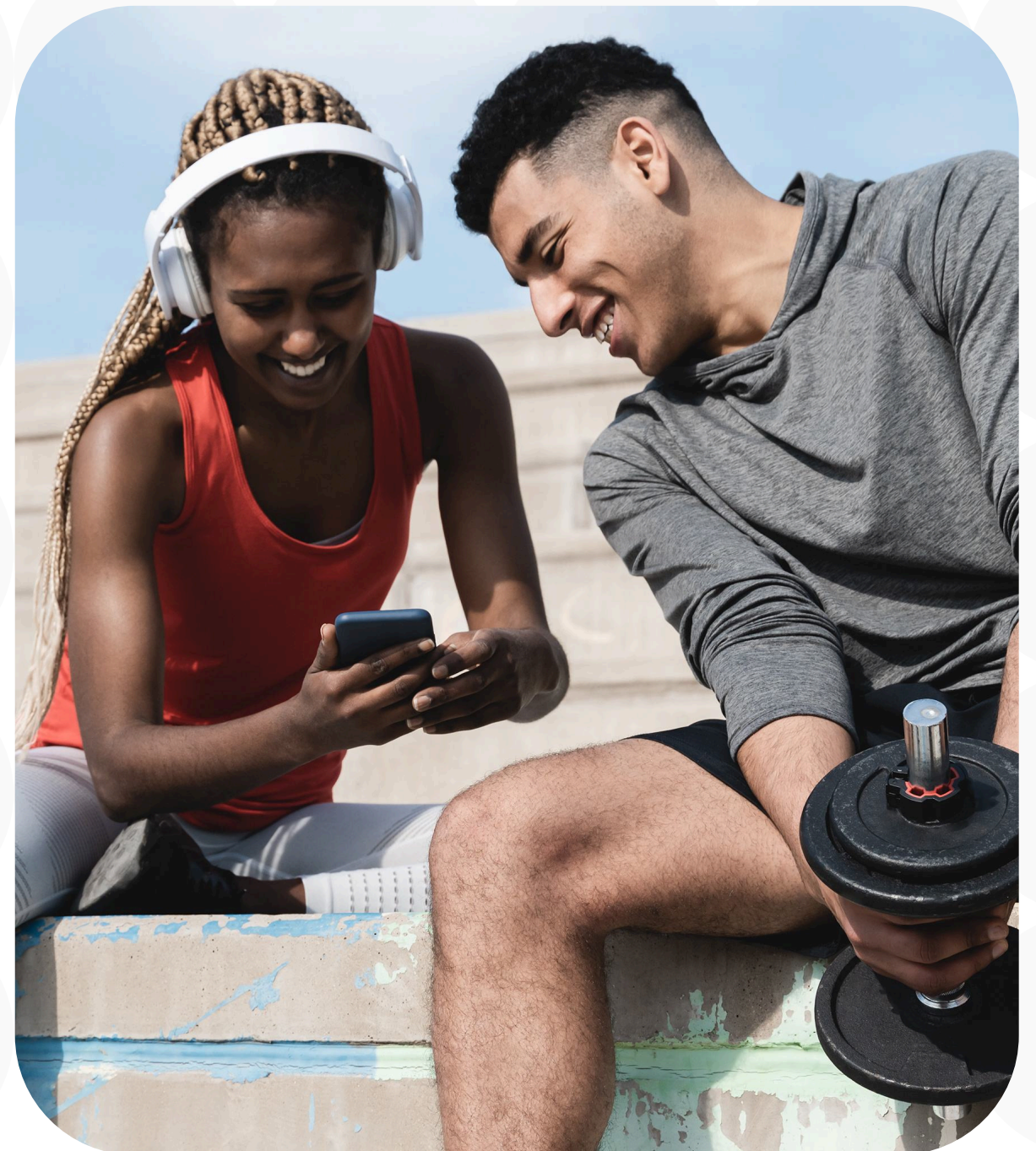




2025 State of the Personal Trainer

An Industry Report from ABC Trainerize



INTRO

In 2024, we got to witness the pinnacle of human performance at the Paris Olympics. With athletes breaking records and pushing boundaries like never before, behind these feats was a revolution in training techniques, cutting-edge technology, and advanced gear that has redefined what's humanly possible.

This same wave of innovation is shaping the future of fitness for everyone—not just elite athletes. As we look to the future, these advancements are not just about performance; they're also about creating a more holistic, sustainable approach to health and wellness—one that prioritizes mental health, nutrition, and recovery as much as physical fitness.

Personal trainers are at the heart of this transformation, adapting to new tools and techniques to meet the evolving needs of their clients in a world where the possibilities for growth and success feel limitless. With 2025 here, the industry is once again on the brink of transformation. Clients are more informed and selective than ever, expecting tailored, tech-enabled experiences that fit seamlessly into their lives.

For personal trainers, this evolution represents both a challenge and a massive opportunity. How do you stand out in a crowded market? How do you meet—and exceed—your clients' expectations?

2025 State of the Personal Trainer: An Industry Report from ABC Trainerize is here to help answer these questions. Drawing on data and emerging trends, this report is your roadmap to understanding the future of fitness and leveraging it to grow your business.

The insights and statistics shared in this report were gathered from surveys completed by ABC Trainerize users over the past year. These responses reflect the real-world experiences and perspectives of personal trainers actively shaping the industry today.



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Embrace 2025 by redefining personal training with innovation, holistic coaching, and cutting-edge technology to create transformative client experiences and thrive in a competitive fitness landscape.

ONE CONSTANT IN A CHANGING WORLD

First, before we dive into our report, let's take some time to consider one thing that never changes.

Yes, the fitness industry (like so many others), is evolving rapidly with technology. For personal trainers, the digital revolution offers tools to scale their businesses, reach new clients, and deliver more comprehensive coaching experiences.

But amid all this change, one thing has remained constant:

THE POWER OF HUMAN CONNECTION.

At its core, personal training isn't just about sets and reps—it's about understanding, motivating, and supporting clients on their fitness journeys. No matter how advanced the technology becomes, the bond between trainer and client remains the cornerstone of success.

Whether it's a quick check-in message, personalized feedback on progress, or simply being there to celebrate a client's milestones, these moments of connection build trust and loyalty. As the industry continues to innovate, trainers who prioritize genuine relationships will not only thrive but will also create lasting impact in the lives of their clients.

2025 PERSONAL TRAINING INDUSTRY TRENDS:

BUSINESS KNOWLEDGE GAP FOR NEW ONLINE PERSONAL TRAINERS

#1

One of the biggest challenges for personal trainers today is transitioning their business online.

In fact, **57.2% of respondents in our survey identified getting started with their new online business as a key challenge.**

From mastering the right technology to building client relationships in a virtual space, this transition can feel overwhelming.



57.2%

For trainers who started their careers in-person at a gym, this foundation often provides invaluable experience. Managing client schedules, building rapport with clients, and creating adaptable programs in real time are skills that seamlessly translate into the online coaching space, giving them a strong starting point for success.

But the challenge of going online isn't just technical—it's strategic. New online trainers often face a dual knowledge gap: they need to excel at coaching and running a business. Marketing, client acquisition, retention, and time management are just a few of the hurdles that can stand in the way of success.

To excel in the online coaching space, trainers need a clear plan. The new [ABC Trainerize Academy](#) is a game-changer! On-demand courses, taught by industry leaders, are designed to help trainers master the business and coaching sides of their online offering. It's the ultimate resource for trainers ready to thrive online.

CHECK OUT: [HOW TO BECOME AN ONLINE PT](#)



HYBRID COACHING CONTINUES TO BE THE WAY FORWARD #2

38%

38% of surveyed trainers currently offer hybrid coaching, blending in-person sessions with virtual training. This model isn't just a trend—it's a response to client demand for flexibility and personal connection with their coach. Some clients want access to their coach wherever they are, whether that's at home, at the gym, or on the go.



Hybrid coaching offers the best of both worlds: the personal connection of face-to-face training combined with the convenience of online support. It also allows trainers to scale their business by reaching clients beyond their immediate geography.

For trainers looking to implement or refine their hybrid model, start small. Offer virtual check-ins alongside in-person sessions, or use digital platforms to provide clients with workout plans, progress tracking, and messaging support.

Conversely, if you're an online-only coach, consider adding a personal touch to your programs by incorporating live video feedback, hosting virtual group challenges, or scheduling one-on-one check-ins to strengthen client relationships.

CHECK OUT: [HYBRID PERSONAL TRAINING](#)

360/HOLISTIC COACHING IS ON THE RISE

#3

While fitness remains at the core of personal training, clients are increasingly looking for a 360-degree approach to their health. **Almost 10% of trainers surveyed now identify 360/holistic coaching as their primary service offering.**

Holistic coaching goes beyond workouts, encompassing areas like nutrition, stress management, sleep, and lifestyle habits.

10%

It's about addressing the whole person—not just their fitness goals. For trainers, this shift represents an opportunity to build deeper client relationships while differentiating themselves in the market.

To integrate a holistic approach to coaching, start by expanding your knowledge in key areas like nutrition and recovery. Use technology to track client habits and progress, and create programs that are as much about mindset and lifestyle as they are about reps and sets. If you're not offering nutrition coaching, perhaps you could start with nutrition guidance, like daily healthy habits.



And, it's not just the demand of individuals that is bringing about this shift, but from businesses too! As we enter this era of holistic wellness, many companies are jumping on board and initiating corporate wellness programs.

CHECK OUT: [7 TIPS FOR BECOMING A SUCCESSFUL CORPORATE WELLNESS COACH](#)

TIKTOK: MORE VALUABLE THAN INSTAGRAM?

#4

57%

Social media remains a vital tool for personal trainers, but the platforms driving the most valuable engagement are shifting. **Nearly 57% of respondents noticed a slowdown in leads from Instagram**, with TikTok emerging as the new discovery tool.

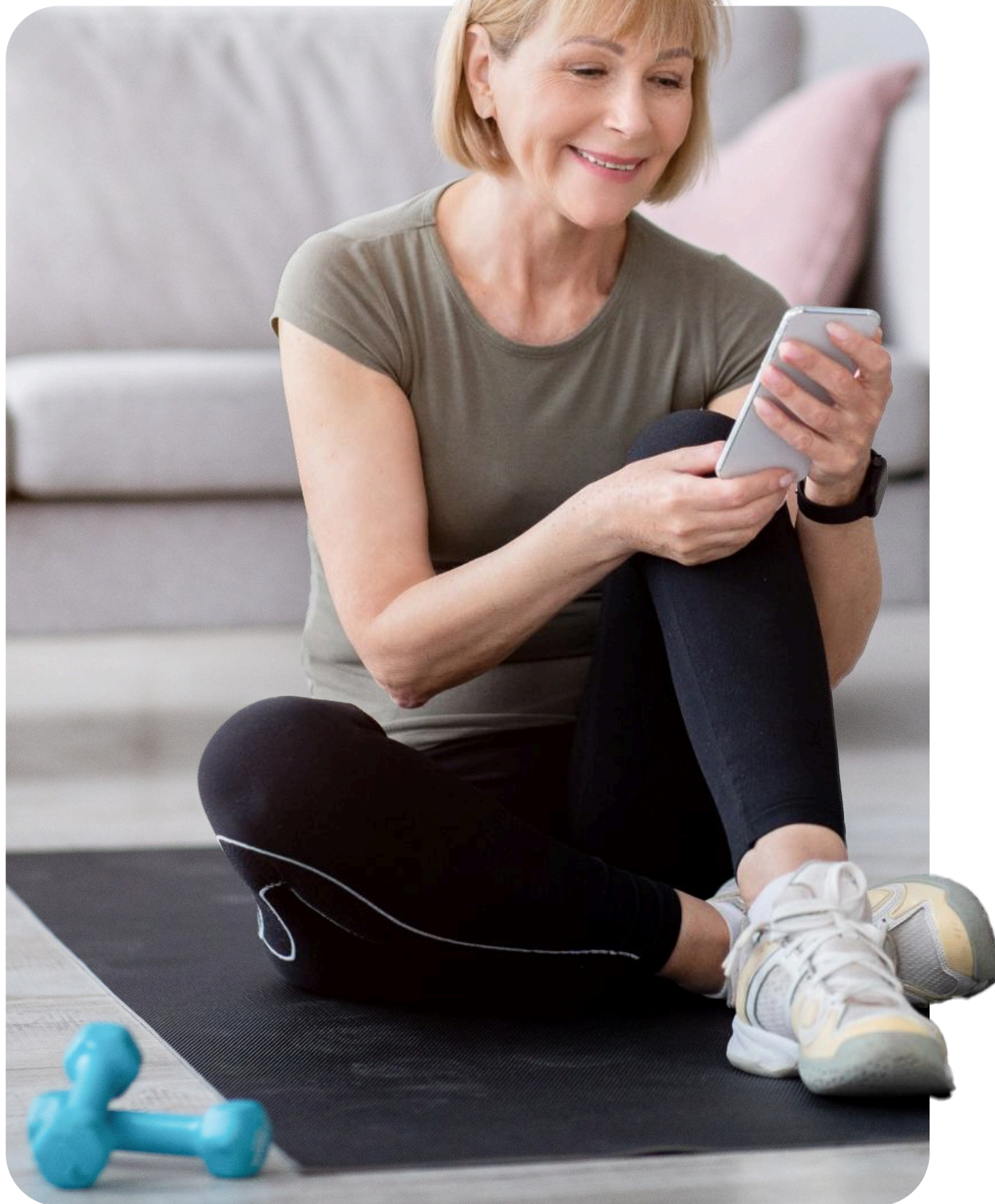
Why the shift? TikTok's algorithm is built for discoverability, making it easier for trainers to reach potential clients organically. Its short, engaging videos are perfect for sharing quick tips, workout demos, and behind-the-scenes glimpses of your coaching style.

Should you move away from Instagram completely? Absolutely not (particularly as coaches based in the United States may lose access to the app in early 2025). According to [Sprout Social](#), Instagram has over 2 billion users – and over 52% of these users also have a [TikTok](#) account. That means having a solid cross-platform social media marketing strategy is crucial for your PT brand to succeed!

CHECK OUT: [THE SOCIAL MEDIA CHEAT SHEET FOR PERSONAL TRAINERS](#)

For trainers looking to adapt, focus on creating authentic, value-packed content that speaks to your target audience. Think: "5-minute mobility routines" or "Nutrition hacks for busy professionals." Use trending sounds and hashtags to boost visibility, but always stay true to your brand. And don't forget to engage—watch, like, and comment on content related to your niche to help with the distribution of your own videos! With the right strategy, TikTok can become a powerful lead generation tool for your business.

TAKE IT UP A NOTCH IN 2025



If 2024 was about being inspired by what humans are capable of, 2025 is about bringing that same level of innovation and excellence to your personal training business.

The evolution of the fitness industry shows no signs of slowing down, and personal trainers who embrace these trends will be best positioned to thrive.

This year, clients aren't just looking for workouts—they're seeking transformative experiences that blend cutting-edge technology with personalized, holistic coaching. From integrating mental health and nutrition into your programs to leveraging AI-driven insights and building your brand on video platforms like TikTok, 2025 is your opportunity to redefine what it means to be a personal trainer.

Success in this rapidly changing landscape will require adaptability, creativity, and a commitment to growth. By staying ahead of the trends and putting clients' needs at the center of your strategy, you can turn challenges into opportunities and set yourself apart in an increasingly competitive market.

The future of fitness is here—are you ready to take it to the next level?



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FINAL WORDS

ABC Trainerize can help you take your personal training to the next level in 2025.

With fitness, nutrition, and habit-coaching features, plus in-app messaging, progress tracking, and more — it's everything you need to motivate and inspire.

But, don't just take our word for it
come see for yourself by starting

A FREE 30-DAY TRIAL TODAY!

