

ClassPass

Corporate

Fitness &

Wellness

Index

A look back at 2022 trends and what to expect in 2023



The ClassPass Corporate Fitness & Wellness Index is a result of analyzing over a million reservations from ClassPass corporate users around the world between January 2022 and October 2022 to understand how people incorporate fitness & wellness into their daily lives.

Our analysis shows consensus on one general theme — **professionals are committed to improving their overall wellness.** Reservations for both fitness classes and salon & spa appointments are on the rise,

with combined reservations increasing by 191%.

In this report, we will explore key employee fitness and wellness trends and provide insights into how employers can tailor their benefits strategy to better support their team's wellbeing for the future.

Fitness & wellness reservations increased by

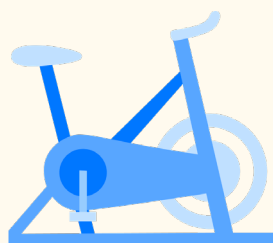
 **191%**

2022 fitness trends according to ClassPass corporate users

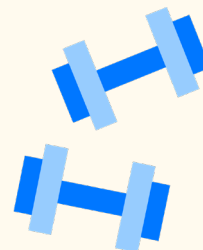
Fitness reservations grew by 200% in 2022. The five most popular workout classes in 2022 were bootcamp, indoor cycling, high-intensity-interval training, Vinyasa yoga and reformer Pilates.



1. Bootcamp



2. Indoor Cycling



3. HIIT Training



4. Vinyasa Yoga



5. Reformer Pilates

Additional popular workouts included:



Hot Yoga



High-Intensity Pilates



Power Yoga



Weightlifting



Lagree

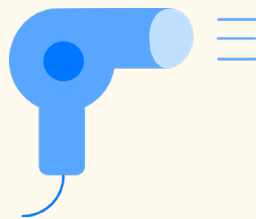
2022 wellness trends according to ClassPass corporate users

ClassPass corporate users are eager to incorporate salon & spa appointments into their day-to-day routine, with **wellness reservations increasing by 132% in 2022.**

The five most popular salon & spa appointments this year were:



1. Nail Care



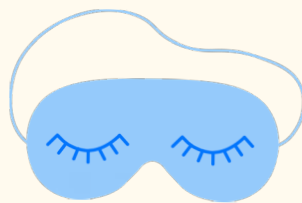
2. Haircuts



3. Massages



4. Hair Removal



5. Sports Recovery

ClassPass corporate users are back to their pre-pandemic fitness & wellness routines

The most popular days to workout in 2022 were Monday, Tuesday and Wednesday – the same as 2021.

Lunchtime workouts soared in popularity in 2020 and continued to be popular in 2021, but the most popular times to workout in 2022 varied between 5:30 PM and 6:30 PM. This data reaffirms we're back to our pre-pandemic routine of post-work workouts.



Lunchtime workouts



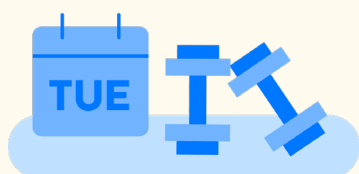
Post-work workouts



While January is historically a popular time for people to get back into their fitness routines, this year the back-to-school season (August, September & October) saw the biggest fitness resurgence.

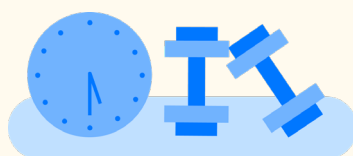
Corporate users tend to dedicate the first half of the week to prioritizing fitness goals, while reserving the end of the week to schedule wellness appointments. In 2022, Friday was the most popular day to unwind.

**MOST POPULAR DAY
TO WORKOUT:**



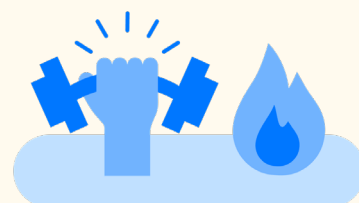
Tuesday

**MOST POPULAR TIME
TO WORKOUT:**



5:30 PM

**MOST POPULAR
WORKOUT DAY OF
THE YEAR:**



10.17.2022

**MOST POPULAR DAY
FOR A WELLNESS
APPOINTMENT:**



Friday

**MOST POPULAR TIME
FOR A WELLNESS
APPOINTMENT:**



6:00 PM

**MOST POPULAR DAY
FOR WELLNESS
APPOINTMENTS:**

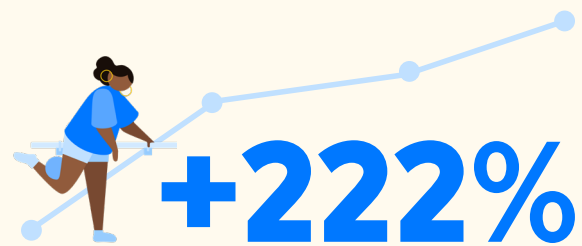


10.21.2022

Turning work friends into workout friends

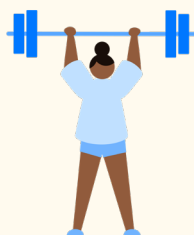
Post-work happy hour?

More like post-work sweat sessions. In 2022, the number of ClassPass corporate users that took a class with a coworker increased by **222%**.



Looking for a workout to invite your work buddy to? Try strength training, cycling or yoga — the most popular classes to attend with a coworker in 2022.

- | | |
|----------------------|-----------------------------------|
| 1. Strength Training | 7. Running with Strength Training |
| 2. Cycling | 8. Barre |
| 3. Yoga | 9. Dance |
| 4. Pilates | 10. Running |
| 5. Boxing | |
| 6. Gym Time | |



2023 predictions

So, what should you expect in 2023 and how can you use these trends to inform your employee wellness strategy? Let's get into it.



Prediction: Personalization will be the expectation

The definition of wellness is expanding and is personal on an individual level. One person might want to unwind with a calming yoga class or a massage, while another relaxes by getting their nails done or taking a HIIT class.

There is an opportunity to better support diverse workforces by investing in benefits programs that offer employees flexibility and the ability to choose how they take care of themselves.

Prediction: Company culture will be more important than ever.

While remote or hybrid work has plenty of benefits like autonomy over work hours, location flexibility and productivity boosts, it hasn't come without its tradeoffs.

With a rise in workouts taken with a coworker, it's clear that today's professionals are missing social experiences with their friends at work. A [recent study](#) by BetterUp found that **69% of employees aren't satisfied with the opportunities for peer-to-peer connection** in their workplace.

To maintain a highly connected workforce, it will be critical for employers to implement programs that support socialization, engagement and relationship building.



Prediction: IRL experiences will continue to soar in 2023

Corporate users are all in on in-person as they book IRL experiences at rates that, in most areas, surpass pre-pandemic levels. In February 2022, ClassPass recorded the most reservations from corporate users since February of 2020.

This return to in-person experiences and continued anticipated growth presents HR leaders with an opportunity to meet their employees where they are – at the gym or in a fitness class.



Ready to bring wellness to your workplace?

The ClassPass team is here to help!

ClassPass gives your employees access to thousands of top-rated gyms, fitness studios, salons and spas around the world.

With the ClassPass Corporate Wellness Program, your employees are empowered to define how they take care of themselves with flexible fitness and wellness benefits.

Take the first step towards creating a happier, healthier workplace with ClassPass.

[Book a demo](#) →

Methodology

ClassPass analyzed data from over a million corporate user reservations to understand the daily fitness & wellness routines of professionals. This year's global study reviewed all reservations made from January 2022 – October 2022.