

2025 → 2026

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The state of

MODERN

WELLNESS

How strength, recovery, GLP-1s, and
connected systems are reshaping fitness &
wellness in 2026.

Industry Report by **Comma Eight**

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The Wellness Shift *at a glance*

01



What happened in 2025

Fitness & wellness became tech-enabled, strength-obsessed, GLP-1-aware, recovery-centric, and far more inclusive of older adults and casual movers.¹

What's to come in 2026

Expect an acceleration of the same themes: smarter strength and longevity training, AI-first coaching, GLP-1-linked programming, and recovery/wellbeing as core infrastructure rather than “nice-to-have.”²



Key takeaway: Modern wellness is no longer defined by intensity – it's defined by durability, integration, and long-term health outcomes.

How Modern Wellness *is taking shape*



Tech Stays #1

Wearables, mobile apps, and hybrid/connected fitness remain at the top of global trend rankings.³⁻⁴



Strength is the new default

Strength training is now the most popular gym activity and a central value proposition in clubs and digital platforms.⁵



GLP-1 weight loss drugs are reshaping demand

They're boosting gym interest, but also forcing a pivot toward muscle preservation and long term metabolic health.⁶⁻⁷



Recovery becomes mainstream

Infrared saunas, cold plunges, contrast therapy, and red-light are moving from biohacker niche into gyms, spas, and corporate offerings.⁸



Active aging & low impact formats surge

Programs for older adults sit near the top of global trend lists, while Pilates, mobility, and pickleball explode.⁹⁻¹⁰



Hybrid & workplace wellness mature

Hybrid memberships and “fitness that fits into work and life” are now table stakes; employers emphasize short, flexible, whole-person wellness.¹¹⁻¹²

2025: When Fitness Became Modern Wellness

03

Tech Became Wellness Infrastructure

Wearables and apps are no longer competing with gyms — they're embedded into the wellness experience. Continuous tracking, performance visibility, and connected hardware became baseline expectations.

40% ↗

of memberships now include hybrid access¹³

70% ↗

of gym-goers want a hybrid experience¹³

+29% ↗

increase in strength training sessions (YoY)¹⁵

80% ↗

of Tonal members train to age better, not just look better¹⁶

Strength Shifted to Longevity

Strength was reframed from bodybuilding to independence, mobility, and long-term energy — cutting across age and gender, with 65% of men and 52% of women participating in strength training.¹⁴

GLP-1s Triggered a Metabolic Reset

GLP-1 drugs exposed a critical gap: weight loss without muscle is not wellness. Gyms began pivoting toward strength, functional movement, and coaching.¹⁹

\$100b+ ↗

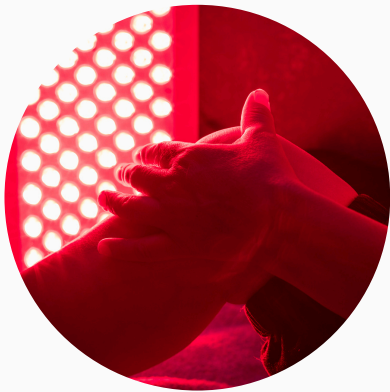
projected GLP-1 market within a decade¹⁷

+20% ↗

projected lift in gym & studio demand from GLP-1 adoption¹⁸

Wellness Expanded Beyond the Workout

04



Recovery Became a Category

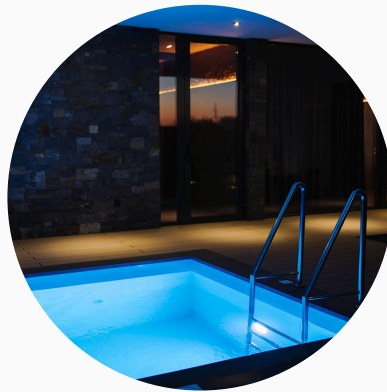
Recovery is now a primary wellness pillar, alongside strength and nutrition, unlocking new revenue via memberships, day passes, and premium tiers to cold plunges, infrared saunas, and red-light therapy.²⁰

Social & Outdoor Movement Surged

Wellness became social, identity-driven, and community-based, especially for younger demographics.²³⁻²⁴

TL;DR

Growth clustered around strength, longevity, and recovery, not traditional cardio-first programming.



Active Aging & Low-Impact Took Center Stage

Low-impact strength, mobility, and balance moved from niche to core growth drivers, supporting longevity across generations.²¹⁻²²

Where Growth Concentrated:

Racket Sports

Pilates / Mobility

Recovery Services

Strength Training

2026: From Trends to Decisions

05

What Wellness Brands Should Actually Do Next

1

Lead With Longevity Outcomes

- Anchor programming around mobility, balance, joint health, and sustainable strength²⁶
- Position wellness around aging well (“move well at 80,” injury prevention, daily energy)²⁵
- Build low-impact, longevity-first tracks that support active agers and younger members thinking long-term

2

Design for GLP-1, Peptides & Anti-Aging Audiences

- Support members using GLP-1s, peptides, and anti-aging therapies with strength-forward, metabolism-aware programming
- Educate around muscle retention, recovery, protein intake, and realistic body composition expectations
- Integrate these audiences into the core experience instead of isolating them into “weight loss” programs

3

Treat Recovery as a Product Line

- Create dedicated recovery zones (not add-ons)
- Offer tiered memberships with recovery access
- Bundle recovery with mobility, breathwork, and sleep support

4

Build for Women & Active Aging by Default

- Design for hormonal transitions, bone health, and safety
- Offer low-impact strength and balance-forward pathways
- Reflect these needs in UX, community, and messaging

Now What?

06

Comma Eight's Practical Activation Plan for Modern Wellness

Tailored Content | Leveraging Member Data | Monetizing Recovery



Content: What We Put Into the Market

Create value-driven, search-friendly content for social media, blog on your website / mobile app, and email newsletter, like:

- **A Longevity Content Series**
 - Strength for muscle preservation, mobility, and energy (not aesthetics)
- **A Recovery Education Track**
 - Cold plunge, sauna, breathwork, sleep—when and why to use each
- **GLP-1 + Anti-Aging Peptides Education**
 - Capitalize on increased search volume for wellness peptides by providing education on the best ones for your wellness goals



Monetization: How It Pays Off

We would implement:

- Recovery-inclusive membership tiers
- Behavior-based upsell moments (not just blanket promos)
- Corporate wellness bundles combining strength, recovery & on-demand options

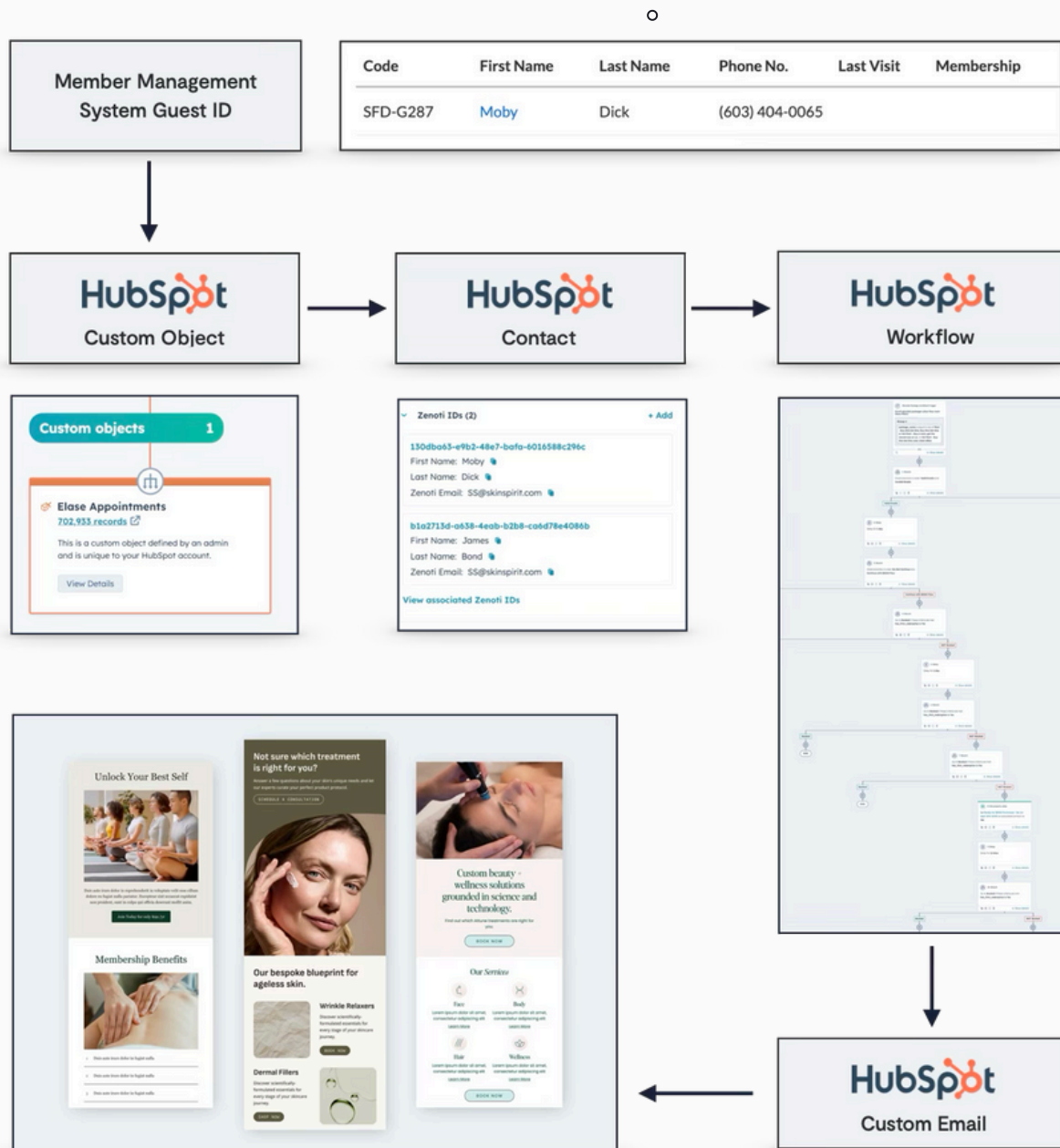


Lifecycle, Data & Personalization: How Tailored Content Gets Delivered

07

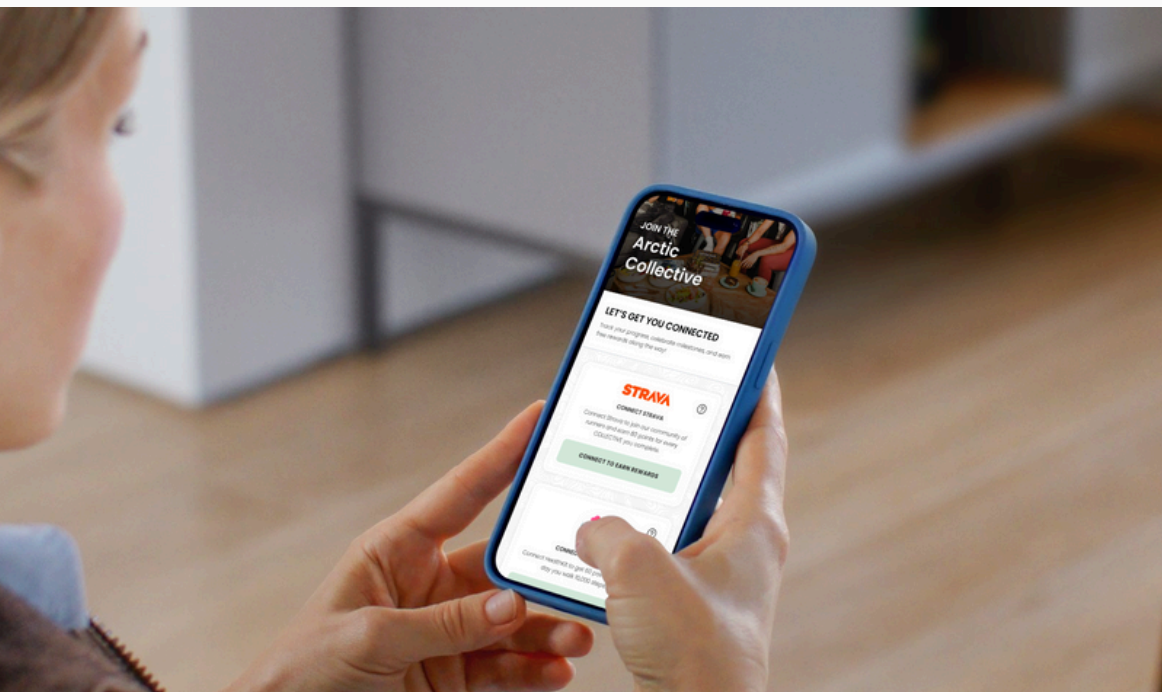
By connecting booking, attendance, and membership data from your MMS to CRM, we would build customer behavior-based email segments and automated workflows, to deliver the best content & offers based on their activity, like:

- **Strength Training Focused Members**
 - Series: Recovery Benefits & Upsell Offers to add recovery services to their membership
- **New Leads**
 - Series: Longevity Quiz & Education - Which Membership / Services are best for them based on their wellness goals



How Comma Eight Helps Brands Execute

Turning Modern Wellness Into Systems That Scale



Build the wellness data backbone

We connect membership, booking, CRM, apps, and wearables into one system.

Operationalize modern programming

Longevity-first strength, GLP-1-aware pathways, recovery tiers, and women-focused experiences—built to work everywhere, not in silos.

Make personalization usable

Behavior- and readiness-based segmentation with automated touchpoints across digital and in-studio moments.

Tie wellness to growth

Clear visibility into retention, upsell into recovery, and performance across locations.

TL;DR: We help wellness brands build the systems behind what comes next.

[Learn more & get in touch at commaeight.com](https://commaeight.com)

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