

Gym & Fitness—Hyperice Recovery Applications



'IN' FOR 2024: GYM DESIGN TRENDS

<https://indigofitness.com/blog/in-for-2024-gym-design-trends/>

'In' for 2024: Gym Design Trends

Ready to get ahead of the curve?

The dynamic landscape of the health and fitness industry is ever-evolving. Staying ahead of the curve is crucial for gym owners and operators looking to provide valuable customer experiences and unlock opportunities.

So what's 'in' for 2024? We're predicting an even bigger shift towards recovery on the gym floor.

Let's unpack the gym design trends that promise to reshape training spaces and inspire your business strategy in 2024.

1. Recovery Takes Centre Stage
2. Optimise Your Studio
3. Include 'Hybrid Training' in Your Layout
4. Stand Out Through Personalisation

Here are the gym design trends the IndigoFitness team expect to see evolving the gym space in 2024:

#1: RECOVERY TAKES CENTRE STAGE

Consider this: where do your clients recover after their workout? Are they in the way? Do they jump straight in the car? Or do you offer a designated recovery space within your facility?

In 2024, the fitness landscape is evolving to meet the holistic needs of individuals who seek not only intense training sessions but a lifestyle approach to wellness. Recognising recovery as an integral aspect of the training space is key to unlocking your clients' full potential, enhancing performance, and minimising the risk of injuries.

"WORK + REST = SUCCESS"

To stand out in this dynamic era, anticipate a surge in brands and facilities dedicating more of the gym floor specifically for recovery. It goes beyond the basic offerings of stretching mats, foam rollers, and lacrosse balls. Picture an environment where recovery is elevated with state-of-the-art services, ranging from red light therapy to compression treatments and cold therapy.

The challenge is not just about providing recovery options but ensuring your members choose to recover within your gym rather than seeking comprehensive wellness suites elsewhere. Anticipate a shift as operators and independent gyms adopt strategic recovery approaches aimed at enhancing overall performance and health. It's about creating a training space that goes beyond short-term results, attracting a steady stream of consumers committed to long-term well-being.