



URBAN SPORTS CLUB

Urban Sports Club presents the trends for the coming year

Wellbeing Trends 2026 – Innovation, Health, and Lifestyle Combined

- Active breaks, mindful movement, and shared fitness experiences will shape the wellbeing year 2026.
- Jumping Fitness is experiencing another boom, and the range of breathwork and ice bath offerings continues to grow.
- Experimentation remains strong: 88% of members want to try new sports.

Berlin, 09.12.2026 – The year 2026 brings a fresh wave of movement and wellbeing trends that strengthen body, mind, and community alike. In addition to exciting newcomers like high-heel dance classes, *Jumping Fitness* is celebrating a revival, breathwork offerings are increasing, and even the whole family is being more strongly integrated into exercise routines. The fitness and wellness platform **Urban Sports Club** has analyzed member training behavior and examined its partner network to forecast the top trends for 2026.

Motivation for an Active Lifestyle – Insights from Urban Sports Club

A recent Urban Sports Club survey from October¹ explored what motivates members to exercise regularly and what benefits they gain from it.

Here are the key insights:

- **Improved health:** Around **63%** of members say Urban Sports Club helps them improve their physical and mental health.
- More active lifestyle & less sitting: **53%** noticed a **significant reduction in sedentary behavior**.
- **More effective stress management:** **41%** credit their wellness and fitness routine for improved stress coping.
- **Better work-life balance:** **Nearly one-third (27%)** reported improvements in this area.
- **Mental health:** Around **25%** observed specific benefits to their mental wellbeing.
- **42 %** said they had **fewer sick days this year**. Last year, the figure was 38 percent.

¹ In October 2025, 3,663 B2B and B2C members of Urban Sports Club were surveyed in a representative study about their training behavior, demographic characteristics, and attitudes toward sports.



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How members chose partner locations in 2025:

- For **53%**, the **time of day** was the deciding factor.
- **35%** planned their workouts according to **specific weekdays**.
- **83%** chose a location based on **specific sports**.
- For **90%**, **distance** played an important role.

How Germany trained in 2025

The most popular sports category remained **Fitness**, accounting for **44%** of all bookings, followed by **Yoga** in second place with **12%**. Just like last year, **Indoor Cycling** ranked third with **7%** of all check-ins. Fourth place was shared by **Bouldering and Swimming at 6%**, followed by **Pilates with 5%**.

A representative survey among Urban Sports Club members also revealed that about **88% want to try new sports**. As inspiration, here are the Top 5 recommendations from Urban Sports Club highlighting the sports studio owners should pay special attention to in 2026:

1. Breathwork – Breathing as the key to greater balance

Breathwork is becoming an essential part of modern fitness and wellness routines. It helps reduce stress, improve focus, and enhance physical performance. Whether in dedicated sessions or integrated into existing workouts, conscious breathing will be a must-have for mental resilience in 2026. Member demand has already **risen by 38% this year**. Curious members can explore breathwork at [JOMO](#) Studio in Cologne, at [Strahlkraft](#) Studio in Dortmund, at [OHANA](#) in Hamburg, [Kadampa](#) Meditation in Munich or at [ANTI](#) in Berlin.



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Image: Founder and CEO of JOMO in Cologne, Alev Turhan, focuses her studio on yoga, breathwork, and sound healing – embracing the #1 trend for 2026. Credit: JOMO Studio, Kilian Amrehm

2. Sensual Dancing: High Heels & Pole Dance Make a Comeback

Self-expression, body awareness, and empowerment are at the heart of *Sensual Dancing*. High-heel and pole dance classes combine technique, strength, and sensuality—and in 2026 will be celebrated as a confident counter-movement to purely performance-oriented training styles. With a **148% growth in partner offerings**, members will have plenty of opportunities to try this trend. Courses are available at [NORDpole Studio](#) Hamburg, [Cologne Pole](#) Fitness Heumarkt in Cologne or at [Pole Dance I Health & Shape](#) in Munich.

3. Jumping Fitness – Fun, Cardio & Community

The mini-trampoline workout is making a comeback. With high-intensity cardio, playful movement, and group energy, *Jumping Fitness* meets the growing desire for energetic, stress-relieving classes that are both effective and mood-boosting. With a **144% increase in partner offerings** compared to last year, Urban Sports Club predicts even further growth. Members can try courses at [all inclusive](#) Fitness

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Wuppertal Neumarkt, at [ALMA Sports](#) in Cologne, at [JUMPING 089](#) in Munich or in several Holmes Place studios, such as [Schlossstraße](#) in Berlin.

4. Ice bathing – Cold as a Source of Strength



Image: Ice bathing continues to enjoy great popularity among Urban Sports Club members. Credit: Urban Sports Club.

Ice baths continue their rise in popularity, with **usage among Urban Sports Club members already tripling this year**. Brief, controlled cold exposure is said to reduce inflammation, support recovery, and build mental resilience. Members now have a wide range of options – from [the dopamine studio](#) in Berlin or in combination with breathwork at [Shaktiyoga](#) in Cologne, the [Mindful Warriors](#) and [Alpines Eisbaden](#) in Munich. In 2026, ice bathing is expected to become a firmly established ritual among wellbeing enthusiasts.



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5. Sports with the Family – Shared Movement Experiences



Image: In 2026, shared sports sessions become increasingly relevant. Credit: Urban Sports Club.

Fitness is increasingly becoming a social event. Families are seeking offerings that combine movement, fun, and quality time. From outdoor adventures to shared classes or kid-friendly workouts: Sports will become a unifying activity across generations in 2026. This year, **the number of family-friendly courses has grown by 171%**—from family Pilates or yoga to dance and fitness classes. Partner locations such as [THE SPACE](#) in Cologne, [Vishnu's Vibes](#) Düsseldorf, [urban apes](#) Hamburg Ost, [Boulderwelt München Ost](#) oder prenatal yoga at [Hale.Now](#), offer suitable classes for all ages.

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ABOUT URBAN SPORTS CLUB

Urban Sports Club offers a flexible sports and wellness membership. The goal is to inspire people to lead a healthier, more active lifestyle through the largest and most diverse offering available. From fitness, yoga, swimming, and climbing to team sports and wellness: Members can create their own training plan from over 50 sports and discover new activities they love. Members can check in for sports and wellness in Germany, France, Spain, Belgium, the Netherlands, Portugal, and Austria. The Urban Sports Club group, which includes MyClubs, operates in eight European countries and comprises more than 15,000 partner locations. The offering for private and corporate customers includes studio-based training, outdoor classes, online live streams, and on-demand courses. Across Europe, employees from more than 40 nations work for the company.

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