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Several factors that follow the development of society affect physical inactivity, which primarily includes the development of technology and digitalization and the increasing choice of unhealthy lifestyle habits. However, certain shifts in the fitness industry have been noted in the last decade. The development of wearable technologies and artificial intelligence is one of the leading fitness trends and undoubtedly represents the future of the fitness industry. On the other hand, the significant influence of social media and networks affects the development and attitudes of people related to physical activity. Therefore, this review paper evaluates the advantages and disadvantages of wearable technologies and artificial intelligence, the positive and negative effects of social networks, and points out the problems accompanying these new fitness trends. The development of fitness trends follows humanity's needs, and one of the biggest challenges is incorporating these novelties in a mission to improve physical activity levels worldwide.

