

Europe E-Commerce Home Fitness Products Market by Equipment Type (Cardiovascular Training Equipment, Strength training equipment, and Other Equipment): Regional Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

Fitness equipment is any machine or device required for physical exercise to manage overall weight, improve physical stamina, and develop muscular strength. The demand for fitness equipment has increased across Europe, due to increase in health awareness. In addition, physical exercise is advised during certain medical treatments. The most commonly used fitness equipment include treadmills, elliptical, stationary bicycles, and weightlifting machines & strength building machines. Increase in prevalence of obesity and rise in health consciousness have majorly boosted the growth of the Europe home fitness products market.

Fitness equipment are widely used for physical fitness, weight management, and improving body stamina & muscular strength. Rise in awareness regarding health & fitness, increase in obese population, government initiatives to promote healthy lifestyle, and increase in youth population are the major factors that drive the growth of the Europe home fitness products market. However, counterfeiting and refurbishing of fitness equipment is a key restraining factor of the market. On the contrary, upsurge in youth population, improved lifestyle, and expansion of online channels are anticipated to offer remunerative opportunities for the market players.

The Europe e-commerce fitness products market is segmented by equipment type, which includes cardiovascular training equipment, strength training equipment, and others. The cardiovascular training segment is further categorized into treadmills, stationary bikes & elliptical, and others, whereas strength training equipment is

subsegmented into free weights and others. Furthermore, the report includes revenue generated from the sales of home fitness products via e-commerce channels across Germany, France, Spain, the UK, Italy, and rest of Europe.

Engaged stakeholders in the industry uses wide variety of marketing strategies in order to increase their product penetration amongst the consumers. These strategies includes celebrity endorsements, organizing events, social media marketing, etc. Furthermore, leading players in the industry are now heavily investing on digital platforms in order to market their products. For instance, Technogym has introduced the new TECHNOGYM LIVE digital platform, offering end-users fitness trainers classes at home. Furthermore, leading players in the industry are integrating their platforms, to offer additional training experiences such as, group cycling, running, rowing and boxing.

On the basis of equipment type, cardiovascular training equipment led in terms of market share in 2019, and is expected to retain its dominance throughout the forecast period. This is attributed to the fact that treadmills stationary bikes are widely accepted cardiovascular home fitness equipment.

Country wise, Germany dominated the Europe e-commerce home fitness products market, in terms of share; however, rest of Europe is poised to grow with highest CAGR during the forecast period.

Some of the leading players operating on the market include Johnson Fitness, Hansson International GmbH, Mst GmbH, Ise GmbH, Jordan Leisure Systems Ltd., Escape Ltd., Sport Tiedje, Hammer Sports, Sport Thieme, Horizon Fitness, Sporttec, Bad Company, and Do Yoursports.

Europe E-Commerce Home Fitness Products Market Segments

By Equipment Type

Cardiovascular Training Equipment

Treadmills

Stationary cycles

Elliptical and others

Strength training equipment

Free weights

Other

Other Equipment

By Region

Europe

Germany

France

Spain

UK

Italy

Rest of Europe

Key Market Players

Johnson Fitness

Hansson International GmbH

Mst GmbH, Ise GmbH

Jordan Leisure Systems Ltd.

Escape Ltd.

Sport Tiedje

Hammer Sports, Sport Thieme

Horizon Fitness

Sporttec

Bad Company

Do Yoursports

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