

# **Fitness Equipment Market by Type (Cardiovascular Training Equipment, Strength Training Equipment and Other Equipment) and End User (Home Consumer, Health Club/Gym and Other Commercial User): Global Opportunity Analysis and Industry Forecast, 2020–2027**

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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 globally, 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 weightlifting machines & strength building machines, and others. Increase in prevalence of obesity and rise in health consciousness have majorly boosted the growth of the global fitness equipment market. Furthermore, surge in number of gym memberships, rise in sale of in-home equipment, upsurge in urban population, and increase in government initiatives to promote healthy life have fueled the adoption of fitness equipment.

Fitness equipment are widely used for physical fitness, weight management, and improving body stamina & muscular strength. The commonly used fitness equipment are treadmills, stationary bicycles, stair climbers, and weightlifting machines. 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 global fitness equipment market. However, counterfeiting of fitness equipment is a key restraining factor of the market. On the contrary, upsurge in youth population, improved lifestyle, and rise in disposable income

of individual in developing countries are anticipated to offer immense opportunities for the market players.

The global fitness equipment market is segmented into type, end user, and region. Depending on type, the fitness equipment market is categorized into cardiovascular training equipment, strength training equipment, and other equipment. The cardiovascular training equipment segment is subsegmented into treadmill, elliptical, stationary bike, rowing machine, and others. By end user, the market segregated into home consumer, health club/gym, and other commercial user. The home consumer segment is further fragmented into home, apartment, and gyms in apartment, whereas other commercial user is subdivided into hotel, corporate office, hospitals & medical center, and public institution.

Some of the key players in the fitness equipment market analysis includes ICON Health & Fitness, Inc., Brunswick Corporation, Johnson Health Tech Co., Ltd., Technogym S.p.A, Amer Sports Corporation, Nautilus, Inc., Core Health and Fitness, LLC, TRUE Fitness Technology, Inc., Impulse (Qingdao) Health Tech Co., Ltd., and Torque Fitness, LLC.

## Fitness EquipmentMarket Segments

### By Type

#### Cardiovascular Training Equipment

Treadmill

Elliptical

Stationary Bike

Rowing Machine

Others

#### Strength Training Equipment

Other Equipment

## By End User

Home consumer

Home

Apartment

Gyms in Apartment

Health club/gym

Other commercial user

Hotel

Corporate Office

Hospitals & Medical Center

Public Institution

## By Sales Channel

Hypermarket and Supermarket

Specialty Stores

Retail Pharmacies

Online sales Channel

## By Region

North America

U.S.

Canada

Mexico

Europe

UK

France

Germany

Italy

Spain

Portugal

Benelux

Rest of Europe

Asia-pacific

Japan

Korea

China

India

Hong Kong

Indonesia

Vietnam

Australia

Malaysia

Rest of Asia-Pacific

LAMEA

Brazil

Rest of LAMEA

### Key Market Players

ICON Health & Fitness, Inc.

Brunswick Corporation

Johnson Health Tech Co., Ltd.

Technogym S.p.A

Amer Sports Corporation

Nautilus, Inc.

Core Health and Fitness, LLC

TRUE Fitness Technology, Inc.

Impulse (Qingdao) Health Tech Co., Ltd.

Torque Fitness, LLC.

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