

Battle Ropes Market - Global Outlook and Forecast 2018-2023

<https://marketpublishers.com/r/B99DD1055FAEN.html>

Date: June 2018

Pages: 128

Price: US\$ 3,500.00 (Single User License)

ID: B99DD1055FAEN

Abstracts

This market research report on battle ropes market offers analysis on market size & forecast, market share, industry trends, growth drivers, and vendor analysis. The market study also includes insights on segmentation by use (indoor and outdoor), by end-user (gym and fitness centers and individuals), by type (50 feet), and by geography (North America, APAC, Europe, MEA, and Latin America).

Battle Ropes Market – Overview

Battle ropes are also referred as heavy ropes or muscle ropes and are gaining wide traction in the health and fitness industry. The extensive use of this fitness equipment that provides whole-body and high-intensity workout with immense control will boost the demand in the global battle ropes market. The adoption of these ropes is primarily driven as it conditions the upper body to replicate the benefits of running and help stimulate the muscles in the abs, back, and glutes. The exercises involved with these are done by incorporating movements, such as jumps, lunges, and squats that form a part of high-intensity circuit training. The use of this equipment for collaborative workouts both indoor and outdoor will boost the adoption of these products in the global market. The increasing focus on wellness and fitness consulting for the body and mind and the growing demand for nutritional supplements, fitness products, beauty and anti-aging products and services will impact this global market positively over the next few years.

The increasing health awareness and motivation to control lifestyle-related diseases such as diabetes and obesity will boost the demand for fitness products and services in the global market. The rising number of enrollments into gyms, fitness centers and clubs and growing demand for innovative fitness training services and products will have a

positive impact on this market. The global battle ropes market is projected to reach revenues of more than \$492 million by 2023 and is estimated to grow at a CAGR of over 11% during the forecast period.

Battle Ropes Market – Dynamics

The advent of e-commerce market places is enabling the better availability of these products and are emerging as a prominent sales channel in the global market. The e-commerce retailing business was estimated at over \$4 trillion industry in 2016, and it is becoming a trusted source for all kinds of consumer durable and industrial goods. The promising growth of the nutrition, supplements and weight loss products segment in the e-commerce industry will drive the growth the global battle ropes market. Various fitness and wellness such as cardio equipment, sports gadgets, strength training accessories, benches, bars, gloves, exercise balls, and ropes are sold in the e-commerce websites and is helping vendors to reach a larger consumer base in the global market. The proliferation of digital content is encouraging players to illustrate the benefits and usage of these products as a market tool and a wide variety of products in the global market.

Battle Ropes Market - Segmentation

This market research report includes a detailed segmentation of the market by use, type, end-user, and geography.

Battle Ropes Market – By End-Users

Increasing number of enrollments in gyms and fitness centers per year to boost sales in the global market

The global battle ropes market by end-users is segmented into gym and fitness centers and individuals. Gym and fitness centers dominated the majority of the battle ropes market size in 2017 and are projected to grow at a CAGR of more than 11% during the forecast period. The extensive use of these ropes by football players, mixed martial artists, and athletes as high-intensity and whole-body workouts is propelling the growth of this segment in the global market. Some of the factors that will increase the adoption of these products in gyms and fitness centers are versatility, higher effectiveness, minimal cost, and higher ROI. The increased incidence of various ailments such as obesity and diabetes are translating into a higher number of gym and fitness center enrollments in the global market. The introduction of interactive and collaborative workouts will increase the adoption of these ropes in the global market.

Battle Ropes Market – By Type

30 feet ropes are the most popular equipment in the global battle ropes market

The product type segment in the battle ropes market is classified into 50 feet. 30 feet ropes segment occupied the largest market share in 2017. The research analysts at Arizton states that e-commerce marketplaces have revealed that 30 feet length and 1 ½ inches variants constitute around 70% of the total sales in the global market. These are also the most marketed and sold product in the global market as it can accommodate a wide range of workout sessions that are preferred by the end-users. The leading vendors are offering standardized product variants that offer various advantages to trainers and end-users to gain a larger market share in the global market. The designs are primarily focused on an easier exercise regimen, a measure of effectiveness, better estimation, and optimization of workout spaces.

Battle Ropes Market – By Use

Indoor ropes to dominate the global battle ropes market size during the forecast period

The market segmentation based on usage consists of indoor and outdoor ropes. Indoor ropes dominated the market share in 2017 and are anticipated to grow at a CAGR of approximately 11% during the forecast period. Indoor products are mostly used in gyms and fitness centers for daily workout sessions. These products are structured for repeat use rather than arranging and rearranging on a daily basis. The indoor ropes are made of lightweight materials such as Dacron, polyester, and polypropylene that can withstand the regular wear and tear. The growing requirement of daily exercise routines in developed and the need for training equipment and provisions in emerging nations will attribute to the adoption of these products in the global market. The emerging trend of adopting modular fitness equipment and provisions and effective utilization of the equipment will propel the demand for these ropes in the global market during the forecast period.

Battle Ropes Market – By Geography

India, China, and Indonesia to occupy the largest market share in the global market during the forecast period

The global battle ropes market by geography is divided into North America, APAC,

Europe, MEA, and Latin America. APAC dominated the total market share in 2017 and is expected to grow at a CAGR of over 10% during the forecast period. The consistent improvement in general fitness awareness and fitness and healthcare facilities across the region will boost the growth of the APAC market. The increase in disposable income and growing number of well-informed end-users with preferences for differentiated and value-added products will attribute to the growth of the market in this region. The growing awareness about health and wellness, advancement in technology, and increasing demand for wearables and fitness products will create the lucrative opportunity for leading players in the APAC market.

KEY COUNTRIES PROFILED

The key countries profiled in the report are:

China

Australia

US

Canada

Key Vendor Analysis

The competition in the global battle ropes market is driven by the presence of several vendors and their extended product portfolio. North America and specifically the US dominated the battle ropes market size in the global market size. The growing number of well-established fitness chains and extensive applications will create lucrative opportunities for prominent players in the global market. The emergence of fitness applications that can easily educate the end-user will help companies to launch innovative products in the market and attract new consumers. APAC's steady growth will encourage to expand their businesses to these regions during the forecast period.

The major vendors in the global market are:

NEXPro

Titan Fitness, LLC

Fitness Solutions, LLC

Rep Fitness

Onnit

Trademark Innovations

Muscle Ropes

Rope Fit

Body-Solid Inc.

EliteSRS Fitness

Garage Fit

Bulldog Gear

Ropeservices UK

Rogue Fitness

Fringe Sports

Physical Company

ExerciseRopes

Key market insights include

1. The analysis of battle ropes market provides market size and growth rate for the forecast period 2018-2023.
2. It offers comprehensive insights on current industry trends, trend forecast, and growth drivers about the battle ropes market.
3. The report provides the latest analysis of market share, growth drivers, challenges,

and investment opportunities.

4. It offers a complete overview of market segments and the regional outlook of battle ropes market.

5. The report offers a detailed overview of the vendor landscape, competitive analysis, and key market strategies to gain competitive advantage.

REPORT SNAPSHOT

The global battle ropes market size is expected to reach more than \$492 million by 2023, growing at an impressive CAGR of over 11% during the forecast period.

The market research report provides in-depth market analysis and segmental analysis of the global battle ropes market by use, type, end-user, and geography. The global battle ropes market is driven by the growing demand for sophisticated fitness and wellness products and solutions from developing countries such as Germany, the US, and the UK. The promotion of integrated fitness training facilities and increasing number of people opting for healthier lifestyle practices will boost the demand for these ropes in the global market.

Base Year: 2017

Forecast Year: 2018–2023

The report considers the present scenario of the global battle ropes market and its market dynamics for the period 2018–2023. It covers a detailed overview of various market growth enablers, restraints, and trends. The study covers both the demand and supply sides of the market. It also profiles and analyzes the leading companies and various other prominent companies operating in the market.

Major Vendors in the Battle Ropes Market

NEXPro

Business Overview

Product Offerings

Titan Fitness, LLC

Fitness Solutions, LLC

Rep Fitness

Onnit

Trademark Innovations

Muscle Ropes

Rope Fit

Body-Solid Inc.

EliteSRS Fitness

Garage Fit

Bulldog Gear

Ropeservices UK

Rogue Fitness

Fringe Sports

Physical Company

ExerciseRopes

Market Segmentation by End-users

Gym and Fitness Centers

Individuals

Market Segmentation by Use

Indoor

Outdoor

Market Segmentation by Type

>30 Feet

30 Feet

40 Feet

50 Feet

>50 Feet

Market Segmentation by Geography

North America

US

Canada

APAC

China

Australia

Europe

Latin America

MEA

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