

Global Connected Fitness Market – Analysis By Type (Hardware, Software), Application, End Use, By Region, By Country (2021 Edition): Market Insights and Forecast with Impact of COVID-19 (2021-2026)

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Abstracts

Executive Summary

The Global Connected Fitness Market was valued at USD 1068.10 Million in the year 2020. Increasing fitness consciousness among people across the globe, along with rapid digitalisation of numerous industries at a global level, is driving the market. Smart fitness equipment provides better clarity on the performance of the users by tracking, monitoring, and analysing their workouts. This has driven the popularity of such devices and equipment among sports enthusiasts and athletes, thereby having a positive impact on connected fitness market growth.

Based on Type, Software Segment is expected to grow significantly as with people exercising without the guidance of a trainer or a coach, technology has emerged as the only respite. Following the suite of many other sectors, the fitness industry has also witnessed a massive digital transformation during the pandemic which is accelerating the market of software segment in connected fitness market worldwide.

Asia pacific region is anticipated to grow enormously on account of the growing working population in addition to rapid urbanisation in emerging nations of Asia Pacific region, backing the growth in the market. Countries such as India, China and Japan present lucrative market for Connected Fitness.

Furthermore, increasing busy lifestyle has been leading to the growing physical inactivity among is giving an acceleration to the connected fitness market. In addition,

rising obesity concerns along with increased awareness among people to maintain health has been a key factor augmenting the market demand.

Scope of the Report

The report presents the analysis of Connected Fitness market for the historical period of 2016-2020 and the forecast period of 2021-2026.

The report analyses the Connected Fitness Market by value (USD Million).

The report analyses the Connected Fitness Market by Type (Hardware, Software).

The report analyses the Connected Fitness Market by Application (Exercise & Weight Loss, Diet & Nutrition, Activity Tracking).

The report analyses the Connected Fitness Market by End Use (Home, Health Clubs/ Gyms)

The Global Connected Fitness Market has been analysed by countries (United States, Canada, Italy, U.K, Germany, France, China, Japan, India, Australia).

The key insights of the report have been presented through the frameworks of SWOT and Porter's Five Forces Analysis. Also, the attractiveness of the market has been presented by region, by Type, by Application, by End Use.

Also, the major opportunities, trends, drivers and challenges of the industry has been analysed in the report.

The report tracks competitive developments, strategies, mergers and acquisitions and new product development. The companies analysed in the report include Peloton, Planet Fitness, YETI Holdings, Garmin, Callaway, Under Armour, Nike, Cosco, Fitbit, Performax.

Key Target Audience

Connected Fitness Industry Vendors

Fitness Equipment Manufacturers

Consulting and Advisory Firms

Government and Policy Makers

Regulatory Authorities

Contents

1. REPORT SCOPE AND METHODOLOGY

- 1.1 Scope of the Report
- 1.2 Research Methodology
- 1.3 Executive Summary

2. STRATEGIC RECOMMENDATIONS

3. GLOBAL CONNECTED FITNESS MARKET: PRODUCT OVERVIEW

4. GLOBAL CONNECTED FITNESS MARKET: AN ANALYSIS

- 4.1 Market Size, By Value, 2016-2026
- 4.2 Impact of COVID-19 on Global Connected Fitness Market
- 4.3 Global Connected Fitness Market : Growth & Forecast

5. GLOBAL CONNECTED FITNESS MARKET: SEGMENTAL ANALYSIS

- 5.1 Global Connected Fitness Market by Type
- 5.2 Competitive Scenario of Global Connected Fitness Market– By Type
- 5.3 By Hardware, By Value (USD Billion), 2016-2026
- 5.4 By Software, By Value (USD Billion), 2016-2026

6. GLOBAL CONNECTED FITNESS MARKET BY APPLICATION

- 6.1 Global Connected Fitness Market by Application
- 6.2 Competitive Scenario of Global Connected Fitness Market– By Application
- 6.3 By Exercise & Weight Loss, By Value (USD Billion), 2016-2026
- 6.4 By Diet & Nutrition, By Value (USD Billion), 2016-2026
- 6.5 By Activity Tracking, By Value (USD Billion), 2016-2026

7. GLOBAL CONNECTED FITNESS MARKET BY END USE

- 7.1 Global Connected Fitness Market by End Use
- 7.2 Competitive Scenario of Global Connected Fitness Market– By End Use
- 7.3 By Home, By Value (USD Billion), 2016-2026
- 7.4 By Health Club/ Gym, By Value (USD Billion), 2016-2026

7.5 By Other, By Value (USD Billion), 2016-2026

8. NORTH AMERICA CONNECTED FITNESS MARKET: AN ANALYSIS (2016-2026)

- 8.1 North America Connected Fitness Market by value: Size and Forecast (2016-2026)
- 8.2 North America Connected Fitness Market: Growth & Forecast
- 8.3 North America Connected Fitness Market: Prominent Companies
- 8.4 Market Segmentation By Type (Hardware, Software)
- 8.5 Market Segmentation By Application (Exercise & Weight Loss, Diet & Nutrition, Activity Tracking)
- 8.6 Market Segmentation By End Use (Home, Gyms/ Health Clubs, Other)
- 8.7 North America Connected Fitness Market: Country Analysis
- 8.8 Market Opportunity Chart of North America Connected Fitness Market - By Country, By Value (Year-2026)
- 8.9 Competitive Scenario of North America Connected Fitness Market– By Country
- 8.10 United States Connected Fitness Market: Size and Forecast (2016-2026)
- 8.11 United States Connected Fitness Market by Type, by Application, End Use
- 8.12 United States Connected Fitness Market: Growth & Forecast
- 8.13 Canada Connected Fitness Market: Size and Forecast (2016-2026)
- 8.14 Canada Connected Fitness Market Segmentation by Type, by Application, End Use
- 8.15 Canada Connected Fitness Market: Growth & Forecast

9. EUROPE CONNECTED FITNESS MARKET: AN ANALYSIS (2016-2026)

- 9.1 Europe Connected Fitness Market by value: Size and Forecast (2016-2026)
- 9.2 Europe Connected Fitness Market: Growth & Forecast
- 9.3 Europe Connected Fitness Market: Prominent Companies
- 9.4 Market Segmentation By Type (Hardware, Software)
- 9.5 Market Segmentation By Application (Exercise & Weight Loss, Diet & Nutrition, Activity Tracking)
- 9.6 Market Segmentation By End Use (Home, Gyms/ Health Clubs, Other)
- 9.7 Europe Connected Fitness Market: Country Analysis
- 9.8 Market Opportunity Chart of Europe Connected Fitness Market - By Country, By Value (Year-2026)
- 9.9 Competitive Scenario of Europe Connected Fitness Market– By Country
- 9.10 United Kingdom Connected Fitness Market: Size and Forecast (2016-2026)
- 9.11 United Kingdom Connected Fitness Market by Type, by Application, End Use
- 9.12 United Kingdom Connected Fitness Market: Growth & Forecast

- 9.13 Germany Connected Fitness Market: Size and Forecast (2016-2026)
- 9.14 Germany Connected Fitness Market Segmentation by Type, by Application, End Use
- 9.15 Germany Connected Fitness Market: Growth & Forecast
- 9.16 Italy Connected Fitness Market: Size and Forecast (2016-2026)
- 9.17 Italy Connected Fitness Market by Type, by Application, End Use
- 9.18 Italy Connected Fitness Market: Growth & Forecast
- 9.19 France Connected Fitness Market: Size and Forecast (2016-2026)
- 9.20 France Connected Fitness Market: Growth & Forecast
- 9.21 France Connected Fitness Market Segmentation by Type, by Application, End Use

10. ASIA PACIFIC CONNECTED FITNESS MARKET: AN ANALYSIS (2016-2026)

- 10.1 APAC Connected Fitness Market by value: Size and Forecast (2016-2026)
- 10.2 APAC Connected Fitness Market: Growth & Forecast
- 10.3 APAC Connected Fitness Market: Prominent Companies
- 10.4 Market Segmentation By Type (Hardware, Software)
- 10.5 Market Segmentation By Application (Exercise & Weight Loss, Diet & Nutrition, Activity Tracking)
- 10.6 Market Segmentation By End Use (Home, Gyms/ Health Clubs, Other)
- 10.7 APAC Connected Fitness Market: Country Analysis
- 10.8 Market Opportunity Chart of Asia Pacific Connected Fitness Market - By Country, By Value (Year-2026)
- 10.9 Competitive Scenario of Asia Pacific Connected Fitness Market– By Country (2020 & 2026)
- 10.10 China Connected Fitness Market: Size and Forecast (2016-2026)
- 10.11 China Connected Fitness Market Segmentation by Type, by Application, End Use
- 10.12 China Connected Fitness Market : Growth & Forecast
- 10.13 Japan Connected Fitness Market: Size and Forecast (2016-2026)
- 10.14 Japan Connected Fitness Market Segmentation by Type, by Application, End Use
- 10.15 Japan Connected Fitness Market : Growth & Forecast
- 10.16 India Connected Fitness Market: Size and Forecast (2016-2026)
- 10.17 India Connected Fitness Market Segmentation by Type, by Application, End Use
- 10.18 India Connected Fitness Market : Growth & Forecast
- 10.19 Australia Connected Fitness Market: Size and Forecast (2016-2026)
- 10.20 Australia Connected Fitness Market Segmentation by Type, by Application, End Use
- 10.21 Australia Connected Fitness Market : Growth & Forecast

11. LAMEA CONNECTED FITNESS MARKET: AN ANALYSIS (2016-2026)

- 11.1 LAMEA Connected Fitness Market by value: Size and Forecast (2016-2026)
- 11.2 LAMEA Connected Fitness Market: Growth & Forecast
- 11.3 Market Segmentation By Type (Hardware, Software)
- 11.4 Market Segmentation By Application (Exercise & Weight Loss, Diet & Nutrition, Activity Tracking)
- 11.5 Market Segmentation By End Use (Home, Gyms/ Health Clubs, Other)

12. GLOBAL CONNECTED FITNESS MARKET DYNAMICS

- 12.1 Global Connected Fitness Market Drivers
- 12.2 Global Connected Fitness Market Restraints
- 12.3 Global Connected Fitness Market Trends

13. MARKET ATTRACTIVENESS AND STRATEGIC ANALYSIS

- 13.1 Market Attractiveness Chart of Global Connected Fitness Market - By Type (Year 2026)
- 13.2 Market Attractiveness Chart of Global Connected Fitness Market - By Application (Year 2026)
- 13.3 Market Attractiveness Chart of Global Connected Fitness Market - By End Use (Year 2026)
- 13.4 Market Attractiveness Chart of Global Connected Fitness Market - By Region (Year 2026)

14.COMPETITIVE LANDSCAPE

- 14.1 Market Share of global leading companies
- 14.2 SWOT Analysis– Global Connected Fitness Market
- 14.3 Porter Five Forces Analysis-Global Connected Fitness Market

15. COMPANY PROFILES (BUSINESS DESCRIPTION, FINANCIAL ANALYSIS, BUSINESS STRATEGY)

- 15.1 Peloton
- 15.2 Planet Fitness
- 15.3 YETI Holdings
- 15.4 Garmin

- 15.5 Callaway
- 15.6 Under Armour
- 15.7 Nike
- 15.8 Cosco
- 15.9 Fitbit
- 15.10 Performax

Tables & Figures

TABLES AND FIGURES

Figure 1: Global Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 2: Annual Deaths from High BMI (in Millions)

Figure 3: Adoption of Health & Fitness Tech (In millions)

Figure 4: Global Internet Penetration, 2021 (In %)

Figure 5: Global Number of Internet Users, By Region, March 2021 (in %)

Figure 6: Global Connected Fitness Market- By Type Market Share, 2020 & 2026

Figure 7: Global Connected Fitness Market- By Hardware, By Value (USD Million), 2016-2026

Figure 8: Global Connected Fitness Market- By Software, By Value (USD Million), 2016-2026

Figure 9: Global Connected Fitness Market- By Application, Market Share, 2020 & 2026

Figure 10: Global Connected Fitness Market- By Exercise & Weight Loss (USD Million), 2016-2026

Figure 11: Global Connected Fitness Market- By Diet & Nutrition (USD Million), 2016-2026

Figure 12: Global Connected Fitness Market- By Activity Tracking (USD Million), 2016-2026

Figure 13: Global Connected Fitness Market- By End Use, Market Share, 2020 & 2026

Figure 14: Global Connected Fitness Market- By Home (USD Million), 2016-2026

Figure 15: Global Connected Fitness Market- By Health Clubs/Gyms (USD Million), 2016-2026

Figure 16: Global Connected Fitness Market- By Other (USD Million), 2016-2026

Figure 17: Global Connected Fitness Market- By Region Market Share, 2020 & 2026

Figure 18: North America Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 19: North America Working Population (in millions), 2015-2019

Figure 20: North America Internet Penetration (% of total), By countries 2019

Figure 21: North America Age Distribution 2020 (in millions)

Figure 22: North America Per Capita GDP (USD Thousand) 2015-2019

Figure 23: North America Connected Fitness Market- By Type, By Value (USD Million), 2016-2026

Figure 24: North America Connected Fitness Market- By Application, By Value (USD Million), 2016-2026

Figure 25: North America Connected Fitness Market- By End Use, By Value (USD Million), 2016-2026

Figure 26: Market Opportunity Chart of North America Connected Fitness Market- By

Country, By Value (Year-2026)

Figure 27: North America Connected Fitness Market- By Country Market Share, 2020 & 2026

Figure 28: United States Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 29: United States Connected Fitness Market- By Type, By Value (USD Million), 2016-2026

Figure 30: United States Connected Fitness Market- By Application, By Value (USD Million), 2016-2026

Figure 31: United States Connected Fitness Market- By End Use, By Value (USD Million), 2016-2026

Figure 32: Number of Smartphone users in United States (In Millions), 2018-2025E

Figure 33: United States Individuals using internet (% of total population) 2014-2018

Figure 34: United States Working Population, (in millions) 2015-2019

Figure 35: Canada Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 36: Canada Connected Fitness Market- By Type, By Value (USD Million), 2016-2026

Figure 37: Canada Connected Fitness Market- By Application, By Value (USD Million), 2016-2026

Figure 38: Canada Connected Fitness Market- By End Use, By Value (USD Million), 2016-2026

Figure 39: Working Population in Canada (in thousands), 2015-2019

Figure 40: Number of Smartphone Users in Canada (in Millions), 2018-2024E

Figure 41: Individuals using internet in Canada(% of population), 2014-2017

Figure 42: Europe Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 43: Internet Penetration in Europe (in %), 2019

Figure 44: Europe top 10 countries in Internet usage (in millions), 2019

Figure 45: Working Population Growth in European Union (% of total population), 2015-2019

Figure 46: Number of Smartphone Users in Western Europe, 2014-2019 (in million)

Figure 47: Europe Connected Fitness Market- By Type, By Value (USD Million), 2016-2026

Figure 48: Europe Connected Fitness Market- By Application, By Value (USD Million), 2016-2026

Figure 49: Europe Connected Fitness Market- By End Use, By Value (USD Million), 2016-2026

Figure 50: Market Opportunity Chart of Europe Connected Fitness Market- By Country, By Value (Year-2026)

Figure 51: Europe Connected Fitness Market- By Country Market Share, 2020 & 2026

Figure 52: United Kingdom Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 53: United Kingdom Connected Fitness Market- By Type, By Value (USD Million), 2016-2026

Figure 54: United Kingdom Connected Fitness Market- By Application, By Value (USD Million), 2016-2026

Figure 55: United Kingdom Connected Fitness Market- By End Use, By Value (USD Million), 2016-2026

Figure 56: Working Population in United Kingdom, 2016-2020

Figure 57: UK Smartphone Penetration, By Age Group 2014-2018 (%)

Figure 58: Germany Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 59: Germany Connected Fitness Market- By Type, By Value (USD Million), 2016-2026

Figure 60: Germany Connected Fitness Market- By Application, By Value (USD Million), 2016-2026

Figure 61: Germany Connected Fitness Market- By End Use, By Value (USD Million), 2016-2026

Figure 62: Smartphone Users in United Kingdom (in Millions), 2015-2020

Figure 63: Working Population in United Kingdom (in millions) 2016-2020

Figure 64: Individuals using Internet in United Kingdom (in % of total) 2017-2019

Figure 65: Italy Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 66: Italy Connected Fitness Market- By Type, By Value (USD Million), 2016-2026

Figure 67: Italy Connected Fitness Market- By Application, By Value (USD Million), 2016-2026

Figure 68: Italy Connected Fitness Market- By End Use, By Value (USD Million), 2016-2026

Figure 69: Italy Urban Population (% of total), 2016-2020

Figure 70: Working Population in Italy (in millions) 2015-2019

Figure 71: Individuals using Internet in Italy (% of total) 2015-2018

Figure 72: France Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 73: France Connected Fitness Market- By Type, By Value (USD Million), 2016-2026

Figure 74: France Connected Fitness Market- By Application, By Value (USD Million), 2016-2026

Figure 75: France Connected Fitness Market- By End Use, By Value (USD Million), 2016-2026

Figure 76: Penetration of Smartphone in France, 2014-2019 (%)

Figure 77: Working Population in France, 2014-2018

Figure 78: Individuals using Internet in France (% of total) 2015-2019

Figure 79: Asia Pacific Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 80: Smartphone User Penetration in Asia-Pacific, 2014-2018 (%)

Figure 81: Working Population in Asia Pacific (in % of total) 2015-2019

Figure 82: Individuals using Internet in Asia Pacific (in % of total) 2015-2017

Figure 83: Asia Pacific Connected Fitness Market- By Type, By Value (USD Million), 2016-2026

Figure 84: Asia Pacific Connected Fitness Market- By Application, By Value (USD Million), 2016-2026

Figure 85: Asia Pacific Connected Fitness Market- By End Use, By Value (USD Million), 2016-2026

Figure 86: Market Opportunity Chart of APAC Connected Fitness Market- By Country, By Value (Year-2026)

Figure 87: APAC Connected Fitness Market- By Country Market Share, 2020 & 2026

Figure 88: China Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 89: China Connected Fitness Market- By Type, By Value (USD Million), 2016-2026

Figure 90: China Connected Fitness Market- By Application, By Value (USD Million), 2016-2026

Figure 91: China Connected Fitness Market- By End Use, By Value (USD Million), 2016-2026

Figure 92: China Urban Population (% of total), 2016-2020

Figure 93: China Working Population (In millions) 2016-2020

Figure 94: Individuals using Internet in China (in % of total) 2015-2018

Figure 95: Japan Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 96: Japan Connected Fitness Market- By Type, By Value (USD Million), 2016-2026

Figure 97: Japan Connected Fitness Market- By Application, By Value (USD Million), 2016-2026

Figure 98: Japan Connected Fitness Market- By End Use, By Value (USD Million), 2016-2026

Figure 99: Penetration of Internet Users in Japan,2014-2018 (%)

Figure 100: Working Population in Japan (in millions), 2015-2019

Figure 101: India Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 102: India Connected Fitness Market- By Type, By Value (USD Million), 2016-2026

Figure 103: India Connected Fitness Market- By Application, By Value (USD Million), 2016-2026

Figure 104: India Connected Fitness Market- By End Use, By Value (USD Million), 2016-2026

Figure 105: India Urban Population (% of total), 2016-20

Figure 106: Individuals using Internet in India (% of total), 2015-2017

Figure 107: Working age Population in India (% of total), 2016-2020

Figure 108: Australia Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 109: Australia Connected Fitness Market- By Type, By Value (USD Million), 2016-2026

Figure 110: Australia Connected Fitness Market- By Application, By Value (USD Million), 2016-2026

Figure 111: Australia Connected Fitness Market- By End Use, By Value (USD Million), 2016-2026

Figure 112: Urban Population in Australia (% of total), 2016-20

Figure 113: Working age Population in Australia in Millions), 2015-2019

Figure 114: LAMEA Connected Fitness Market Size, By Value, 2016-2026 (USD Million)

Figure 115: Urban Population in Latin America & Caribbean (% of total) 2016-2020

Figure 116: Individuals using Internet in LATAM (in millions) 2014-2018

Figure 117: Working Population in LATAM, 2015-2019

Figure 118: Urban Population in Middle East & Africa (% of total) 2016-2020

Figure 119: Individuals using Internet in MEA (in millions) 2015-2018

Figure 120: Working Population in MEA, 2015-2019

Figure 121: LAMEA Connected Fitness Market- By Type, By Value (USD Million), 2016-2026

Figure 122: LAMEA Connected Fitness Market- By Application, By Value (USD Million), 2016-2026

Figure 123: LAMEA Connected Fitness Market- By End Use, By Value (USD Million), 2016-2026

Figure 124: Market Attractiveness Chart of Global Connected Fitness Market- By Type (Year-2026)

Figure 125: Market Attractiveness Chart of Global Connected Fitness Market- By Application (Year-2026)

Figure 126: Market Attractiveness Chart of Global Connected Fitness Market- By End Use (Year-2026)

Figure 127: Market Attractiveness Chart of Global Connected Fitness Market- By Region (Year-2026)

Figure 128: Market Share of Leading Companies in Global Connected Fitness Market (%), 2020

Figure 129: Peloton, Sales Revenues, 2017-2020 (USD Million)

- Figure 130: Peloton, Net Earning, 2017-2020 (USD Million)
- Figure 131: Peloton, Revenues, By Geographical Segment (%), FY2020
- Figure 132: Peloton, Revenues, By Business Segment (%), FY2020
- Figure 133: Planet Fitness, Company Sales Revenues, 2016-2020 (USD Million)
- Figure 134: Planet Fitness, Net Income, 2016-2020 (USD Million)
- Figure 135: Planet Fitness, Revenues, By Geographical Segment (%), FY2020
- Figure 136: Planet Fitness, Revenues, By Business Segment (%), FY2020
- Figure 137: YETI Holdings, Sales Revenues, 2016-2020 (USD Million)
- Figure 138: YETI Holdings, Net Profit, 2016-2020 (USD Million)
- Figure 139: YETI Holdings, By Business Segment (%), FY2020
- Figure 140: YETI Holdings, By Geographical Segment (%), FY2020
- Figure 141: Garmin, Sales Revenues, 2016-2020 (USD Million)
- Figure 142: Garmin, Net Income, 2016-2020 (USD Million)
- Figure 143: Garmin Revenues, By Business Segment (%), FY2020
- Figure 144: Garmin Revenues, By Geographical Segment (%), FY2020
- Figure 145: Callaway, Net Income, 2016-2020 (USD Million)
- Figure 146: Callaway, Revenues, By Geographical Segment (%), FY2020
- Figure 147: Callaway, Revenues, Business Segment (%), FY2020
- Figure 148: Callaway, Revenues, Business Segment (%), FY2020
- Figure 149: Under Armour, Sales Revenues, 2016-2020 (USD Million)
- Figure 150: Under Armour, Net Profit, 2016-2020 (USD Million)
- Figure 151: Under Armour, Revenues, By Geographical Segment (%), FY2020
- Figure 152: Under Armour, Revenues, By Business Segment (%), FY2020
- Figure 153: Nike, Sales Revenues, 2016-2020 (USD Million)
- Figure 154: Nike, Net Profit, 2016-2020 (USD Million)
- Figure 155: Nike, Revenues, By Geographical Segment (%), FY2020
- Figure 156: Nike, Revenues, By Business Segment (%), FY2020
- Figure 157: Cosco, Sales Revenues, 2016-2020 (USD Million)
- Figure 158: Cosco, Net Profit, 2016-2020 (USD Million)
- Figure 159: Cosco, Revenues, By Geographical Segment (%), FY2020
- Figure 160: Cosco, Revenues, By Geographical Segment (%), FY2019

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