

Global At-Home Fitness Equipment Market Size Study, By Price Point (Low, Mid, Luxury), By Product Type (Cardiovascular Training Equipment, Free Weights, Power Racks), By Distribution Channel (Dealers, Online, Retail, Gyms/Clubs), By End User (Households, Apartment, Gym in Apartment), and Regional Forecasts 2022-2032

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Abstracts

Global At-Home Fitness Equipment Market is valued approximately at USD 8.6 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 8.2% over the forecast period 2024-2032. At-home fitness equipment encompasses devices or machines used by consumers in the comfort of their homes to develop muscular strength, improve stamina, and manage body weight. The alarming rise in global obesity, particularly in urban areas, significantly supplements the growth of the market. According to the WHO, 2.5 billion adults (18 years and older) were overweight, with 890 million living with obesity in 2022. Obesity is linked to numerous health issues, such as sudden cardiac arrest, hypertension, hypotension, and diabetes, driving obese individuals to use more fitness equipment, thereby boosting sales of these products. The commonly used at-home fitness equipment includes treadmills, stationary cycles, stair climbers, rowing machines, ellipticals, and free weights. The demand for at-home fitness equipment has surged globally due to increased health awareness. The prevalence of obesity and rising health consciousness have majorly boosted the global market growth. Moreover, the upsurge in the urban population, rising disposable income, growing trend of bodybuilding, and government initiatives to promote a healthy lifestyle have fueled the adoption of at-home fitness equipment. The demand in emerging markets is also growing due to rising disposable income and a desire to maintain physical and mental health.

The market dynamics are influenced by the desire for easily accessible fitness options, especially post-COVID-19 pandemic, busy lifestyles, and limited access to conventional gyms. Technological advancements have significantly shaped the market, with connected fitness equipment such as smart mirrors, interactive exercise bikes, and all-in-one home gym systems becoming increasingly popular. These devices provide immersive training experiences through live streaming, recorded lessons, and virtual coaching, revolutionizing how individuals engage with physical activity. However, space limitations and the high cost of equipment are potential restraints to market growth. Changing consumer attitudes toward wellness and health have further influenced the market dynamics. There is a greater focus on overall well-being, prompting manufacturers to include features addressing mental health, stress reduction, and recovery in addition to physical fitness. The integration of artificial intelligence (AI) and machine learning technology in fitness equipment is expected to drive market growth. AI-based personal trainers and smart wearable devices developed by tech giants like Google and Apple offer users virtual guidance and assistance based on health data. The sedentary lifestyles and hectic schedules have led to the adoption of at-home fitness equipment, as exercising at home saves gym membership expenses. The COVID-19 pandemic significantly induced people to buy at-home fitness equipment due to the closure of gyms and fitness centers. The market for at-home fitness equipment is defined by rapid innovation, shifting customer preferences, and a stronger emphasis on offering feasible, customized, and comprehensive fitness solutions.

The key regions considered for the global At-Home Fitness Equipment Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the At-Home Fitness Equipment Market in terms of revenue. The market growth in the region is being attributed to factors including fast urbanization, a growing young population, and rising per capita disposable income, which contributes to the adoption of at-home exercise equipment. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by exercise and healthy eating habits is gaining high popularity. This is due to factors including high disposable money, growing health consciousness, and a growth in the number of fat people living in the continent. In addition, the prevalence of lifestyle illnesses including diabetes, heart disease, hypertension, obesity, and other bone disorders is rising.

Major market players included in this report are:

Tonal Systems, Inc.

ICON Health & Fitness, Inc.

PENT

Technogym

Louis Vuitton

PELOTON

NOHrD

Nordic Track

ProForm

Precor, Inc.

Schwinn

JTX Fitness

Keiser Corporation

Corepump

York Barbell

The detailed segments and sub-segment of the market are explained below:

By Price Point

- Low
- Mid
- Luxury

By Product Type

- Cardiovascular Training Equipment
- Free Weights
- Power Racks

By Distribution Channel

- Dealers
- Online
- Retail
- Gyms/Clubs

By End User

- Households
- Apartment
- Gym in Apartment

By Region:

North America

- U.S.
- Canada

Europe

- UK
- Germany
- France
- Spain
- Italy
- ROE

Asia Pacific

- China
- India
- Japan
- Australia
- South Korea
- RoAPAC

Latin America

- Brazil
- Mexico

Middle East & Africa

- Saudi Arabia
- South Africa
- RoMEA

Years considered for the study are as follows:

- Historical year – 2022
- Base year – 2023
- Forecast period – 2024 to 2032

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.
- Annualized revenues and regional level analysis for each market segment.
- Detailed analysis of geographical landscape with Country level analysis of major regions.
- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approach.
- Analysis of competitive structure of the market.
- Demand side and supply side analysis of the market.

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