

Global Yoga Mat Market Size study & Forecast, by Material (PVC, TPE, Rubber, PE, Cotton/Jute), by Distribution Channel (Specialty Store, Departmental Store & Hypermarket, Online Channel) and Regional Analysis, 2022-2029

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Abstracts

Global Yoga Mat Market is valued approximately USD 13.80 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 5.80% over the forecast period 2022-2029. Yoga mats are made specifically for flexibility and yoga exercises. Growing health awareness among people has fueled the growth of the world yoga mat market. They are primarily used to stop a person's surface energy waste and support keeping the body warm and energized while exercising. Yoga mats help prevent injuries while performing a specific yoga pose, which raises demand for the product. To give customers a high degree of comfort and relaxation, manufacturers are focusing on the newer beneficial raw materials for yoga mats. Thus, the major driving factor for the market are rising health benefits, growing number of yoga studios and growing wellness tourism.

The AYUSH method of medicine was developed with more than INR 1000 crore in government funding in 2018, according to Government of India. Additionally, the inclusion of this antiquated method in the educational system and the quickly expanding wellness tourism industry are anticipated to positively affect market growth. According to studies, approximately 5% of people practiced yoga every day or occasionally in 2008; this number doubled in a decade to reach almost 11% in 2018. Due to the significant consumer spending on yoga and fitness-related goods in nations like the United States and Canada, the North American region is anticipated to account for a significant portion of the market. The Global Wellness Institutes estimates that US consumers spent USD 10.4 billion in 2018 on meditative movement practices like yoga, qigong, tai

chi, pilates, and other activities. The International Council of Shopping Centers (ICSC) reports that there were 86,996 exercise centre businesses in the US in 2009, and there were 102,344 in 2018. However, the high cost of Yoga Mat stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Yoga Mat Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. Due to the significant consumer spending on yoga and fitness-related goods in nations like the United States and Canada, the North American region is anticipated to account for a significant share of the market. The Global. The Asia Pacific region is expected to develop more quickly due to the faster rate of population growth in nations like China and India. Additionally, rising hybrid cotton material consumption in the area is likely to boost output of yoga mats made of these materials, which in turn fuels market expansion. According to the Ministry of Textiles, Government of India, India consumed 319.06 fewer bales of cotton in 2017–18 than it did in 2016–17, when it consumed 310.41 fewer bales. Additionally, the popularity of yoga coaching courses offered both physically and online is likely to boost demand for it during exercise.

Major market player included in this report are:

Lululemon
Manduka
Jade Yoga
prAna
Hugger Mugger
Khataland
Liforme Ltd.
Dragonfly
Tomuno
Alo Yoga, Inc.

Recent Developments in the Market:

A consumer goods business called Thrasio bought Maximo Fitness, a UK-based producer and supplier of gym supplies like yoga mats, in December 2020. Thrasio wants to diversify its product offering in the U.K. market with this purchase.

In June 2020, the leading in-home fitness business MIRROR was acquired by the athletic apparel company lululemon athletica inc. The acquisition seeks to increase the scope of the content creation partnership.

Global Yoga Mat Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Material, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Material offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Material:

PVC

TPE

Rubber

PE

Cotton/Jute

By Distribution Channel:

Specialty Store

Departmental Store & Hypermarket

Online Channel

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
Rest of the World

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