

# Latin-America Fitness Equipment (Cardiovascular & Strength) Market Outlook, 2025

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## Abstracts

Latin America is considered to be an untapped but potential market for the fitness equipment industry to thrive. The commercialization in its fitness industry is still at the nascent phase which has led to lower penetration of modernized ranges of fitness equipment in the region. Gym training is still the most preferred form of fitness training process adapted in Latin-America. The region has observed an emergence of new business models and continuing to have multipurpose and family-oriented clubs. In the last couple of years, the fitness equipment market of Latin-America has been benefitted with the growth of the low-cost gyms, the boutique phenomenon, and developing commercialization. The influx of fitness equipment manufacturing companies from the US and other American countries has been playing an important role in the commercialization of Latin-America's fitness equipment market. The report titled "Latin-America Fitness Equipment (Cardiovascular & Strength) Market Outlook, 2025" provides the complete historical and forecasted analysis of Latin-America fitness equipment along with the top profiled companies.

Latin-America's fitness equipment market has been evolved by major markets like Brazil, Argentina, and Chile. Out of these major markets, Brazil's contribution accounts for nearly half of the region's revenue share. Increasing concentration of domestic as well as international equipment manufacturers in Brazil has let the market to dominate Latin-America's market. Grupo Craft, Tc Industria De Maquinas Ltd, Life Fitness, Technogym, and Matrix, etc. are among the companies present in the country. Over the period of the last five years, Brazil's fitness equipment market grew with a CAGR of above 4% till the year 2019. Other than this, Argentina & Chile have observed increasing penetration of international as well as the regional manufacturing companies which are helping to rapid up the commercialization of its fitness equipment industry. This influx has led to increased utilization of equipment at low-cost gyms, boutique

fitness studios, etc.

The changing trend of Latin-America's fitness attitude has increased the adaption of cardiovascular fitness. Access of indoor cardio with the use of indoor rowing, elliptical equipment majorly through low-cost gymming facilities in the region has let the consumers experience better-exercising facilities. The growth of this equipment in the market has increased opportunities in the market with increased adaption in place of traditional form cardio equipment. Elliptical trainers and rowers in combine have generated a revenue of over 22% in the year 2019. Moreover, the introduction of customized from treadmills & stationary bikes for a home workout has proved to be beneficial for the growth of the segments. Improved offerings in Latin-America's cardio fitness equipment market will let its forecasted growth to be over 7% until the year 2025.

Major companies in the market

Technogym S.P.A, Amer Sports Corporation, Precor Incorporated, Cybex International INC, Life Fitness

Considered in the report

Geography: Latin-America

Base year: 2019

Historical year: 2014

Estimated year: 2020

Forecasted year: 2025

Aspects covered in the report

Global fitness equipment market outlook

Latin-America fitness equipment market outlook

Latin-America cardiovascular fitness equipment market outlook

Latin-America strength fitness equipment market outlook

Brazil fitness equipment market outlook

Argentina fitness equipment market outlook

Chile fitness equipment market outlook

Rest of Latin-America fitness equipment market outlook

Policy & regulations

Porters five force model

Company profile of top players

Strategic recommendation

#### Segments covered in the market

Cardiovascular fitness equipment

Treadmill

Stationary bike

Elliptical trainer

Rowing machine

Cross Country ski

Stair stepper

Strength fitness equipment

Dumbbells

Weight plates

Hydraulic equipment

Resistance band & tubes

Intended audience

This report can be useful to industry consultants, manufacturers, suppliers, associations & organizations related to the fitness equipment industry, government bodies, and other stakeholders to align their market-centric strategies. In addition to marketing & presentations, it will also increase competitive knowledge about the industry.

Keywords: Global, fitness, cardio, strength, equipment, treadmill, cross country ski, stationary bike, stair, stepper, rowing, elliptical, trainer, dumbbells, hydraulic, free weights, resistance, training, Latin-America.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. REPORT METHODOLOGY**

### **3. GLOBAL FITNESS EQUIPMENT MARKET OUTLOOK**

#### 3.1. Market Size By Value

##### 3.1.1. Overall Market

##### 3.1.2. North America Fitness Equipment Market

##### 3.1.3. Europe Fitness Equipment Market

##### 3.1.4. Asia-Pacific Fitness Equipment Market

##### 3.1.5. Latin-America Fitness Equipment Market

##### 3.1.6. Middle-East & Africa Fitness Equipment Market

#### 3.2. Market Share

##### 3.2.1. By Company

##### 3.2.2. By Region

##### 3.2.3. By Country

##### 3.2.4. By End User

#### 3.3. Global Cardiovascular Equipment Market Outlook

##### 3.3.1. Market Size By Value

##### 3.3.2. Market Share

###### 3.3.2.1. By Region

###### 3.3.2.2. By Type

#### 3.4. Global Strength Equipment Market Outlook

##### 3.4.1. Market Size By Value

##### 3.4.2. Market Share

###### 3.4.2.1. By Region

###### 3.4.2.2. By Type

### **4. LATIN-AMERICA FITNESS EQUIPMENT MARKET OUTLOOK**

#### 4.1. Market Size by Value

##### 4.1.1. Overall Market

##### 4.1.2. Cardiovascular Equipment Market

##### 4.1.3. Strength Equipment Market

#### 4.2. Market Share

##### 4.2.1. By Country

- 4.2.2. By End User
- 4.2.3. By Cardiovascular Equipment Type
- 4.2.4. By Strength Equipment Type
- 4.3. Brazil Fitness Equipment Market Outlook
  - 4.3.1. Market Size By Value
  - 4.3.2. Market Share
    - 4.3.2.1. By Cardiovascular Equipment
    - 4.3.2.2. By Strength Equipment
- 4.4. Argentina Fitness Equipment Market Outlook
  - 4.4.1. Market Size By Value
  - 4.4.2. Market Share
    - 4.4.2.1. By Cardiovascular Equipment
    - 4.4.2.2. By Strength Equipment
- 4.5. Chile Fitness Equipment Market Outlook
  - 4.5.1. Market Size By Value
  - 4.5.2. Market Share
    - 4.5.2.1. By Cardiovascular Equipment
    - 4.5.2.2. By Strength Equipment
- 4.6. Rest Of Latin-America Fitness Equipment Market Outlook
  - 4.6.1. Market Size By Value
  - 4.6.2. Market Share
    - 4.6.2.1. By Cardiovascular Equipment
    - 4.6.2.2. By Strength Equipment

## **5. POLICY & REGULATORY**

## **6. GLOBAL FITNESS EQUIPMENT MARKET DYNAMICS**

- 6.1. Key Drivers
- 6.2. Key Challenges

## **7. MARKET TRENDS & DEVELOPMENT**

- 7.1. Launching of online fitness market place
- 7.2. Adapting functional training as growing fitness trend
- 7.3. At home workout is a new trend to follow
- 7.4. Virtual reality the future of fitness industry

## **8. COMPETITIVE LANDSCAPE**

8.1. Porters Five Force Model

8.2. Company Profile

8.2.1. Technogym S.P.A

8.2.2. Amer Sports Corporation

8.2.3. Precor Incorporated

8.2.4. Cybex International INC

8.2.5. Life Fitness

## **9. STRATEGIC RECOMENDATION**

## **10. DISCLAIMER**

## List Of Tables

### LIST OF TABLES

Table-1: Key Facts Of Technogym S.P.A

Table-2: Key Facts Of Amer Sports Corporation

Table-3: Key Facts Of Precor Incorporated

Table-4: Key Facts Of Cybex International INC

Table-5: Key Facts Of Life Fitness



## List Of Figures

### LIST OF FIGURES

Figure 1: Global Fitness Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 2: Global Fitness Equipment Market By Value 2020F – 2025F (USD Billion)

Figure 3: North America Fitness Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 4: North America Fitness Equipment Market By Value 2020F – 2025F (USD Billion)

Figure 5: Europe Fitness Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 6: Europe Fitness Equipment Market By Value 2020F – 2025F (USD Billion)

Figure 7: Asia Pacific Fitness Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 8: Asia Pacific Fitness Equipment Market By Value 2020F – 2025F (USD Billion)

Figure 9: Latin-America Fitness Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 10: Latin-America Fitness Equipment Market By Value 2020F – 2025F (USD Billion)

Figure 11: Middle-East & Africa Fitness Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 12: Middle-East & Africa Fitness Equipment Market By Value 2020F – 2025F (USD Billion)

Figure 13: Global Fitness Equipment Market Share By Value By Company 2019

Figure 14: Global Fitness Equipment Market Share By Value By Region 2019 & 2025F

Figure 15: Global Fitness Equipment Market Share By Value By Country 2019 & 2025F

Figure 16: Global Fitness Equipment Market Share By Value By End User 2019 & 2025F

Figure 17: Global Cardiovascular Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 18: Global Cardiovascular Equipment Market By Value 2020F – 2025F (USD Billion)

Figure 19: Global Cardiovascular Equipment Market Share By Value By Region 2019 & 2025F

Figure 20: Global Cardiovascular Equipment Market Share By Value By Type 2019 & 2025F

Figure 21: Global Strength Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 22: Global Strength Equipment Market By Value 2020F – 2025F (USD Billion)

Figure 23: Global Strength Equipment Market Share By Value By Region 2019 & 2025F

Figure 24: Global Strength Equipment Market Share By Value By Type 2019 & 2025F

Figure 25: Latin-America Fitness Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 26: Latin-America Fitness Equipment Market By Value 2020F – 2025F (USD Billion)

Billion)

Figure 27: Latin-America Cardiovascular Fitness Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 28: Latin-America Strength Fitness Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 29: Latin-America Fitness Equipment Market Share By Value By Country 2019 & 2025F

Figure 30: Latin-America Fitness Equipment Market Share By Value By End User 2019 & 2025F

Figure 31: Latin-America Cardiovascular Equipment Market Share By Value By Type 2019 & 2025F

Figure 32: Latin-America Strength Equipment Market Share By Value By Type 2019 & 2025F

Figure 33: Brazil Fitness Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 34: Brazil Fitness Equipment Market By Value 2020F – 2025F (USD Billion)

Figure 35: Brazil Cardiovascular Equipment Market Share By Value By Type 2019 & 2025F

Figure 36: Brazil Strength Equipment Market Share By Value By Type 2019 & 2025F

Figure 37: Argentina Fitness Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 38: Argentina Fitness Equipment Market By Value 2020F – 2025F (USD Billion)

Figure 39: Argentina Cardiovascular Equipment Market Share By Value By Type 2019 & 2025F

Figure 40: Argentina Strength Equipment Market Share By Value By Type 2019 & 2025F

Figure 41: Chile Fitness Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 42: Chile Fitness Equipment Market By Value 2020F – 2025F (USD Billion)

Figure 43: Chile Cardiovascular Equipment Market Share By Value By Type 2019 & 2025F

Figure 44: Chile Strength Equipment Market Share By Value By Type 2019 & 2025F

Figure 45: Rest Of Latin-America Fitness Equipment Market By Value 2014 – 2019 (USD Billion)

Figure 46: Rest Of Latin-America Fitness Equipment Market By Value 2020F – 2025F (USD Billion)

Figure 47: Rest Of Latin-America Cardiovascular Equipment Market Share By Value By Type 2019 & 2025F

Figure 48: Rest Of Latin-America Strength Equipment Market Share By Value By Type 2019 & 2025F

## COMPANIES MENTIONED

1. Technogym S.P.A
2. Amer Sports Corporation
3. Precor Incorporated
4. Cybex International INC
5. Life Fitness

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