

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

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## Abstracts

The report titled “North America Fitness Equipment (Cardiovascular & Strength) Market Outlook, 2025” gives a complete analysis of fitness equipment market with country wise & equipment-wise performance of North-American region. The fitness equipment market in the region has been segmented into two main categories namely cardiovascular and strength training equipment. North America has been viewed as the major market of fitness equipment with the majority of fitness equipment manufacturers is concentrated in the region. Consumers in the region have been more willing to spend on the health & fitness segment which has been derived by the rising number of health clubs, personal training, and equipment with the latest technologies. The region has a higher concentration of fitness manufacturing companies like Icon health & fitness, Life Fitness, Nautilus and other major players in the market have enhanced the competition in the global market.

North America, the dominating market in the fitness equipment industry, has maintained its prominent place due to its major developed economies namely the USA, Mexico, and Canada. Out of these developed economies contributing to the revenue from the USA has been the highest with more than 70% of market share. Also, at the global stage, the USA has been the leading revenue generator from the fitness equipment market and has the highest concentration of fitness equipment manufacturing companies. This has made the North-American fitness equipment market the most mature market in the world which is expected to grow with a CAGR of above 3% for the forecasted period till 2025. The North American fitness equipment market is generating its major part of the revenue from the commercial segment of the market. The commercial segment mainly includes health and fitness segments. Over the years many corporate institutions also have started providing fitness services for their employees. Companies have nowadays shifted their focus in developing home-based workout equipment which has enabled

consumers to step out of a sedentary lifestyle and include fitness in their daily routine. Increased focus on home-based fitness equipment has let the residential selling of equipment grow with the CAGR of above 3% in the historical period till the year 2019. From the overall North-American market cardiovascular equipment has been the prominent revenue generator which is a line of equipment that has got the flexibility for at-home as well as gym usage. Whereas the innovative training adaption in strength training segments has led to developing new lines of strength equipment like kettlebells, hydraulic machines, resistance bands, etc. These new ranges of strength training equipment and its usage at the gym and outdoor training will provide a positive thrust in the market.

#### Major companies in the market

ICON Health & Fitness INC, Nautilus INC, Core Health & Fitness INC, Precor Incorporated, Cybex International INC, Life Fitness, True Fitness INC, Tuffstuff Fitness International Inc., Iron Grip Barbell Company, Hoist Fitness System INC, Torque fitness LLC, Rough Fitness.

#### Considered in the report

Geography: North America

Base year: 2019

Historical year: 2014

Estimated year: 2020

Forecasted year: 2025

#### Aspects covered in the report

Global fitness equipment market outlook

North-America fitness equipment market outlook

North-America cardiovascular fitness equipment market outlook

North-America strength fitness equipment market outlook

USA fitness equipment market outlook

Mexico fitness equipment market outlook

Canada fitness equipment market outlook

Rest of North 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, North-America

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## **COMPANIES MENTIONED**

1. Icon Health & Fitness Inc
2. Nautilus INC
3. Core Health & Fitness LLC
4. Precor Incorporated
5. Cybex International INC
6. Life Fitness
7. True Fitness INC
8. Tuffstuff Fitness International INC
9. Iron Grip Barbell Company
10. Hoist Fitness Systems
11. Torque Fitness
12. Rough Fitness

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