

Global Exercise Bike Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

The exercise bike market encompasses stationary bicycles designed for indoor fitness, offering cardiovascular workouts and lower-body strengthening. These bikes are categorized into upright, recumbent, and spin bikes, catering to different user preferences and fitness goals. Upright bikes mimic traditional cycling with an aggressive posture, while recumbent models provide back support for comfort, making them popular among seniors or those with mobility issues. Spin bikes, favored in high-intensity interval training (HIIT), feature heavy flywheels and resistance adjustments to simulate outdoor cycling. Technological advancements, such as Bluetooth connectivity, interactive screens, and integration with fitness apps like Peloton and Zwift, have expanded their appeal beyond home use to commercial gyms and boutique studios. The market is driven by rising health consciousness, urbanization limiting outdoor cycling spaces, and the post-pandemic shift toward home fitness solutions. Demand is further fueled by corporate wellness programs and insurance incentives promoting preventive healthcare. However, competition from alternative fitness equipment (e.g., treadmills, rowing machines) and the high cost of smart bikes pose challenges. Regional growth varies, with North America and Europe leading in adoption due to higher disposable incomes, while Asia-Pacific shows rapid expansion driven by increasing gym memberships and e-fitness trends. Sustainability concerns are pushing manufacturers to explore eco-friendly materials and energy-efficient designs.

The global Exercise Bike market size was estimated at USD 1001.1 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 5.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Exercise Bike market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Exercise Bike market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Exercise Bike market.

Global Exercise Bike Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

BH Fitness

BH Fitness - Exercycle S.L.

Bluestream
Drax Inc.
Greenfields Outdoor Fitness
Inter System
Johnson Fitness
Keiser
KLAFS
KOMPAN
Matrix
Multi-form
NOHRD
Panatta
PARIS Site Furnishings - Outdoor Fitness
Proludic
salter
Shandong Jing Ao Sports Equipment Co.,Ltd
SportsArt Fitness
TECHNOGYM
Telju Fitness
WaterRower France
WICKSTEED
Market Segmentation (by Type)
Straight Exercise Bike
Semi-recumbent Exercise bike
Magnetic Exercise bike
Market Segmentation (by Application)
Commercial
Home

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Exercise Bike Market
Overview of the regional outlook of the Exercise Bike Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Exercise Bike Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Exercise Bike, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players,

along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Exercise Bike

1.2 Key Market Segments

1.2.1 Exercise Bike Segment by Type

1.2.2 Exercise Bike Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 EXERCISE BIKE MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Exercise Bike Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Exercise Bike Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 EXERCISE BIKE MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Exercise Bike Product Life Cycle

3.3 Global Exercise Bike Sales by Manufacturers (2020-2025)

3.4 Global Exercise Bike Revenue Market Share by Manufacturers (2020-2025)

3.5 Exercise Bike Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Exercise Bike Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Exercise Bike Market Competitive Situation and Trends

3.8.1 Exercise Bike Market Concentration Rate

3.8.2 Global 5 and 10 Largest Exercise Bike Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 EXERCISE BIKE INDUSTRY CHAIN ANALYSIS

- 4.1 Excercise Bike Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF EXCERCISE BIKE MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Excercise Bike Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Excercise Bike Market
- 5.7 ESG Ratings of Leading Companies

6 EXCERCISE BIKE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Excercise Bike Sales Market Share by Type (2020-2025)
- 6.3 Global Excercise Bike Market Size Market Share by Type (2020-2025)
- 6.4 Global Excercise Bike Price by Type (2020-2025)

7 EXCERCISE BIKE MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Excercise Bike Market Sales by Application (2020-2025)
- 7.3 Global Excercise Bike Market Size (M USD) by Application (2020-2025)

7.4 Global Excercise Bike Sales Growth Rate by Application (2020-2025)

8 EXCERCISE BIKE MARKET SALES BY REGION

8.1 Global Excercise Bike Sales by Region

8.1.1 Global Excercise Bike Sales by Region

8.1.2 Global Excercise Bike Sales Market Share by Region

8.2 Global Excercise Bike Market Size by Region

8.2.1 Global Excercise Bike Market Size by Region

8.2.2 Global Excercise Bike Market Size Market Share by Region

8.3 North America

8.3.1 North America Excercise Bike Sales by Country

8.3.2 North America Excercise Bike Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Excercise Bike Sales by Country

8.4.2 Europe Excercise Bike Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Excercise Bike Sales by Region

8.5.2 Asia Pacific Excercise Bike Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Excercise Bike Sales by Country

8.6.2 South America Excercise Bike Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Exercise Bike Sales by Region
- 8.7.2 Middle East and Africa Exercise Bike Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 EXERCISE BIKE MARKET PRODUCTION BY REGION

- 9.1 Global Production of Exercise Bike by Region(2020-2025)
- 9.2 Global Exercise Bike Revenue Market Share by Region (2020-2025)
- 9.3 Global Exercise Bike Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Exercise Bike Production
 - 9.4.1 North America Exercise Bike Production Growth Rate (2020-2025)
 - 9.4.2 North America Exercise Bike Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Exercise Bike Production
 - 9.5.1 Europe Exercise Bike Production Growth Rate (2020-2025)
 - 9.5.2 Europe Exercise Bike Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Exercise Bike Production (2020-2025)
 - 9.6.1 Japan Exercise Bike Production Growth Rate (2020-2025)
 - 9.6.2 Japan Exercise Bike Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Exercise Bike Production (2020-2025)
 - 9.7.1 China Exercise Bike Production Growth Rate (2020-2025)
 - 9.7.2 China Exercise Bike Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 BH Fitness
 - 10.1.1 BH Fitness Basic Information
 - 10.1.2 BH Fitness Exercise Bike Product Overview
 - 10.1.3 BH Fitness Exercise Bike Product Market Performance
 - 10.1.4 BH Fitness Business Overview
 - 10.1.5 BH Fitness SWOT Analysis
 - 10.1.6 BH Fitness Recent Developments
- 10.2 BH Fitness - Exercycle S.L.

- 10.2.1 BH Fitness - Exercycle S.L. Basic Information
- 10.2.2 BH Fitness - Exercycle S.L. Excercise Bike Product Overview
- 10.2.3 BH Fitness - Exercycle S.L. Excercise Bike Product Market Performance
- 10.2.4 BH Fitness - Exercycle S.L. Business Overview
- 10.2.5 BH Fitness - Exercycle S.L. SWOT Analysis
- 10.2.6 BH Fitness - Exercycle S.L. Recent Developments
- 10.3 Bluestream
 - 10.3.1 Bluestream Basic Information
 - 10.3.2 Bluestream Excercise Bike Product Overview
 - 10.3.3 Bluestream Excercise Bike Product Market Performance
 - 10.3.4 Bluestream Business Overview
 - 10.3.5 Bluestream SWOT Analysis
 - 10.3.6 Bluestream Recent Developments
- 10.4 Drax Inc.
 - 10.4.1 Drax Inc. Basic Information
 - 10.4.2 Drax Inc. Excercise Bike Product Overview
 - 10.4.3 Drax Inc. Excercise Bike Product Market Performance
 - 10.4.4 Drax Inc. Business Overview
 - 10.4.5 Drax Inc. Recent Developments
- 10.5 Greenfields Outdoor Fitness
 - 10.5.1 Greenfields Outdoor Fitness Basic Information
 - 10.5.2 Greenfields Outdoor Fitness Excercise Bike Product Overview
 - 10.5.3 Greenfields Outdoor Fitness Excercise Bike Product Market Performance
 - 10.5.4 Greenfields Outdoor Fitness Business Overview
 - 10.5.5 Greenfields Outdoor Fitness Recent Developments
- 10.6 Inter System
 - 10.6.1 Inter System Basic Information
 - 10.6.2 Inter System Excercise Bike Product Overview
 - 10.6.3 Inter System Excercise Bike Product Market Performance
 - 10.6.4 Inter System Business Overview
 - 10.6.5 Inter System Recent Developments
- 10.7 Johnson Fitness
 - 10.7.1 Johnson Fitness Basic Information
 - 10.7.2 Johnson Fitness Excercise Bike Product Overview
 - 10.7.3 Johnson Fitness Excercise Bike Product Market Performance
 - 10.7.4 Johnson Fitness Business Overview
 - 10.7.5 Johnson Fitness Recent Developments
- 10.8 Keiser
 - 10.8.1 Keiser Basic Information

- 10.8.2 Keiser Excercise Bike Product Overview
- 10.8.3 Keiser Excercise Bike Product Market Performance
- 10.8.4 Keiser Business Overview
- 10.8.5 Keiser Recent Developments
- 10.9 KLAFS
 - 10.9.1 KLAFS Basic Information
 - 10.9.2 KLAFS Excercise Bike Product Overview
 - 10.9.3 KLAFS Excercise Bike Product Market Performance
 - 10.9.4 KLAFS Business Overview
 - 10.9.5 KLAFS Recent Developments
- 10.10 KOMPAN
 - 10.10.1 KOMPAN Basic Information
 - 10.10.2 KOMPAN Excercise Bike Product Overview
 - 10.10.3 KOMPAN Excercise Bike Product Market Performance
 - 10.10.4 KOMPAN Business Overview
 - 10.10.5 KOMPAN Recent Developments
- 10.11 Matrix
 - 10.11.1 Matrix Basic Information
 - 10.11.2 Matrix Excercise Bike Product Overview
 - 10.11.3 Matrix Excercise Bike Product Market Performance
 - 10.11.4 Matrix Business Overview
 - 10.11.5 Matrix Recent Developments
- 10.12 Multi-form
 - 10.12.1 Multi-form Basic Information
 - 10.12.2 Multi-form Excercise Bike Product Overview
 - 10.12.3 Multi-form Excercise Bike Product Market Performance
 - 10.12.4 Multi-form Business Overview
 - 10.12.5 Multi-form Recent Developments
- 10.13 NOHRD
 - 10.13.1 NOHRD Basic Information
 - 10.13.2 NOHRD Excercise Bike Product Overview
 - 10.13.3 NOHRD Excercise Bike Product Market Performance
 - 10.13.4 NOHRD Business Overview
 - 10.13.5 NOHRD Recent Developments
- 10.14 Panatta
 - 10.14.1 Panatta Basic Information
 - 10.14.2 Panatta Excercise Bike Product Overview
 - 10.14.3 Panatta Excercise Bike Product Market Performance
 - 10.14.4 Panatta Business Overview

- 10.14.5 Panatta Recent Developments
- 10.15 PARIS Site Furnishings - Outdoor Fitness
 - 10.15.1 PARIS Site Furnishings - Outdoor Fitness Basic Information
 - 10.15.2 PARIS Site Furnishings - Outdoor Fitness Exercise Bike Product Overview
 - 10.15.3 PARIS Site Furnishings - Outdoor Fitness Exercise Bike Product Market Performance
 - 10.15.4 PARIS Site Furnishings - Outdoor Fitness Business Overview
 - 10.15.5 PARIS Site Furnishings - Outdoor Fitness Recent Developments
- 10.16 Proludic
 - 10.16.1 Proludic Basic Information
 - 10.16.2 Proludic Exercise Bike Product Overview
 - 10.16.3 Proludic Exercise Bike Product Market Performance
 - 10.16.4 Proludic Business Overview
 - 10.16.5 Proludic Recent Developments
- 10.17 salter
 - 10.17.1 salter Basic Information
 - 10.17.2 salter Exercise Bike Product Overview
 - 10.17.3 salter Exercise Bike Product Market Performance
 - 10.17.4 salter Business Overview
 - 10.17.5 salter Recent Developments
- 10.18 Shandong Jing Ao Sports Equipment Co.,Ltd
 - 10.18.1 Shandong Jing Ao Sports Equipment Co.,Ltd Basic Information
 - 10.18.2 Shandong Jing Ao Sports Equipment Co.,Ltd Exercise Bike Product Overview
 - 10.18.3 Shandong Jing Ao Sports Equipment Co.,Ltd Exercise Bike Product Market Performance
 - 10.18.4 Shandong Jing Ao Sports Equipment Co.,Ltd Business Overview
 - 10.18.5 Shandong Jing Ao Sports Equipment Co.,Ltd Recent Developments
- 10.19 SportsArt Fitness
 - 10.19.1 SportsArt Fitness Basic Information
 - 10.19.2 SportsArt Fitness Exercise Bike Product Overview
 - 10.19.3 SportsArt Fitness Exercise Bike Product Market Performance
 - 10.19.4 SportsArt Fitness Business Overview
 - 10.19.5 SportsArt Fitness Recent Developments
- 10.20 TECHNOGYM
 - 10.20.1 TECHNOGYM Basic Information
 - 10.20.2 TECHNOGYM Exercise Bike Product Overview
 - 10.20.3 TECHNOGYM Exercise Bike Product Market Performance
 - 10.20.4 TECHNOGYM Business Overview

10.20.5 TECHNOGYM Recent Developments

10.21 Telju Fitness

10.21.1 Telju Fitness Basic Information

10.21.2 Telju Fitness Exercise Bike Product Overview

10.21.3 Telju Fitness Exercise Bike Product Market Performance

10.21.4 Telju Fitness Business Overview

10.21.5 Telju Fitness Recent Developments

10.22 WaterRower France

10.22.1 WaterRower France Basic Information

10.22.2 WaterRower France Exercise Bike Product Overview

10.22.3 WaterRower France Exercise Bike Product Market Performance

10.22.4 WaterRower France Business Overview

10.22.5 WaterRower France Recent Developments

10.23 WICKSTEED

10.23.1 WICKSTEED Basic Information

10.23.2 WICKSTEED Exercise Bike Product Overview

10.23.3 WICKSTEED Exercise Bike Product Market Performance

10.23.4 WICKSTEED Business Overview

10.23.5 WICKSTEED Recent Developments

11 EXERCISE BIKE MARKET FORECAST BY REGION

11.1 Global Exercise Bike Market Size Forecast

11.2 Global Exercise Bike Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Exercise Bike Market Size Forecast by Country

11.2.3 Asia Pacific Exercise Bike Market Size Forecast by Region

11.2.4 South America Exercise Bike Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Exercise Bike by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

12.1 Global Exercise Bike Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Exercise Bike by Type (2026-2033)

12.1.2 Global Exercise Bike Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Exercise Bike by Type (2026-2033)

12.2 Global Exercise Bike Market Forecast by Application (2026-2033)

12.2.1 Global Exercise Bike Sales (K Units) Forecast by Application

12.2.2 Global Exercise Bike Market Size (M USD) Forecast by Application

(2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Market Size (M USD) Segment Executive Summary
Table 4. Excercise Bike Market Size Comparison by Region (M USD)
Table 5. Global Excercise Bike Sales (K Units) by Manufacturers (2020-2025)
Table 6. Global Excercise Bike Sales Market Share by Manufacturers (2020-2025)
Table 7. Global Excercise Bike Revenue (M USD) by Manufacturers (2020-2025)
Table 8. Global Excercise Bike Revenue Share by Manufacturers (2020-2025)
Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Excercise Bike as of 2024)
Table 10. Global Market Excercise Bike Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 11. Manufacturers? Manufacturing Sites, Areas Served
Table 12. Manufacturers? Product Type
Table 13. Global Excercise Bike Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 14. Mergers & Acquisitions, Expansion Plans
Table 15. Market Overview of Key Raw Materials
Table 16. Midstream Market Analysis
Table 17. Downstream Customer Analysis
Table 18. Key Development Trends
Table 19. Driving Factors
Table 20. Excercise Bike Market Challenges
Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026
Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 25. Global Excercise Bike Sales by Type (K Units)
Table 26. Global Excercise Bike Market Size by Type (M USD)
Table 27. Global Excercise Bike Sales (K Units) by Type (2020-2025)
Table 28. Global Excercise Bike Sales Market Share by Type (2020-2025)
Table 29. Global Excercise Bike Market Size (M USD) by Type (2020-2025)
Table 30. Global Excercise Bike Market Size Share by Type (2020-2025)
Table 31. Global Excercise Bike Price (USD/Unit) by Type (2020-2025)

Table 32. Global Excercise Bike Sales (K Units) by Application
Table 33. Global Excercise Bike Market Size by Application
Table 34. Global Excercise Bike Sales by Application (2020-2025) & (K Units)
Table 35. Global Excercise Bike Sales Market Share by Application (2020-2025)
Table 36. Global Excercise Bike Market Size by Application (2020-2025) & (M USD)
Table 37. Global Excercise Bike Market Share by Application (2020-2025)
Table 38. Global Excercise Bike Sales Growth Rate by Application (2020-2025)
Table 39. Global Excercise Bike Sales by Region (2020-2025) & (K Units)
Table 40. Global Excercise Bike Sales Market Share by Region (2020-2025)
Table 41. Global Excercise Bike Market Size by Region (2020-2025) & (M USD)
Table 42. Global Excercise Bike Market Size Market Share by Region (2020-2025)
Table 43. North America Excercise Bike Sales by Country (2020-2025) & (K Units)
Table 44. North America Excercise Bike Market Size by Country (2020-2025) & (M USD)
Table 45. Europe Excercise Bike Sales by Country (2020-2025) & (K Units)
Table 46. Europe Excercise Bike Market Size by Country (2020-2025) & (M USD)
Table 47. Asia Pacific Excercise Bike Sales by Region (2020-2025) & (K Units)
Table 48. Asia Pacific Excercise Bike Market Size by Region (2020-2025) & (M USD)
Table 49. South America Excercise Bike Sales by Country (2020-2025) & (K Units)
Table 50. South America Excercise Bike Market Size by Country (2020-2025) & (M USD)
Table 51. Middle East and Africa Excercise Bike Sales by Region (2020-2025) & (K Units)
Table 52. Middle East and Africa Excercise Bike Market Size by Region (2020-2025) & (M USD)
Table 53. Global Excercise Bike Production (K Units) by Region(2020-2025)
Table 54. Global Excercise Bike Revenue (US\$ Million) by Region (2020-2025)
Table 55. Global Excercise Bike Revenue Market Share by Region (2020-2025)
Table 56. Global Excercise Bike Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 57. North America Excercise Bike Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. Europe Excercise Bike Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Japan Excercise Bike Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. China Excercise Bike Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 61. BH Fitness Basic Information

Table 62. BH Fitness Excercise Bike Product Overview
Table 63. BH Fitness Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 64. BH Fitness Business Overview
Table 65. BH Fitness SWOT Analysis
Table 66. BH Fitness Recent Developments
Table 67. BH Fitness - Exercycle S.L. Basic Information
Table 68. BH Fitness - Exercycle S.L. Excercise Bike Product Overview
Table 69. BH Fitness - Exercycle S.L. Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 70. BH Fitness - Exercycle S.L. Business Overview
Table 71. BH Fitness - Exercycle S.L. SWOT Analysis
Table 72. BH Fitness - Exercycle S.L. Recent Developments
Table 73. Bluestream Basic Information
Table 74. Bluestream Excercise Bike Product Overview
Table 75. Bluestream Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 76. Bluestream Business Overview
Table 77. Bluestream SWOT Analysis
Table 78. Bluestream Recent Developments
Table 79. Drax Inc. Basic Information
Table 80. Drax Inc. Excercise Bike Product Overview
Table 81. Drax Inc. Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 82. Drax Inc. Business Overview
Table 83. Drax Inc. Recent Developments
Table 84. Greenfields Outdoor Fitness Basic Information
Table 85. Greenfields Outdoor Fitness Excercise Bike Product Overview
Table 86. Greenfields Outdoor Fitness Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 87. Greenfields Outdoor Fitness Business Overview
Table 88. Greenfields Outdoor Fitness Recent Developments
Table 89. Inter System Basic Information
Table 90. Inter System Excercise Bike Product Overview
Table 91. Inter System Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 92. Inter System Business Overview
Table 93. Inter System Recent Developments
Table 94. Johnson Fitness Basic Information

Table 95. Johnson Fitness Exercise Bike Product Overview

Table 96. Johnson Fitness Exercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 97. Johnson Fitness Business Overview

Table 98. Johnson Fitness Recent Developments

Table 99. Keiser Basic Information

Table 100. Keiser Exercise Bike Product Overview

Table 101. Keiser Exercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 102. Keiser Business Overview

Table 103. Keiser Recent Developments

Table 104. KLAFS Basic Information

Table 105. KLAFS Exercise Bike Product Overview

Table 106. KLAFS Exercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 107. KLAFS Business Overview

Table 108. KLAFS Recent Developments

Table 109. KOMPAN Basic Information

Table 110. KOMPAN Exercise Bike Product Overview

Table 111. KOMPAN Exercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 112. KOMPAN Business Overview

Table 113. KOMPAN Recent Developments

Table 114. Matrix Basic Information

Table 115. Matrix Exercise Bike Product Overview

Table 116. Matrix Exercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 117. Matrix Business Overview

Table 118. Matrix Recent Developments

Table 119. Multi-form Basic Information

Table 120. Multi-form Exercise Bike Product Overview

Table 121. Multi-form Exercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 122. Multi-form Business Overview

Table 123. Multi-form Recent Developments

Table 124. NOHRD Basic Information

Table 125. NOHRD Exercise Bike Product Overview

Table 126. NOHRD Exercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 127. NOHRD Business Overview
Table 128. NOHRD Recent Developments
Table 129. Panatta Basic Information
Table 130. Panatta Excercise Bike Product Overview
Table 131. Panatta Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 132. Panatta Business Overview
Table 133. Panatta Recent Developments
Table 134. PARIS Site Furnishings - Outdoor Fitness Basic Information
Table 135. PARIS Site Furnishings - Outdoor Fitness Excercise Bike Product Overview
Table 136. PARIS Site Furnishings - Outdoor Fitness Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 137. PARIS Site Furnishings - Outdoor Fitness Business Overview
Table 138. PARIS Site Furnishings - Outdoor Fitness Recent Developments
Table 139. Proludic Basic Information
Table 140. Proludic Excercise Bike Product Overview
Table 141. Proludic Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 142. Proludic Business Overview
Table 143. Proludic Recent Developments
Table 144. salter Basic Information
Table 145. salter Excercise Bike Product Overview
Table 146. salter Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 147. salter Business Overview
Table 148. salter Recent Developments
Table 149. Shandong Jing Ao Sports Equipment Co.,Ltd Basic Information
Table 150. Shandong Jing Ao Sports Equipment Co.,Ltd Excercise Bike Product Overview
Table 151. Shandong Jing Ao Sports Equipment Co.,Ltd Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 152. Shandong Jing Ao Sports Equipment Co.,Ltd Business Overview
Table 153. Shandong Jing Ao Sports Equipment Co.,Ltd Recent Developments
Table 154. SportsArt Fitness Basic Information
Table 155. SportsArt Fitness Excercise Bike Product Overview
Table 156. SportsArt Fitness Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 157. SportsArt Fitness Business Overview
Table 158. SportsArt Fitness Recent Developments

Table 159. TECHNOGYM Basic Information
Table 160. TECHNOGYM Excercise Bike Product Overview
Table 161. TECHNOGYM Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 162. TECHNOGYM Business Overview
Table 163. TECHNOGYM Recent Developments
Table 164. Telju Fitness Basic Information
Table 165. Telju Fitness Excercise Bike Product Overview
Table 166. Telju Fitness Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 167. Telju Fitness Business Overview
Table 168. Telju Fitness Recent Developments
Table 169. WaterRower France Basic Information
Table 170. WaterRower France Excercise Bike Product Overview
Table 171. WaterRower France Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 172. WaterRower France Business Overview
Table 173. WaterRower France Recent Developments
Table 174. WICKSTEED Basic Information
Table 175. WICKSTEED Excercise Bike Product Overview
Table 176. WICKSTEED Excercise Bike Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 177. WICKSTEED Business Overview
Table 178. WICKSTEED Recent Developments
Table 179. Global Excercise Bike Sales Forecast by Region (2026-2033) & (K Units)
Table 180. Global Excercise Bike Market Size Forecast by Region (2026-2033) & (M USD)
Table 181. North America Excercise Bike Sales Forecast by Country (2026-2033) & (K Units)
Table 182. North America Excercise Bike Market Size Forecast by Country (2026-2033) & (M USD)
Table 183. Europe Excercise Bike Sales Forecast by Country (2026-2033) & (K Units)
Table 184. Europe Excercise Bike Market Size Forecast by Country (2026-2033) & (M USD)
Table 185. Asia Pacific Excercise Bike Sales Forecast by Region (2026-2033) & (K Units)
Table 186. Asia Pacific Excercise Bike Market Size Forecast by Region (2026-2033) & (M USD)
Table 187. South America Excercise Bike Sales Forecast by Country (2026-2033) & (K

Units)

Table 188. South America Exercise Bike Market Size Forecast by Country (2026-2033) & (M USD)

Table 189. Middle East and Africa Exercise Bike Sales Forecast by Country (2026-2033) & (Units)

Table 190. Middle East and Africa Exercise Bike Market Size Forecast by Country (2026-2033) & (M USD)

Table 191. Global Exercise Bike Sales Forecast by Type (2026-2033) & (K Units)

Table 192. Global Exercise Bike Market Size Forecast by Type (2026-2033) & (M USD)

Table 193. Global Exercise Bike Price Forecast by Type (2026-2033) & (USD/Unit)

Table 194. Global Exercise Bike Sales (K Units) Forecast by Application (2026-2033)

Table 195. Global Exercise Bike Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Exercise Bike
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Exercise Bike Market Size (M USD), 2024-2033
- Figure 5. Global Exercise Bike Market Size (M USD) (2020-2033)
- Figure 6. Global Exercise Bike Sales (K Units) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Exercise Bike Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Exercise Bike Product Life Cycle
- Figure 13. Exercise Bike Sales Share by Manufacturers in 2024
- Figure 14. Global Exercise Bike Revenue Share by Manufacturers in 2024
- Figure 15. Exercise Bike Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Exercise Bike Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Exercise Bike Revenue in 2024
- Figure 18. Industry Chain Map of Exercise Bike
- Figure 19. Global Exercise Bike Market PEST Analysis
- Figure 20. Global Exercise Bike Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Exercise Bike Market Share by Type
- Figure 27. Sales Market Share of Exercise Bike by Type (2020-2025)
- Figure 28. Sales Market Share of Exercise Bike by Type in 2024
- Figure 29. Market Size Share of Exercise Bike by Type (2020-2025)
- Figure 30. Market Size Share of Exercise Bike by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Exercise Bike Market Share by Application

- Figure 33. Global Excercise Bike Sales Market Share by Application (2020-2025)
- Figure 34. Global Excercise Bike Sales Market Share by Application in 2024
- Figure 35. Global Excercise Bike Market Share by Application (2020-2025)
- Figure 36. Global Excercise Bike Market Share by Application in 2024
- Figure 37. Global Excercise Bike Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Excercise Bike Sales Market Share by Region (2020-2025)
- Figure 39. Global Excercise Bike Market Size Market Share by Region (2020-2025)
- Figure 40. North America Excercise Bike Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Excercise Bike Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Excercise Bike Sales Market Share by Country in 2024
- Figure 43. North America Excercise Bike Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Excercise Bike Market Size Market Share by Country in 2024
- Figure 45. U.S. Excercise Bike Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Excercise Bike Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Excercise Bike Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Excercise Bike Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Excercise Bike Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Excercise Bike Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Excercise Bike Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Excercise Bike Sales Market Share by Country in 2024
- Figure 53. Europe Excercise Bike Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Excercise Bike Market Size Market Share by Country in 2024
- Figure 55. Germany Excercise Bike Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Excercise Bike Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Excercise Bike Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Excercise Bike Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Excercise Bike Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Excercise Bike Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Excercise Bike Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy Excercise Bike Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Excercise Bike Sales and Growth Rate (2020-2025) & (K Units)
- Figure 64. Spain Excercise Bike Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Excercise Bike Sales and Growth Rate (K Units)
- Figure 66. Asia Pacific Excercise Bike Sales Market Share by Region in 2024

Figure 67. Asia Pacific Exercise Bike Market Size Market Share by Region in 2024

Figure 68. China Exercise Bike Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Exercise Bike Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Exercise Bike Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Exercise Bike Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Exercise Bike Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Exercise Bike Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Exercise Bike Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Exercise Bike Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Exercise Bike Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Exercise Bike Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Exercise Bike Sales and Growth Rate (K Units)

Figure 79. South America Exercise Bike Sales Market Share by Country in 2024

Figure 80. South America Exercise Bike Market Size and Growth Rate (M USD)

Figure 81. South America Exercise Bike Market Size Market Share by Country in 2024

Figure 82. Brazil Exercise Bike Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Exercise Bike Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Exercise Bike Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Exercise Bike Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Exercise Bike Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Exercise Bike Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Exercise Bike Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Exercise Bike Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Exercise Bike Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Exercise Bike Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Exercise Bike Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Exercise Bike Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Exercise Bike Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Exercise Bike Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Exercise Bike Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Exercise Bike Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Exercise Bike Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Exercise Bike Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Exercise Bike Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Exercise Bike Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Exercise Bike Production Market Share by Region (2020-2025)

Figure 103. North America Exercise Bike Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Exercise Bike Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Exercise Bike Production (K Units) Growth Rate (2020-2025)

Figure 106. China Exercise Bike Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Exercise Bike Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Exercise Bike Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Exercise Bike Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Exercise Bike Market Share Forecast by Type (2026-2033)

Figure 111. Global Exercise Bike Sales Forecast by Application (2026-2033)

Figure 112. Global Exercise Bike Market Share Forecast by Application (2026-2033)

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