

# Global Yoga Product Market Research Report 2023(Status and Outlook)

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## Abstracts

### Report Overview

Rising popularity of yoga is fueling demand for yoga accessories such as yoga mats, yoga straps, yoga clothes, and yoga bricks across the world.

Bosson Research's latest report provides a deep insight into the global Yoga Product market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Yoga Product Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Yoga Product market in any manner.

### Global Yoga Product Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Gaiam  
Barefoot yoga  
Manduka  
Jade Yoga  
Lululemon  
FitLifestyleCo  
Padma Seat  
Wacces  
Peace Yoga  
JBM  
Hugger Mugger  
Suesport  
PrAna  
Beyond Yoga  
Decathlon

### Market Segmentation (by Type)

Yoga Mats  
Yoga Straps  
Yoga Clothes  
Yoga Bricks

### Market Segmentation (by Application)

Online  
Offline

### 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 Yoga Product Market

Overview of the regional outlook of the Yoga Product Market:

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 (USD Billion) 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

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 Yoga Product 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Yoga Product
- 1.2 Key Market Segments
  - 1.2.1 Yoga Product Segment by Type
  - 1.2.2 Yoga Product 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 YOGA PRODUCT MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Yoga Product Market Size (M USD) Estimates and Forecasts (2018-2029)
  - 2.1.2 Global Yoga Product Sales Estimates and Forecasts (2018-2029)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 YOGA PRODUCT MARKET COMPETITIVE LANDSCAPE**

- 3.1 Global Yoga Product Sales by Manufacturers (2018-2023)
- 3.2 Global Yoga Product Revenue Market Share by Manufacturers (2018-2023)
- 3.3 Yoga Product Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.4 Global Yoga Product Average Price by Manufacturers (2018-2023)
- 3.5 Manufacturers Yoga Product Sales Sites, Area Served, Product Type
- 3.6 Yoga Product Market Competitive Situation and Trends
  - 3.6.1 Yoga Product Market Concentration Rate
  - 3.6.2 Global 5 and 10 Largest Yoga Product Players Market Share by Revenue
  - 3.6.3 Mergers & Acquisitions, Expansion

### **4 YOGA PRODUCT INDUSTRY CHAIN ANALYSIS**

- 4.1 Yoga Product 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 YOGA PRODUCT MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
  - 5.5.1 New Product Developments
  - 5.5.2 Mergers & Acquisitions
  - 5.5.3 Expansions
  - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

## **6 YOGA PRODUCT MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Yoga Product Sales Market Share by Type (2018-2023)
- 6.3 Global Yoga Product Market Size Market Share by Type (2018-2023)
- 6.4 Global Yoga Product Price by Type (2018-2023)

## **7 YOGA PRODUCT MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Yoga Product Market Sales by Application (2018-2023)
- 7.3 Global Yoga Product Market Size (M USD) by Application (2018-2023)
- 7.4 Global Yoga Product Sales Growth Rate by Application (2018-2023)

## **8 YOGA PRODUCT MARKET SEGMENTATION BY REGION**

- 8.1 Global Yoga Product Sales by Region
  - 8.1.1 Global Yoga Product Sales by Region
  - 8.1.2 Global Yoga Product Sales Market Share by Region
- 8.2 North America
  - 8.2.1 North America Yoga Product Sales by Country
  - 8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Yoga Product Sales by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Yoga Product Sales by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Yoga Product Sales by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Yoga Product Sales by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

## **9 KEY COMPANIES PROFILE**

9.1 Gaiam

9.1.1 Gaiam Yoga Product Basic Information

9.1.2 Gaiam Yoga Product Product Overview

9.1.3 Gaiam Yoga Product Product Market Performance

9.1.4 Gaiam Business Overview

9.1.5 Gaiam Yoga Product SWOT Analysis

9.1.6 Gaiam Recent Developments

9.2 Barefoot yoga



- 9.2.1 Barefoot yoga Yoga Product Basic Information
- 9.2.2 Barefoot yoga Yoga Product Product Overview
- 9.2.3 Barefoot yoga Yoga Product Product Market Performance
- 9.2.4 Barefoot yoga Business Overview
- 9.2.5 Barefoot yoga Yoga Product SWOT Analysis
- 9.2.6 Barefoot yoga Recent Developments
- 9.3 Manduka
  - 9.3.1 Manduka Yoga Product Basic Information
  - 9.3.2 Manduka Yoga Product Product Overview
  - 9.3.3 Manduka Yoga Product Product Market Performance
  - 9.3.4 Manduka Business Overview
  - 9.3.5 Manduka Yoga Product SWOT Analysis
  - 9.3.6 Manduka Recent Developments
- 9.4 Jade Yoga
  - 9.4.1 Jade Yoga Yoga Product Basic Information
  - 9.4.2 Jade Yoga Yoga Product Product Overview
  - 9.4.3 Jade Yoga Yoga Product Product Market Performance
  - 9.4.4 Jade Yoga Business Overview
  - 9.4.5 Jade Yoga Yoga Product SWOT Analysis
  - 9.4.6 Jade Yoga Recent Developments
- 9.5 Lululemon
  - 9.5.1 Lululemon Yoga Product Basic Information
  - 9.5.2 Lululemon Yoga Product Product Overview
  - 9.5.3 Lululemon Yoga Product Product Market Performance
  - 9.5.4 Lululemon Business Overview
  - 9.5.5 Lululemon Yoga Product SWOT Analysis
  - 9.5.6 Lululemon Recent Developments
- 9.6 FitLifestyleCo
  - 9.6.1 FitLifestyleCo Yoga Product Basic Information
  - 9.6.2 FitLifestyleCo Yoga Product Product Overview
  - 9.6.3 FitLifestyleCo Yoga Product Product Market Performance
  - 9.6.4 FitLifestyleCo Business Overview
  - 9.6.5 FitLifestyleCo Recent Developments
- 9.7 Padma Seat
  - 9.7.1 Padma Seat Yoga Product Basic Information
  - 9.7.2 Padma Seat Yoga Product Product Overview
  - 9.7.3 Padma Seat Yoga Product Product Market Performance
  - 9.7.4 Padma Seat Business Overview
  - 9.7.5 Padma Seat Recent Developments

## 9.8 Wacces

- 9.8.1 Wacces Yoga Product Basic Information
- 9.8.2 Wacces Yoga Product Product Overview
- 9.8.3 Wacces Yoga Product Product Market Performance
- 9.8.4 Wacces Business Overview
- 9.8.5 Wacces Recent Developments

## 9.9 Peace Yoga

- 9.9.1 Peace Yoga Yoga Product Basic Information
- 9.9.2 Peace Yoga Yoga Product Product Overview
- 9.9.3 Peace Yoga Yoga Product Product Market Performance
- 9.9.4 Peace Yoga Business Overview
- 9.9.5 Peace Yoga Recent Developments

## 9.10 JBM

- 9.10.1 JBM Yoga Product Basic Information
- 9.10.2 JBM Yoga Product Product Overview
- 9.10.3 JBM Yoga Product Product Market Performance
- 9.10.4 JBM Business Overview
- 9.10.5 JBM Recent Developments

## 9.11 Hugger Muggger

- 9.11.1 Hugger Muggger Yoga Product Basic Information
- 9.11.2 Hugger Muggger Yoga Product Product Overview
- 9.11.3 Hugger Muggger Yoga Product Product Market Performance
- 9.11.4 Hugger Muggger Business Overview
- 9.11.5 Hugger Muggger Recent Developments

## 9.12 Suesport

- 9.12.1 Suesport Yoga Product Basic Information
- 9.12.2 Suesport Yoga Product Product Overview
- 9.12.3 Suesport Yoga Product Product Market Performance
- 9.12.4 Suesport Business Overview
- 9.12.5 Suesport Recent Developments

## 9.13 PrAna

- 9.13.1 PrAna Yoga Product Basic Information
- 9.13.2 PrAna Yoga Product Product Overview
- 9.13.3 PrAna Yoga Product Product Market Performance
- 9.13.4 PrAna Business Overview
- 9.13.5 PrAna Recent Developments

## 9.14 Beyond Yoga

- 9.14.1 Beyond Yoga Yoga Product Basic Information
- 9.14.2 Beyond Yoga Yoga Product Product Overview

- 9.14.3 Beyond Yoga Yoga Product Product Market Performance
- 9.14.4 Beyond Yoga Business Overview
- 9.14.5 Beyond Yoga Recent Developments

#### 9.15 Decathlon

- 9.15.1 Decathlon Yoga Product Basic Information
- 9.15.2 Decathlon Yoga Product Product Overview
- 9.15.3 Decathlon Yoga Product Product Market Performance
- 9.15.4 Decathlon Business Overview
- 9.15.5 Decathlon Recent Developments

### **10 YOGA PRODUCT MARKET FORECAST BY REGION**

#### 10.1 Global Yoga Product Market Size Forecast

#### 10.2 Global Yoga Product Market Forecast by Region

- 10.2.1 North America Market Size Forecast by Country
- 10.2.2 Europe Yoga Product Market Size Forecast by Country
- 10.2.3 Asia Pacific Yoga Product Market Size Forecast by Region
- 10.2.4 South America Yoga Product Market Size Forecast by Country
- 10.2.5 Middle East and Africa Forecasted Consumption of Yoga Product by Country

### **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2024-2029)**

#### 11.1 Global Yoga Product Market Forecast by Type (2024-2029)

- 11.1.1 Global Forecasted Sales of Yoga Product by Type (2024-2029)
- 11.1.2 Global Yoga Product Market Size Forecast by Type (2024-2029)
- 11.1.3 Global Forecasted Price of Yoga Product by Type (2024-2029)

#### 11.2 Global Yoga Product Market Forecast by Application (2024-2029)

- 11.2.1 Global Yoga Product Sales (K Units) Forecast by Application
- 11.2.2 Global Yoga Product Market Size (M USD) Forecast by Application (2024-2029)

### **12 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. Yoga Product Market Size Comparison by Region (M USD)
- Table 5. Global Yoga Product Sales (K Units) by Manufacturers (2018-2023)
- Table 6. Global Yoga Product Sales Market Share by Manufacturers (2018-2023)
- Table 7. Global Yoga Product Revenue (M USD) by Manufacturers (2018-2023)
- Table 8. Global Yoga Product Revenue Share by Manufacturers (2018-2023)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Yoga Product as of 2022)
- Table 10. Global Market Yoga Product Average Price (USD/Unit) of Key Manufacturers (2018-2023)
- Table 11. Manufacturers Yoga Product Sales Sites and Area Served
- Table 12. Manufacturers Yoga Product Product Type
- Table 13. Global Yoga Product Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Industry Chain Map of Yoga Product
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Yoga Product Market Challenges
- Table 22. Market Restraints
- Table 23. Global Yoga Product Sales by Type (K Units)
- Table 24. Global Yoga Product Market Size by Type (M USD)
- Table 25. Global Yoga Product Sales (K Units) by Type (2018-2023)
- Table 26. Global Yoga Product Sales Market Share by Type (2018-2023)
- Table 27. Global Yoga Product Market Size (M USD) by Type (2018-2023)
- Table 28. Global Yoga Product Market Size Share by Type (2018-2023)
- Table 29. Global Yoga Product Price (USD/Unit) by Type (2018-2023)
- Table 30. Global Yoga Product Sales (K Units) by Application
- Table 31. Global Yoga Product Market Size by Application
- Table 32. Global Yoga Product Sales by Application (2018-2023) & (K Units)

Table 33. Global Yoga Product Sales Market Share by Application (2018-2023)

Table 34. Global Yoga Product Sales by Application (2018-2023) & (M USD)

Table 35. Global Yoga Product Market Share by Application (2018-2023)

Table 36. Global Yoga Product Sales Growth Rate by Application (2018-2023)

Table 37. Global Yoga Product Sales by Region (2018-2023) & (K Units)

Table 38. Global Yoga Product Sales Market Share by Region (2018-2023)

Table 39. North America Yoga Product Sales by Country (2018-2023) & (K Units)

Table 40. Europe Yoga Product Sales by Country (2018-2023) & (K Units)

Table 41. Asia Pacific Yoga Product Sales by Region (2018-2023) & (K Units)

Table 42. South America Yoga Product Sales by Country (2018-2023) & (K Units)

Table 43. Middle East and Africa Yoga Product Sales by Region (2018-2023) & (K Units)

Table 44. Gaiam Yoga Product Basic Information

Table 45. Gaiam Yoga Product Product Overview

Table 46. Gaiam Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)

Table 47. Gaiam Business Overview

Table 48. Gaiam Yoga Product SWOT Analysis

Table 49. Gaiam Recent Developments

Table 50. Barefoot yoga Yoga Product Basic Information

Table 51. Barefoot yoga Yoga Product Product Overview

Table 52. Barefoot yoga Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)

Table 53. Barefoot yoga Business Overview

Table 54. Barefoot yoga Yoga Product SWOT Analysis

Table 55. Barefoot yoga Recent Developments

Table 56. Manduka Yoga Product Basic Information

Table 57. Manduka Yoga Product Product Overview

Table 58. Manduka Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)

Table 59. Manduka Business Overview

Table 60. Manduka Yoga Product SWOT Analysis

Table 61. Manduka Recent Developments

Table 62. Jade Yoga Yoga Product Basic Information

Table 63. Jade Yoga Yoga Product Product Overview

Table 64. Jade Yoga Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)

Table 65. Jade Yoga Business Overview

Table 66. Jade Yoga Yoga Product SWOT Analysis

- Table 67. Jade Yoga Recent Developments
- Table 68. Lululemon Yoga Product Basic Information
- Table 69. Lululemon Yoga Product Product Overview
- Table 70. Lululemon Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 71. Lululemon Business Overview
- Table 72. Lululemon Yoga Product SWOT Analysis
- Table 73. Lululemon Recent Developments
- Table 74. FitLifestyleCo Yoga Product Basic Information
- Table 75. FitLifestyleCo Yoga Product Product Overview
- Table 76. FitLifestyleCo Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 77. FitLifestyleCo Business Overview
- Table 78. FitLifestyleCo Recent Developments
- Table 79. Padma Seat Yoga Product Basic Information
- Table 80. Padma Seat Yoga Product Product Overview
- Table 81. Padma Seat Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 82. Padma Seat Business Overview
- Table 83. Padma Seat Recent Developments
- Table 84. Wacces Yoga Product Basic Information
- Table 85. Wacces Yoga Product Product Overview
- Table 86. Wacces Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 87. Wacces Business Overview
- Table 88. Wacces Recent Developments
- Table 89. Peace Yoga Yoga Product Basic Information
- Table 90. Peace Yoga Yoga Product Product Overview
- Table 91. Peace Yoga Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 92. Peace Yoga Business Overview
- Table 93. Peace Yoga Recent Developments
- Table 94. JBM Yoga Product Basic Information
- Table 95. JBM Yoga Product Product Overview
- Table 96. JBM Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 97. JBM Business Overview
- Table 98. JBM Recent Developments
- Table 99. Hugger Mugger Yoga Product Basic Information

- Table 100. Hugger Mugger Yoga Product Product Overview
- Table 101. Hugger Mugger Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 102. Hugger Mugger Business Overview
- Table 103. Hugger Mugger Recent Developments
- Table 104. Suesport Yoga Product Basic Information
- Table 105. Suesport Yoga Product Product Overview
- Table 106. Suesport Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 107. Suesport Business Overview
- Table 108. Suesport Recent Developments
- Table 109. PrAna Yoga Product Basic Information
- Table 110. PrAna Yoga Product Product Overview
- Table 111. PrAna Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 112. PrAna Business Overview
- Table 113. PrAna Recent Developments
- Table 114. Beyond Yoga Yoga Product Basic Information
- Table 115. Beyond Yoga Yoga Product Product Overview
- Table 116. Beyond Yoga Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 117. Beyond Yoga Business Overview
- Table 118. Beyond Yoga Recent Developments
- Table 119. Decathlon Yoga Product Basic Information
- Table 120. Decathlon Yoga Product Product Overview
- Table 121. Decathlon Yoga Product Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 122. Decathlon Business Overview
- Table 123. Decathlon Recent Developments
- Table 124. Global Yoga Product Sales Forecast by Region (2024-2029) & (K Units)
- Table 125. Global Yoga Product Market Size Forecast by Region (2024-2029) & (M USD)
- Table 126. North America Yoga Product Sales Forecast by Country (2024-2029) & (K Units)
- Table 127. North America Yoga Product Market Size Forecast by Country (2024-2029) & (M USD)
- Table 128. Europe Yoga Product Sales Forecast by Country (2024-2029) & (K Units)
- Table 129. Europe Yoga Product Market Size Forecast by Country (2024-2029) & (M USD)

Table 130. Asia Pacific Yoga Product Sales Forecast by Region (2024-2029) & (K Units)

Table 131. Asia Pacific Yoga Product Market Size Forecast by Region (2024-2029) & (M USD)

Table 132. South America Yoga Product Sales Forecast by Country (2024-2029) & (K Units)

Table 133. South America Yoga Product Market Size Forecast by Country (2024-2029) & (M USD)

Table 134. Middle East and Africa Yoga Product Consumption Forecast by Country (2024-2029) & (Units)

Table 135. Middle East and Africa Yoga Product Market Size Forecast by Country (2024-2029) & (M USD)

Table 136. Global Yoga Product Sales Forecast by Type (2024-2029) & (K Units)

Table 137. Global Yoga Product Market Size Forecast by Type (2024-2029) & (M USD)

Table 138. Global Yoga Product Price Forecast by Type (2024-2029) & (USD/Unit)

Table 139. Global Yoga Product Sales (K Units) Forecast by Application (2024-2029)

Table 140. Global Yoga Product Market Size Forecast by Application (2024-2029) & (M USD)



## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Yoga Product
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Yoga Product Market Size (M USD), 2018-2029
- Figure 5. Global Yoga Product Market Size (M USD) (2018-2029)
- Figure 6. Global Yoga Product Sales (K Units) & (2018-2029)
- 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. Yoga Product Market Size by Country (M USD)
- Figure 11. Yoga Product Sales Share by Manufacturers in 2022
- Figure 12. Global Yoga Product Revenue Share by Manufacturers in 2022
- Figure 13. Yoga Product Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2018 Vs 2022
- Figure 14. Global Market Yoga Product Average Price (USD/Unit) of Key Manufacturers in 2022
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Yoga Product Revenue in 2022
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Yoga Product Market Share by Type
- Figure 18. Sales Market Share of Yoga Product by Type (2018-2023)
- Figure 19. Sales Market Share of Yoga Product by Type in 2022
- Figure 20. Market Size Share of Yoga Product by Type (2018-2023)
- Figure 21. Market Size Market Share of Yoga Product by Type in 2022
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Yoga Product Market Share by Application
- Figure 24. Global Yoga Product Sales Market Share by Application (2018-2023)
- Figure 25. Global Yoga Product Sales Market Share by Application in 2022
- Figure 26. Global Yoga Product Market Share by Application (2018-2023)
- Figure 27. Global Yoga Product Market Share by Application in 2022
- Figure 28. Global Yoga Product Sales Growth Rate by Application (2018-2023)
- Figure 29. Global Yoga Product Sales Market Share by Region (2018-2023)
- Figure 30. North America Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 31. North America Yoga Product Sales Market Share by Country in 2022
- Figure 32. U.S. Yoga Product Sales and Growth Rate (2018-2023) & (K Units)

- Figure 33. Canada Yoga Product Sales (K Units) and Growth Rate (2018-2023)
- Figure 34. Mexico Yoga Product Sales (Units) and Growth Rate (2018-2023)
- Figure 35. Europe Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 36. Europe Yoga Product Sales Market Share by Country in 2022
- Figure 37. Germany Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 38. France Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 39. U.K. Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 40. Italy Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 41. Russia Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 42. Asia Pacific Yoga Product Sales and Growth Rate (K Units)
- Figure 43. Asia Pacific Yoga Product Sales Market Share by Region in 2022
- Figure 44. China Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 45. Japan Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 46. South Korea Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 47. India Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 48. Southeast Asia Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 49. South America Yoga Product Sales and Growth Rate (K Units)
- Figure 50. South America Yoga Product Sales Market Share by Country in 2022
- Figure 51. Brazil Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 52. Argentina Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 53. Columbia Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 54. Middle East and Africa Yoga Product Sales and Growth Rate (K Units)
- Figure 55. Middle East and Africa Yoga Product Sales Market Share by Region in 2022
- Figure 56. Saudi Arabia Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 57. UAE Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 58. Egypt Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 59. Nigeria Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 60. South Africa Yoga Product Sales and Growth Rate (2018-2023) & (K Units)
- Figure 61. Global Yoga Product Sales Forecast by Volume (2018-2029) & (K Units)
- Figure 62. Global Yoga Product Market Size Forecast by Value (2018-2029) & (M USD)
- Figure 63. Global Yoga Product Sales Market Share Forecast by Type (2024-2029)
- Figure 64. Global Yoga Product Market Share Forecast by Type (2024-2029)
- Figure 65. Global Yoga Product Sales Forecast by Application (2024-2029)
- Figure 66. Global Yoga Product Market Share Forecast by Application (2024-2029)

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