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Global Yoga Props Market Research Report 2026(Status and Outlook)

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Abstracts

Yoga props are tools that are used to support and enhance the practice of yoga. They help practitioners to improve their alignment, increase their flexibility, and deepen their poses.

The global Yoga Props market size was estimated at USD 11970.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 6.80% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Yoga Props 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 Yoga Props 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,

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investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Yoga Props market.

Global Yoga Props 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

Lululemon

Manduka

Gaiam

Barefoot yoga

Jade Yoga

Hugger Mugger

PrAna

Beyond Yoga

Decathlon

Alo Yoga

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Liforme

Aurorae Yoga

Khataland

Market Segmentation (by Type)

Yoga Mats

Yoga Straps

Yoga Blocks

Other

Market Segmentation (by Application)

Online Sales

Offline Sales

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)

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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 Props Market

Overview of the regional outlook of the Yoga Props 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 Yoga Props 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.

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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 Yoga Props, 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

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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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Yoga Props
1.2 Key Market Segments
  1.2.1 Yoga Props Segment by Type
  1.2.2 Yoga Props 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 PROPS MARKET OVERVIEW

2.1 Global Market Overview
  2.1.1 Global Yoga Props Market Size (M USD) Estimates and Forecasts (2020-2035)
  2.1.2 Global Yoga Props Sales Estimates and Forecasts (2020-2035)
2.2 Market Segment Executive Summary
2.3 Global Market Size by Region

3 YOGA PROPS MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant
3.2 Global Yoga Props Product Life Cycle
3.3 Global Yoga Props Sales by Manufacturers (2020-2025)
3.4 Global Yoga Props Revenue Market Share by Manufacturers (2020-2025)
3.5 Yoga Props Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
3.6 Global Yoga Props Average Price by Manufacturers (2020-2025)
3.7 Manufacturers' Manufacturing Sites, Areas Served, and Product Types
3.8 Yoga Props Market Competitive Situation and Trends
  3.8.1 Yoga Props Market Concentration Rate
  3.8.2 Global 5 and 10 Largest Yoga Props Players Market Share by Revenue
  3.8.3 Mergers & Acquisitions, Expansion

4 YOGA PROPS INDUSTRY CHAIN ANALYSIS

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4.1 Yoga Props 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 PROPS 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 Yoga Props 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 Yoga Props Market
5.7 ESG Ratings of Leading Companies

6 YOGA PROPS MARKET SEGMENTATION BY TYPE

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

7 YOGA PROPS MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)
7.2 Global Yoga Props Market Sales by Application (2020-2025)
7.3 Global Yoga Props Market Size (M USD) by Application (2020-2025)
7.4 Global Yoga Props Sales Growth Rate by Application (2020-2025)

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8 YOGA PROPS MARKET SALES BY REGION

8.1 Global Yoga Props Sales by Region
8.1.1 Global Yoga Props Sales by Region
8.1.2 Global Yoga Props Sales Market Share by Region
8.2 Global Yoga Props Market Size by Region
8.2.1 Global Yoga Props Market Size by Region
8.2.2 Global Yoga Props Market Size by Region
8.3 North America
8.3.1 North America Yoga Props Sales by Country
8.3.2 North America Yoga Props 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 Yoga Props Sales by Country
8.4.2 Europe Yoga Props 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 Yoga Props Sales by Region
8.5.2 Asia Pacific Yoga Props 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 Yoga Props Sales by Country
8.6.2 South America Yoga Props 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 Yoga Props Sales by Region

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8.7.2 Middle East and Africa Yoga Props 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 YOGA PROPS MARKET PRODUCTION BY REGION

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

10 KEY COMPANIES PROFILE

10.1 Lululemon
10.1.1 Lululemon Basic Information
10.1.2 Lululemon Yoga Props Product Overview
10.1.3 Lululemon Yoga Props Product Market Performance
10.1.4 Lululemon Business Overview
10.1.5 Lululemon SWOT Analysis
10.1.6 Lululemon Recent Developments
10.2 Manduka
10.2.1 Manduka Basic Information
10.2.2 Manduka Yoga Props Product Overview
10.2.3 Manduka Yoga Props Product Market Performance

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10.2.4 Manduka Business Overview
10.2.5 Manduka SWOT Analysis
10.2.6 Manduka Recent Developments
10.3 Gaiam
10.3.1 Gaiam Basic Information
10.3.2 Gaiam Yoga Props Product Overview
10.3.3 Gaiam Yoga Props Product Market Performance
10.3.4 Gaiam Business Overview
10.3.5 Gaiam SWOT Analysis
10.3.6 Gaiam Recent Developments
10.4 Barefoot yoga
10.4.1 Barefoot yoga Basic Information
10.4.2 Barefoot yoga Yoga Props Product Overview
10.4.3 Barefoot yoga Yoga Props Product Market Performance
10.4.4 Barefoot yoga Business Overview
10.4.5 Barefoot yoga Recent Developments
10.5 Jade Yoga
10.5.1 Jade Yoga Basic Information
10.5.2 Jade Yoga Yoga Props Product Overview
10.5.3 Jade Yoga Yoga Props Product Market Performance
10.5.4 Jade Yoga Business Overview
10.5.5 Jade Yoga Recent Developments
10.6 Hugger Mugger
10.6.1 Hugger Mugger Basic Information
10.6.2 Hugger Mugger Yoga Props Product Overview
10.6.3 Hugger Mugger Yoga Props Product Market Performance
10.6.4 Hugger Mugger Business Overview
10.6.5 Hugger Mugger Recent Developments
10.7 PrAna
10.7.1 PrAna Basic Information
10.7.2 PrAna Yoga Props Product Overview
10.7.3 PrAna Yoga Props Product Market Performance
10.7.4 PrAna Business Overview
10.7.5 PrAna Recent Developments
10.8 Beyond Yoga
10.8.1 Beyond Yoga Basic Information
10.8.2 Beyond Yoga Yoga Props Product Overview
10.8.3 Beyond Yoga Yoga Props Product Market Performance
10.8.4 Beyond Yoga Business Overview

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10.8.5 Beyond Yoga Recent Developments
10.9 Decathlon
10.9.1 Decathlon Basic Information
10.9.2 Decathlon Yoga Props Product Overview
10.9.3 Decathlon Yoga Props Product Market Performance
10.9.4 Decathlon Business Overview
10.9.5 Decathlon Recent Developments
10.10 Alo Yoga
10.10.1 Alo Yoga Basic Information
10.10.2 Alo Yoga Yoga Props Product Overview
10.10.3 Alo Yoga Yoga Props Product Market Performance
10.10.4 Alo Yoga Business Overview
10.10.5 Alo Yoga Recent Developments
10.11 Liforme
10.11.1 Liforme Basic Information
10.11.2 Liforme Yoga Props Product Overview
10.11.3 Liforme Yoga Props Product Market Performance
10.11.4 Liforme Business Overview
10.11.5 Liforme Recent Developments
10.12 Aurorae Yoga
10.12.1 Aurorae Yoga Basic Information
10.12.2 Aurorae Yoga Yoga Props Product Overview
10.12.3 Aurorae Yoga Yoga Props Product Market Performance
10.12.4 Aurorae Yoga Business Overview
10.12.5 Aurorae Yoga Recent Developments
10.13 Khataland
10.13.1 Khataland Basic Information
10.13.2 Khataland Yoga Props Product Overview
10.13.3 Khataland Yoga Props Product Market Performance
10.13.4 Khataland Business Overview
10.13.5 Khataland Recent Developments

11 YOGA PROPS MARKET FORECAST BY REGION

11.1 Global Yoga Props Market Size Forecast
11.2 Global Yoga Props Market Forecast by Region
11.2.1 North America Market Size Forecast by Country
11.2.2 Europe Yoga Props Market Size Forecast by Country
11.2.3 Asia Pacific Yoga Props Market Size Forecast by Region

+357 96 030922
info@marketpublishers.com

11.2.4 South America Yoga Props Market Size Forecast by Country
11.2.5 Middle East and Africa Forecasted Sales of Yoga Props by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Yoga Props Market Forecast by Type (2026-2035)
12.1.1 Global Forecasted Sales of Yoga Props by Type (2026-2035)
12.1.2 Global Yoga Props Market Size Forecast by Type (2026-2035)
12.1.3 Global Forecasted Price of Yoga Props by Type (2026-2035)
12.2 Global Yoga Props Market Forecast by Application (2026-2035)
12.2.1 Global Yoga Props Sales (K Units) Forecast by Application
12.2.2 Global Yoga Props Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

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info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Global Yoga Props Market Size by Type (M USD)
Table 4. Global Yoga Props Market Size by Application
Table 5. Yoga Props Market Size Comparison by Region (M USD)
Table 6. Global Yoga Props Sales (K Units) by Manufacturers (2020-2025)
Table 7. Global Yoga Props Sales Market Share by Manufacturers (2020-2025)
Table 8. Global Yoga Props Revenue (M USD) by Manufacturers (2020-2025)
Table 9. Global Yoga Props Revenue Share by Manufacturers (2020-2025)
Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Yoga Props as of 2025)
Table 11. Global Market Yoga Props Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 12. Manufacturers' Manufacturing Sites, Areas Served
Table 13. Manufacturers' Product Type
Table 14. Global Yoga Props Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 15. Mergers & Acquisitions, Expansion Plans
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 Props Market Challenges
Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 26. Global Yoga Props Sales by Type (K Units)
Table 27. Global Yoga Props Market Size by Type (M USD)
Table 28. Global Yoga Props Sales (K Units) by Type (2020-2025)
Table 29. Global Yoga Props Sales Market Share by Type (2020-2025)
Table 30. Global Yoga Props Market Size (M USD) by Type (2020-2025)
Table 31. Global Yoga Props Market Share by Type (2020-2025)
Table 32. Global Yoga Props Price (USD/Unit) by Type (2020-2025)

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info@marketpublishers.com

Table 33. Global Yoga Props Sales (K Units) by Application
Table 34. Global Yoga Props Market Size by Application
Table 35. Global Yoga Props Sales by Application (2020-2025) & (K Units)
Table 36. Global Yoga Props Sales Market Share by Application (2020-2025)
Table 37. Global Yoga Props Market Size by Application (2020-2025) & (M USD)
Table 38. Global Yoga Props Market Share by Application (2020-2025)
Table 39. Global Yoga Props Sales Growth Rate by Application (2020-2025)
Table 40. Global Yoga Props Sales by Region (2020-2025) & (K Units)
Table 41. Global Yoga Props Sales Market Share by Region (2020-2025)
Table 42. Global Yoga Props Market Size by Region (2020-2025) & (M USD)
Table 43. Global Yoga Props Market Size by Region (2020-2025)
Table 44. North America Yoga Props Sales by Country (2020-2025) & (K Units)
Table 45. North America Yoga Props Market Size by Country (2020-2025) & (M USD)
Table 46. Europe Yoga Props Sales by Country (2020-2025) & (K Units)
Table 47. Europe Yoga Props Market Size by Country (2020-2025) & (M USD)
Table 48. Asia Pacific Yoga Props Sales by Region (2020-2025) & (K Units)
Table 49. Asia Pacific Yoga Props Market Size by Region (2020-2025) & (M USD)
Table 50. South America Yoga Props Sales by Country (2020-2025) & (K Units)
Table 51. South America Yoga Props Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa Yoga Props Sales by Region (2020-2025) & (K Units)
Table 53. Middle East and Africa Yoga Props Market Size by Region (2020-2025) & (M USD)
Table 54. Global Yoga Props Production (K Units) by Region(2020-2025)
Table 55. Global Yoga Props Revenue (US$ Million) by Region (2020-2025)
Table 56. Global Yoga Props Revenue Market Share by Region (2020-2025)
Table 57. Global Yoga Props Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. North America Yoga Props Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Europe Yoga Props Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. Japan Yoga Props Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 61. China Yoga Props Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 62. Lululemon Basic Information
Table 63. Lululemon Yoga Props Product Overview
Table 64. Lululemon Yoga Props Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

+357 96 030922
info@marketpublishers.com

Table 65. Lululemon Business Overview
Table 66. Lululemon SWOT Analysis
Table 67. Lululemon Recent Developments
Table 68. Manduka Basic Information
Table 69. Manduka Yoga Props Product Overview
Table 70. Manduka Yoga Props Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 71. Manduka Business Overview
Table 72. Manduka SWOT Analysis
Table 73. Manduka Recent Developments
Table 74. Gaiam Basic Information
Table 75. Gaiam Yoga Props Product Overview
Table 76. Gaiam Yoga Props Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 77. Gaiam Business Overview
Table 78. Gaiam SWOT Analysis
Table 79. Gaiam Recent Developments
Table 80. Barefoot yoga Basic Information
Table 81. Barefoot yoga Yoga Props Product Overview
Table 82. Barefoot yoga Yoga Props Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 83. Barefoot yoga Business Overview
Table 84. Barefoot yoga Recent Developments
Table 85. Jade Yoga Basic Information
Table 86. Jade Yoga Yoga Props Product Overview
Table 87. Jade Yoga Yoga Props Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 88. Jade Yoga Business Overview
Table 89. Jade Yoga Recent Developments
Table 90. Hugger Mugger Basic Information
Table 91. Hugger Mugger Yoga Props Product Overview
Table 92. Hugger Mugger Yoga Props Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 93. Hugger Mugger Business Overview
Table 94. Hugger Mugger Recent Developments
Table 95. PrAna Basic Information
Table 96. PrAna Yoga Props Product Overview
Table 97. PrAna Yoga Props Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

+357 96 030922
info@marketpublishers.com

Table 98. PrAna Business Overview
Table 99. PrAna Recent Developments
Table 100. Beyond Yoga Basic Information
Table 101. Beyond Yoga Yoga Props Product Overview
Table 102. Beyond Yoga Yoga Props Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 103. Beyond Yoga Business Overview
Table 104. Beyond Yoga Recent Developments
Table 105. Decathlon Basic Information
Table 106. Decathlon Yoga Props Product Overview
Table 107. Decathlon Yoga Props Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 108. Decathlon Business Overview
Table 109. Decathlon Recent Developments
Table 110. Alo Yoga Basic Information
Table 111. Alo Yoga Yoga Props Product Overview
Table 112. Alo Yoga Yoga Props Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 113. Alo Yoga Business Overview
Table 114. Alo Yoga Recent Developments
Table 115. Liforme Basic Information
Table 116. Liforme Yoga Props Product Overview
Table 117. Liforme Yoga Props Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 118. Liforme Business Overview
Table 119. Liforme Recent Developments
Table 120. Aurorae Yoga Basic Information
Table 121. Aurorae Yoga Yoga Props Product Overview
Table 122. Aurorae Yoga Yoga Props Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 123. Aurorae Yoga Business Overview
Table 124. Aurorae Yoga Recent Developments
Table 125. Khataland Basic Information
Table 126. Khataland Yoga Props Product Overview
Table 127. Khataland Yoga Props Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 128. Khataland Business Overview
Table 129. Khataland Recent Developments
Table 130. Global Yoga Props Sales Forecast by Region (2026-2035) & (K Units)

+357 96 030922
info@marketpublishers.com

Table 131. Global Yoga Props Market Size Forecast by Region (2026-2035) & (M USD)
Table 132. North America Yoga Props Sales Forecast by Country (2026-2035) & (K Units)
Table 133. North America Yoga Props Market Size Forecast by Country (2026-2035) & (M USD)
Table 134. Europe Yoga Props Sales Forecast by Country (2026-2035) & (K Units)
Table 135. Europe Yoga Props Market Size Forecast by Country (2026-2035) & (M USD)
Table 136. Asia Pacific Yoga Props Sales Forecast by Region (2026-2035) & (K Units)
Table 137. Asia Pacific Yoga Props Market Size Forecast by Region (2026-2035) & (M USD)
Table 138. South America Yoga Props Sales Forecast by Country (2026-2035) & (K Units)
Table 139. South America Yoga Props Market Size Forecast by Country (2026-2035) & (M USD)
Table 140. Middle East and Africa Yoga Props Sales Forecast by Country (2026-2035) & (Units)
Table 141. Middle East and Africa Yoga Props Market Size Forecast by Country (2026-2035) & (M USD)
Table 142. Global Yoga Props Sales Forecast by Type (2026-2035) & (K Units)
Table 143. Global Yoga Props Market Size Forecast by Type (2026-2035) & (M USD)
Table 144. Global Yoga Props Price Forecast by Type (2026-2035) & (USD/Unit)
Table 145. Global Yoga Props Sales (K Units) Forecast by Application (2026-2035)
Table 146. Global Yoga Props Market Size Forecast by Application (2026-2035) & (M USD)

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List Of Figures

LIST OF FIGURES

Figure 1. Product Picture of Yoga Props
Figure 2. Data Triangulation
Figure 3. Key Caveats
Figure 4. Global Yoga Props Market Size (M USD), 2025-2035
Figure 5. Global Yoga Props Market Size (M USD) (2020-2035)
Figure 6. Global Yoga Props Sales (K Units) & (2020-2035)
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 Props Market Size by Country (M USD)
Figure 11. Company Assessment Quadrant
Figure 12. Global Yoga Props Product Life Cycle
Figure 13. Yoga Props Sales Share by Manufacturers in 2025
Figure 14. Global Yoga Props Revenue Share by Manufacturers in 2025
Figure 15. Yoga Props Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
Figure 16. Global Market Yoga Props Average Price (USD/Unit) of Key Manufacturers in 2025
Figure 17. The Global 5 and 10 Largest Players: Market Share by Yoga Props Revenue in 2025
Figure 18. Industry Chain Map of Yoga Props
Figure 19. Global Yoga Props Market PEST Analysis
Figure 20. Global Yoga Props 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 Yoga Props Market Share by Type
Figure 27. Sales Market Share of Yoga Props by Type (2020-2025)
Figure 28. Sales Market Share of Yoga Props by Type in 2025
Figure 29. Market Share of Yoga Props by Type (2020-2025)
Figure 30. Market Share of Yoga Props by Type in 2025
Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
Figure 32. Global Yoga Props Market Share by Application
Figure 33. Global Yoga Props Sales Market Share by Application (2020-2025)

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Figure 34. Global Yoga Props Sales Market Share by Application in 2025
Figure 35. Global Yoga Props Market Share by Application (2020-2025)
Figure 36. Global Yoga Props Market Share by Application in 2025
Figure 37. Global Yoga Props Sales Growth Rate by Application (2020-2025)
Figure 38. Global Yoga Props Sales Market Share by Region (2020-2025)
Figure 39. Global Yoga Props Market Size by Region (2020-2025)
Figure 40. North America Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 41. North America Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 42. North America Yoga Props Sales Market Share by Country in 2024
Figure 43. North America Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 44. North America Yoga Props Market Size by Country in 2024
Figure 45. U.S. Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 46. U.S. Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 47. Canada Yoga Props Sales (K Units) and Growth Rate (2020-2025)
Figure 48. Canada Yoga Props Market Size (M USD) and Growth Rate (2020-2025)
Figure 49. Mexico Yoga Props Sales (Units) and Growth Rate (2020-2025)
Figure 50. Mexico Yoga Props Market Size (Units) and Growth Rate (2020-2025)
Figure 51. Europe Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 52. Europe Yoga Props Sales Market Share by Country in 2024
Figure 53. Europe Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 54. Europe Yoga Props Market Size by Country in 2024
Figure 55. Germany Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 56. Germany Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 57. France Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 58. France Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 59. U.K. Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 60. U.K. Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 61. Italy Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 62. Italy Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 63. Spain Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 64. Spain Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 65. Asia Pacific Yoga Props Sales and Growth Rate (K Units)
Figure 66. Asia Pacific Yoga Props Sales Market Share by Region in 2024
Figure 67. Asia Pacific Yoga Props Market Size by Region in 2024
Figure 68. China Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 69. China Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 70. Japan Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 71. Japan Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)

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Figure 72. South Korea Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 73. South Korea Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 74. India Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 75. India Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 76. Southeast Asia Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 77. Southeast Asia Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 78. South America Yoga Props Sales and Growth Rate (K Units)
Figure 79. South America Yoga Props Sales Market Share by Country in 2024
Figure 80. South America Yoga Props Market Size and Growth Rate (M USD)
Figure 81. South America Yoga Props Market Size by Country in 2024
Figure 82. Brazil Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 83. Brazil Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 84. Argentina Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 85. Argentina Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 86. Columbia Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 87. Columbia Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 88. Middle East and Africa Yoga Props Sales and Growth Rate (K Units)
Figure 89. Middle East and Africa Yoga Props Sales Market Share by Region in 2024
Figure 90. Middle East and Africa Yoga Props Market Size and Growth Rate (M USD)
Figure 91. Middle East and Africa Yoga Props Market Size by Region in 2024
Figure 92. Saudi Arabia Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 93. Saudi Arabia Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 94. UAE Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 95. UAE Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 96. Egypt Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 97. Egypt Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 98. Nigeria Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 99. Nigeria Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 100. South Africa Yoga Props Sales and Growth Rate (2020-2025) & (K Units)
Figure 101. South Africa Yoga Props Market Size and Growth Rate (2020-2025) & (M USD)
Figure 102. Global Yoga Props Production Market Share by Region (2020-2025)
Figure 103. North America Yoga Props Production (K Units) Growth Rate (2020-2025)
Figure 104. Europe Yoga Props Production (K Units) Growth Rate (2020-2025)
Figure 105. Japan Yoga Props Production (K Units) Growth Rate (2020-2025)
Figure 106. China Yoga Props Production (K Units) Growth Rate (2020-2025)

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Figure 107. Global Yoga Props Sales Forecast by Volume (2020-2035) & (K Units)
Figure 108. Global Yoga Props Market Size Forecast by Value (2020-2035) & (M USD)
Figure 109. Global Yoga Props Sales Market Share Forecast by Type (2026-2035)
Figure 110. Global Yoga Props Market Share Forecast by Type (2026-2035)
Figure 111. Global Yoga Props Sales Forecast by Application (2026-2035)
Figure 112. Global Yoga Props Market Share Forecast by Application (2026-2035)

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