

Global Fitness Equipment Market: Size, Trends & Forecasts (2016-2020)

<https://marketpublishers.com/r/GEC8DE6B2DCEN.html>

Date: May 2016

Pages: 59

Price: US\$ 800.00 (Single User License)

ID: GEC8DE6B2DCEN

Abstracts

Scope of the Report

The report titled “Global Fitness Equipment Market: Size, Trends & Forecasts (2016-2020)”, provides an in-depth analysis of the global fitness equipment market by value. The report also gives an insight of the global fitness equipment market by segments, by region, etc.

The report provides a regional analysis of the fitness equipment market, including the following regions: North America, Latin America & MEIA, APAC and Europe.

Furthermore, the report assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global fitness equipment market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the global fitness equipment market is dominated by the three big players Technogym, Brunswick Corporation (Life Fitness) and Amer Sports (Precor). Further, key players of the fitness equipment market Technogym, Brunswick Corporation (Life Fitness) and Amer Sports (Precor) are also profiled with their financial information and respective business strategies.

Country Coverage

North America

Latin America & MEIA

Europe

APAC

Company Coverage

Technogym

Brunswick Corporation (Life Fitness)

Amer Sports (Precor)

Executive Summary

Fitness equipment are the machines and monitoring devices that keeps the users updated about their vitals such as heart rate, breathing density, calories burned, miles walked, etc. The fitness equipment are used at homes, gyms, health clubs for health related reasons. These days corporate suites and hospitality centres such as hotels, restaurants, cafes, etc. are also accommodating fitness equipment in their defined setting with an aim to manage the employee health and improve the customer experience respectively.

The fitness equipment can be segmented on the basis of equipment type, product type and by the end-user application.

The global fitness equipment market has increased at a significant CAGR during the years 2014-2015 and projections are made that the market would rise in the next four years i.e. 2016-2020 tremendously. The fitness equipment market is expected to increase due to increased outbreak of chronic diseases such as obesity and diabetes, increased number of health fitness clubs, rising GDP per-capita increased healthcare expenditure, etc. Yet the market faces some challenges such as, high dependence on economic volatility, niche demographics and intense competition.

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