

The US Home Fitness Equipment Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025 Edition)

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Abstracts

Scope of the Report

The report titled “The US Home Fitness Equipment Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025 Edition)”, provides an in depth analysis of the US home fitness equipment market by value and by type. The report also provides a detailed analysis of the COVID-19 impact on the home fitness equipment market in the US.

The report also 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 US home fitness equipment market has also been forecasted for the period 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The US home fitness equipment market is fairly fragmented with several market players operating in different states. The key players of the home fitness equipment market are Peloton Interactive, Inc., Nautilus, Inc., Technogym SpA, and Johnson Health Tech Co., Ltd., are also profiled with their financial information and respective business strategies.

Company Coverage

Peloton Interactive, Inc.

Nautilus, Inc.

Technogym SpA

Johnson Health Tech Co., Ltd.

Executive Summary

Fitness equipment is a sub-category of the larger sporting goods sector. Fitness equipment can be used at home to complete a good fitness routine. Home fitness equipment is defined as a machine that is used to perform any fitness activity, or to exercise at home. The major fitness equipment that are used for physical exercise at home include treadmills, weight machines, elliptical machines, stationary bicycles, strength building machines, and others.

There are two broad categories of home fitness equipment: cardiovascular training equipment and strength training equipment. Cardiovascular training equipment includes ski machines, elliptical machines, rowing machines, stair-steppers, treadmill, and exercise cycle. Strength training equipment includes ankle weights, exercise mat, hand weights, resistance bands, weighted arm bands, and tubing. The home fitness equipment market can be segmented on the basis of type, and distribution channel.

The US home fitness equipment market has increased significantly during the years 2018-2020, the market flourished more progressively in 2020 owing to spread of COVID-19. Furthermore, projections are made that the market would rise in the next four years i.e. 2021-2025 tremendously. The home fitness equipment market is expected to increase due to rising millennial population, growing prevalence of obesity, rapid urbanization, increasing incidence of chronic diseases, surging online sales of fitness equipment, soaring fitness conscious population, etc. Moreover, the market faces some challenges such as space limitation, high cost of fitness equipment, etc.

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