

# Global Fitness Equipment Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Fitness Equipment market size will reach 10,131 Million USD in 2025 and is projected to reach 12,682 Million USD by 2032, with a CAGR of 3.26% (2025-2032). Notably, the China Fitness Equipment market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Fitness equipment refers to a wide range of devices and machines designed to facilitate physical exercise, training, and overall fitness development. This category includes items such as treadmills, elliptical trainers, stationary bikes, weight machines, free weights, resistance bands, and various accessories like yoga mats and stability balls. Fitness equipment is used for strength training, cardiovascular workouts, flexibility exercises, and other forms of physical activity to enhance and maintain health and fitness levels. Whether found in gyms, fitness centers, or home setups, these tools cater to diverse fitness goals and preferences, offering individuals the means to engage in structured exercise routines for improved strength, endurance, and overall well-being. The advancement of technology has also led to the development of smart fitness equipment with features like connectivity, interactive workouts, and performance tracking, providing users with a more personalized and engaging fitness experience.

The major global manufacturers of Fitness Equipment include ICON Health & Fitness, Life Fitness, Peloton, Technogym, Precor, Nautilus, Johnson Health Tech, Dyaco,

Impulse, Shuhua Sports, True Fitness, Shanxi Orient, WaterRower, WNQ Fitness, BH Fitness, Concept2, Landice, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Fitness Equipment. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Fitness Equipment market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Fitness Equipment market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Fitness Equipment industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Fitness Equipment Include:

ICON Health & Fitness

Life Fitness

Peloton

Technogym

Precor

Nautilus

Johnson Health Tech

Dyaco

Impulse

Shuhua Sports

True Fitness

Shanxi Orient

WaterRower

WNQ Fitness

BH Fitness

Concept2

Landice

Fitness Equipment Product Segment Include:

Treadmill

Exercise Bike

Elliptical

Rower

Strength Equipment

Others

Fitness Equipment Product Application Include:

Home

Commercial

## **Chapter Scope**

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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