

Global Home Exercise 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 Home Exercise Equipment market size will reach 4,406.66 Million USD in 2025 and is projected to reach 6,329.90 Million USD by 2032, with a CAGR of 5.31% (2025-2032). Notably, the China Home Exercise 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

Home exercise equipment refers to a variety of fitness and workout tools designed for use within the confines of one's residence, facilitating convenient and personalized exercise routines. This category encompasses a wide range of items, including but not limited to treadmills, stationary bikes, elliptical trainers, resistance bands, dumbbells, and yoga mats. Home exercise equipment allows individuals to engage in cardiovascular workouts, strength training, flexibility exercises, and more, without the need for a gym membership or commuting to a fitness center. These devices cater to diverse fitness goals and preferences, providing the flexibility to create a home gym setup that suits individual needs. With the growing emphasis on health and wellness, home exercise equipment has become increasingly popular, offering a convenient and accessible means for individuals to stay active and maintain a healthy lifestyle within the comfort of their homes.

The major global manufacturers of Home Exercise Equipment include Peloton, IFIT Health & Fitness, Johnson Health Tech, BowFlex, Technogym, Life Fitness, Dyaco

International, Shuhua Sports, Zhejiang Lijujia Sports Equipment, Xiamen K-power Sports, TRUE Fitness, BH Fitness, Keep Inc, YIJIAN, Zhejiang Mairuikai Technology, Qingdao Imbell Sporting Goods, Jiangsu Kangliyuan Sports Tech, Tunturi Fitness, Panatta, Shenzhen Good Family Sports Goods, mobifitness, WNQ (Shanghai) Body-Building Equipment, 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 Home Exercise 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 Home Exercise 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 Home Exercise 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 Home Exercise 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 Home Exercise Equipment Include:

Peloton

IFIT Health & Fitness

Johnson Health Tech

BowFlex

Technogym

Life Fitness

Dyaco International

Shuhua Sports

Zhejiang Lijujia Sports Equipment

Xiamen K-power Sports

TRUE Fitness

BH Fitness

Keep Inc

YIJIAN

Zhejiang Mairuike Technology

Qingdao Imbell Sporting Goods

Jiangsu Kangliyuan Sports Tech

Tunturi Fitness

Panatta

Shenzhen Good Family Sports Goods

mobifitness

WNQ (Shanghai) Body-Building Equipment

Home Exercise Equipment Product Segment Include:

Treadmill

Elliptical Trainer

Cycling Bike

Rowing Machine

Others

Home Exercise Equipment Product Application Include:

Male Fitness

Female Fitness

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