

Global Rower Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Rower market size will reach 281.32 Million USD in 2025 and is projected to reach 374.45 Million USD by 2032, with a CAGR of 4.17% (2025-2032). Notably, the China Rower 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

A rower, also known as a rowing machine or rowing ergometer, is a fitness equipment device designed to simulate the action of rowing a boat. It typically consists of a sliding seat, footrests, a handlebar, and a resistance mechanism, which may be air, water, hydraulic, or magnetic-based. Users sit on the seat and grasp the handlebar, then push with their legs and pull with their arms to simulate the motion of rowing. Rowers offer a full-body workout that engages major muscle groups including the legs, back, arms, and core, making them popular for cardiovascular exercise, strength training, and endurance building. They are commonly used in gyms, fitness centers, and homes as an effective and low-impact exercise option suitable for people of all fitness levels.

The major global manufacturers of Rower include Concept2, WaterRower Machine, FIRST DEGREE FITNESS, LifeCORE Fitness, HealthCare International, Bodycraft, KETTLER, Stamina Products, Sunny Health & Fitness, ProForm, LifeSpan, DKN Technology, Velocity Exercise, SOLE Treadmills, Johnson Health Tech, Soozier, NordicTrack, 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 Rower. 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 Rower 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 Rower 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 Rower 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 Rower Include:

Concept2

WaterRower Machine

FIRST DEGREE FITNESS

LifeCORE Fitness

HealthCare International

Bodycraft

KETTLER

Stamina Products

Sunny Health & Fitness

ProForm

LifeSpan

DKN Technology

Velocity Exercise

SOLE Treadmills

Johnson Health Tech

Soozier

NordicTrack

Rower Product Segment Include:

Air Rower

Magnetic Rower

Hydraulic Rower

Water Rower

Rower Product Application Include:

Residential

Commercial

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