

Global Stretch Yoga Mats Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Stretch Yoga Mats market size will reach 15,939 Million USD in 2025 and is projected to reach 25,830 Million USD by 2032, with a CAGR of 7.14% (2025-2032). Notably, the China Stretch Yoga Mats 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

Stretch yoga mats are specialized mats designed for practicing yoga, providing a supportive and comfortable surface for various yoga poses and exercises. These mats are typically made from durable materials such as PVC, rubber, or TPE (Thermoplastic Elastomer) and offer a certain level of elasticity or stretchiness, allowing them to accommodate different body movements and positions during yoga practice. Stretch yoga mats often feature a textured or non-slip surface to prevent slipping and provide stability during poses. They come in various thicknesses and lengths to suit different preferences and needs, and some may also incorporate eco-friendly materials for those concerned about sustainability. Overall, stretch yoga mats play a crucial role in enhancing the safety, comfort, and enjoyment of yoga practice for practitioners of all levels.

The major global manufacturers of Stretch Yoga Mats include Lululemon, Manduka PROlite, Jade Yoga, Hugger Mugger Para Rubber, PrAna Revolutionary, Gaiam, HATHAYOGA, Kharma Khare, Hosa Group, Toplus, Aerolite, Aurorae, Barefoot Yoga,

Keep well, Khataland, Microcell Composite, Yogarugs, IKU, Yogasana, A. Kolckmann, JiangXi Lveten Plastic Industry, Liforme, Bean Products, 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 Stretch Yoga Mats. 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 Stretch Yoga Mats 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 Stretch Yoga Mats 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 Stretch Yoga Mats 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 Stretch Yoga Mats Include:

Lululemon

Manduka PROlite

Jade Yoga

Hugger Mugger Para Rubber

PrAna Revolutionary

Gaiam

HATHAYOGA

Kharma Khare

Hosa Group

Toplus

Aerolite

Aurorae

Barefoot Yoga

Keep well

Khataland

Microcell Composite

Yogarugs

IKU

Yogasana

A. Kolckmann

JiangXi Lveten Plastic Industry

Liforme

Bean Products

Stretch Yoga Mats Product Segment Include:

PVC Stretch Yoga Mats

Rubber Stretch Yoga Mats

TPE Stretch Yoga Mats

Others

Stretch Yoga Mats Product Application Include:

Household

Yoga Club

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