

Fitness Equipment Market by Type (Cardiovascular Training Equipment (Treadmills, Elliptical, Stationary bike, Rowing machine), Strength Training Equipment and Others Equipment), by End User (Home Consumer, Hospitals & Medical Centers, Corporate Offices, Hotels, Other Commercial Users), Industry Trends, Estimation & Forecast, 2016 - 2024

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Abstracts

Fitness Equipment Market was valued at \$10.2 million in 2016 and is projected to reach \$13.8 billion by 2024, having a CAGR of 4.1% during the forecast period of 2017 to 2024. In 2016, the cardiovascular segment held the highest revenue share in the global fitness equipment market.

Fitness equipment is the devices which are used during physical activity to enhance the strength or conditioning effects of that exercise by providing either fixed or adjustable amounts of resistance or to otherwise enhance the experience or outcome of an exercise routine. These equipment are used to manage overall weight, improve physical stamina, and develop muscular strength. Some majorly cardiovascular equipment are treadmills, elliptical and stationary bike. They help in the stimulation of the heart rate. These devices also help in burning excess body fat and maintaining the overall physique of the person. Moreover, strength training equipment is used to gain muscular strength and improve one's appearance and personality.

MARKET DYNAMICS

Rising health awareness, increasing obese population, and initiatives for promoting good health taken by government and companies are some major driving agents to the

market growth. Sedentary lifestyle, changing eating habits have led to various health risks. Therefore, increasing awareness regarding regular physical activity along with good habits to stay healthy, to maintain a youthful appearance, and to reduce healthcare expenditure have boosted fitness equipment market. There has been a startling increase in the number of obese people worldwide. Moreover, the number of the health club and gym memberships also increased in the recent years. However, a high price of fitness equipment is a major restraining factor for the fitness equipment market as this leads to increase in demand for used fitness equipment. Furthermore, increasing disposable income across the emerging economies and increasing youth population in the developing countries can act as future opportunities for the fitness equipment market.

MARKET SEGMENTATION

The segmentation of the fitness equipment market is done on the basis of type, user, and geography. On the basis of type, the market is segmented as Cardiovascular, Strength training and others. On the basis of a user, the market is segmented as home, health club and other commercial users. Geographically, the market is segmented as North America, Europe, Asia-Pacific and Rest of World. The North American fitness equipment market generated the highest revenue in 2016, followed by the European fitness equipment market. Cardiovascular type fitness equipment is expected to dominate the overall market throughout the forecast period of 2017-2024.

Some major market players of the market are Icon Health & Fitness, Inc., Brunswick Corporation, Johnson Health Tech Co. Ltd., Technogym S.p.A, Amer Sports Corporation, Nautilus, Inc., Core Health and Fitness LLC, True Fitness Technology, Inc., Impulse (Qingdao) Health Tech Co. Ltd, Torque Fitness LLC

FITNESS EQUIPMENT market segmentation

By Type

Cardiovascular Training Equipment

Treadmills

Elliptical

Stationary bike

Rowing machine

Others

Strength Training Equipment

Other Equipment

By End User

Home Consumer

Health Clubs

Other Commercial Users

Hotels

Corporate Offices

Hospitals & Medical Centers

Public Institutions

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

France

Germany

Italy

Spain

Portugal

Benelux

Rest of Europe

Asia-Pacific

Japan

Korea

China

India

Hong Kong

Indonesia

Vietnam

Australia

Malaysia

Rest of Asia-Pacific

Rest of World

Brazil

Rest of RoW

KEY MARKET PLAYERS

Icon Health & Fitness, Inc.

Brunswick Corporation

Johnson Health Tech Co. Ltd.

Technogym S.p.A

Amer Sports Corporation

Nautilus, Inc.

Core Health and Fitness LLC

True Fitness Technology, Inc.

Impulse (Qingdao) Health Tech Co. Ltd.

Torque Fitness LLC

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