

Global Fitness Equipment Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Fitness Equipment market size was valued at US\$ 9526 million in 2024 and is forecast to a readjusted size of USD 12180 million by 2031 with a CAGR of 3.6% during review period.

This report mainly focuses on the fitness equipment that includes treadmill, exercise bike, elliptical, rower, strength equipment, and others.

For the fitness equipment industry, the market is low concentrated. ICON Health & Fitness, Life Fitness, Peloton, Technogym, Precor, Nautilus and Johnson Health Tech are the leader companies globally. The 17 players listed in the report accounted for about 62% of the revenue market.

This report is a detailed and comprehensive analysis for global Fitness Equipment market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Fitness Equipment market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Fitness Equipment market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Fitness Equipment market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Fitness Equipment market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/Unit), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Fitness Equipment
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Fitness Equipment market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include ICON Health & Fitness, Life Fitness, Peloton, Technogym, Precor, Nautilus, Johnson Health Tech, Dyaco, Impulse, Shuhua Sports, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Fitness Equipment market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Treadmill

Exercise Bike

Elliptical

Rower

Strength Equipment

Others

Market segment by Application

Home

Commercial

Major players covered

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

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Fitness Equipment product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Fitness Equipment, with price, sales quantity, revenue, and global market share of Fitness Equipment from 2020 to 2025.

Chapter 3, the Fitness Equipment competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Fitness Equipment breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Fitness Equipment market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Fitness Equipment.

Chapter 14 and 15, to describe Fitness Equipment sales channel, distributors, customers, research findings and conclusion.

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