

# Global AI-Powered Fitness Machine Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global AI-Powered Fitness Machine market size is expected to reach \$ 7838 million by 2032, rising at a market growth of 11.1% CAGR during the forecast period (2026-2032).

AI-Powered Fitness Machines refer to fitness equipment that integrates advanced electronic sensing, networking, data analysis, and user interaction technologies into traditional fitness equipment. This enables exercise data monitoring, intelligent feedback, personalized training program recommendations, and cloud services. Typical equipment includes networked treadmills, smart exercise bikes, smart strength trainers, interactive training mirrors, and AI coaching systems. Their core feature is interaction with users through IoT, AI, or applications, making the exercise process more precise, motivating, and personalized. These devices are widely used in homes, personal workouts, rehabilitation training, and smart fitness spaces. In 2025, the global production of AI-Powered Fitness Machines was approximately 3.98 million units, with an average price ranging from \$500 to \$3,000 and a gross profit margin of approximately 30% to 45%.

The smart fitness equipment market is steadily expanding globally, primarily driven by factors including increased health awareness, the widespread adoption of smart connectivity technologies, and the continued growth in demand for home fitness. Consumers are increasingly valuing personalized training experiences, real-time data feedback, and remote interactive courses, which has fueled the rapid adoption of smart devices such as connected treadmills, smart bikes, and AI coaching systems. Currently, smart devices are not only serving as home fitness aids but are also gradually integrating into the digital health ecosystem, working in conjunction with wearable devices, fitness apps, and coaching platforms. Regarding market challenges, smart

fitness equipment is typically priced significantly higher than traditional mechanical products, posing a barrier to price-sensitive consumers. Simultaneously, some devices require additional fees for content services (such as premium course subscriptions), impacting user retention. Supply chain fluctuations and price volatility in key components like chips and sensors may also put pressure on shipping costs. Downstream demand trends are diversifying. On one hand, home fitness remains the primary growth engine for smart devices, especially among households in core cities in Europe, America, and Asia. On the other hand, interactive devices combining virtual courses and AI-powered personalized training programs are attracting younger consumers. Smart fitness equipment for rehabilitation training and preventative healthcare is also beginning to create niche growth opportunities, driving steady overall growth in sales of strength training equipment and assistive devices.

This report studies the global AI-Powered Fitness Machine production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for AI-Powered Fitness Machine and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of AI-Powered Fitness Machine that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global AI-Powered Fitness Machine total production and demand, 2021-2032, (K Sets)

Global AI-Powered Fitness Machine total production value, 2021-2032, (USD Million)

Global AI-Powered Fitness Machine production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Sets), (based on production site)

Global AI-Powered Fitness Machine consumption by region & country, CAGR, 2021-2032 & (K Sets)

U.S. VS China: AI-Powered Fitness Machine domestic production, consumption, key domestic manufacturers and share

Global AI-Powered Fitness Machine production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Sets)

Global AI-Powered Fitness Machine production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Sets)

Global AI-Powered Fitness Machine production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Sets)

This report profiles key players in the global AI-Powered Fitness Machine market based

on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include iFIT Inc., SportsArt, Precor(Peloton), Technogym, Johnson Health Tech, Schwinn Bikes, BH Fitness, Matrix Fitness, LifeSpan Fitness, Bowflex, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World AI-Powered Fitness Machine market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Sets) and average price (US\$/Sets) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global AI-Powered Fitness Machine Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global AI-Powered Fitness Machine Market, Segmentation by Type:

Cardio Equipment

Strength Training Equipment

Interactive Fitness Mirrors

Wearable & Accessory Integration

Others

### Global AI-Powered Fitness Machine Market, Segmentation by Business Model:

Basic Smart

Subscription?Bundled

### Global AI-Powered Fitness Machine Market, Segmentation by Channel:

Direct Selling

Distribution

### Global AI-Powered Fitness Machine Market, Segmentation by Application:

Home Use

Commercial Use

### Companies Profiled:

iFIT Inc.

SportsArt

Precor(Peloton)

Technogym

Johnson Health Tech

Schwinn Bikes

BH Fitness

Matrix Fitness

LifeSpan Fitness

Bowflex

Echelon Fitness

Force USA

Hydrow

Aviron

Concept2

Speediance

Wattbike

AMP Fit Inc.

Tonal

Tempo

## **Key Questions Answered:**

1. How big is the global AI-Powered Fitness Machine market?
2. What is the demand of the global AI-Powered Fitness Machine market?
3. What is the year over year growth of the global AI-Powered Fitness Machine market?
4. What is the production and production value of the global AI-Powered Fitness Machine market?
5. Who are the key producers in the global AI-Powered Fitness Machine market?
6. What are the growth factors driving the market demand?

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