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Global Exercise Equipment Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Exercise Equipment market size is expected to reach $ 23448 million by 2032, rising at a market growth of 5.3% CAGR during the forecast period (2026-2032).

Exercise equipment refers to devices and apparatus used to improve physical fitness, increase muscle strength, enhance cardiorespiratory function, and promote a healthy lifestyle. It encompasses multiple product categories, including treadmills, elliptical trainers, exercise bikes, rowing machines, strength training machines, and free weights. Fitness equipment includes both commercial equipment used in professional gyms and home fitness equipment designed to meet the needs of families. With increasing health awareness, the rise of home workout trends, and the application of intelligent technology in equipment, these products have become indispensable fitness solutions in daily life globally. In 2025, global production of exercise equipment was approximately 19.94 million units, with an average price ranging from $150 to $2,500 and a gross profit margin of approximately 30% to 45%.

The global fitness and exercise equipment market is in a phase of steady growth, primarily driven by the increasing awareness of health and the formation of the 'home fitness' trend. With the rapid development of smart tracking, online courses, and the digital fitness ecosystem, consumer demand for high-performance, data-supported fitness equipment is constantly rising. Post-pandemic, home exercise has shifted from a short-term activity to a long-term habit, driving the wider adoption of products such as treadmills, exercise bikes, and smart strength training equipment in home settings. Furthermore, government initiatives promoting national health and fitness, along with corporate health benefit programs, are driving the continued growth of the fitness equipment market. Despite the promising market outlook, the industry still faces numerous challenges. Severe product homogenization and price wars in the low-to-mid-

range market are narrowing profit margins. The R&D and manufacturing costs of high-end smart devices are high, while user expectations are rising, placing greater demands on after-sales service, data privacy, and security. Global supply chain fluctuations, rising raw material prices, and logistical delays may also increase operating costs for businesses. Differences in regulatory standards and usage guidelines for equipment across different regions also pose challenges to international brands selling across regions. On the downstream demand side, traditional gyms and commercial fitness facilities remain important sources of equipment sales, while home fitness equipment is experiencing particularly rapid growth, especially in the areas of cardio and smart fitness equipment. In addition, digitalization and connectivity have significantly increased product stickiness among younger consumers, with virtual training courses, social interaction, and personalized data feedback becoming new purchasing drivers. Rehabilitation training and elderly health management equipment are also emerging as niche growth areas, driving demand for lightweight equipment and adjustable resistance devices.

This report studies the global Exercise Equipment production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Exercise Equipment 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 Exercise Equipment that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Exercise Equipment total production and demand, 2021-2032, (Units)
Global Exercise Equipment total production value, 2021-2032, (USD Million)
Global Exercise Equipment production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)
Global Exercise Equipment consumption by region & country, CAGR, 2021-2032 & (Units)
U.S. VS China: Exercise Equipment domestic production, consumption, key domestic manufacturers and share
Global Exercise Equipment production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)
Global Exercise Equipment production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)
Global Exercise Equipment production by Application, production, value, CAGR,

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2021-2032, (USD Million) & (Units)

This report profiles key players in the global Exercise Equipment 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., Dyaco, Landice, Core Health & Fitness, SportsArt, TRUE Fitness, WaterRower, Life Fitness, Precor(Peloton), Technogym, 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 Exercise Equipment market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), volume (production, consumption) & (Units) and average price (US$/Unit) 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 Exercise Equipment Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

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Global Exercise Equipment Market, Segmentation by Type:

- Treadmill
- Exercise Bike
- Elliptical
- Rower
- Strength Equipment
- Others

Global Exercise Equipment Market, Segmentation by Exercise:

- Cardiovascular
- Strength
- Stretching
- Rehabilitation
- Others

Global Exercise Equipment Market, Segmentation by Channel:

- Direct Selling
- Distribution

Global Exercise Equipment Market, Segmentation by Application:

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Household

Commercial

Companies Profiled:

iFIT Inc.

Dyaco

Landice

Core Health & Fitness

SportsArt

TRUE Fitness

WaterRower

Life Fitness

Precor(Peloton)

Technogym

Johnson Health Tech

Cybex International

Schwinn Bikes

BH Fitness

Matrix Fitness

LifeSpan Fitness

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Bowflex

Sunny Health & Fitness

Sole Fitness

SHUA Sports

Impulse (Qingdao) Health

Bokang Technology Co., Ltd.

Aoyi Fitness

Shenzhen Family Enterprise Co., Ltd

Aoruite Sports Industry Co., Ltd.

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Key Questions Answered:

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

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