

Global Fitness and Yoga Mats Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Fitness and Yoga Mats market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Fitness and Yoga Mats are portable mats used for exercise, physical activities, and yoga practices, usually made of soft and durable materials such as rubber, foam, or polyvinyl chloride (PVC). These mats provide a comfortable surface for fitness training, yoga exercises and other physical activities to reduce impact on joints and provide stable support while reducing the risk of slipping and rolling.

Fitness and Yoga Mats are often non-slip and tear-resistant to suit a variety of fitness needs while providing an extra padded feel for added workout comfort. These mats are widely used in gyms, yoga studios, home fitness and outdoor activities, providing athletes with an ideal workout surface.

The Global Info Research report includes an overview of the development of the Fitness and Yoga Mats industry chain, the market status of Fitness Center/Gym (TPE, NBR), Household (TPE, NBR), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Fitness and Yoga Mats.

Regionally, the report analyzes the Fitness and Yoga Mats markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Fitness and Yoga Mats market, with robust domestic demand, supportive

policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Fitness and Yoga Mats market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Fitness and Yoga Mats industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (Units), revenue generated, and market share of different by Type (e.g., TPE, NBR).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Fitness and Yoga Mats market.

Regional Analysis: The report involves examining the Fitness and Yoga Mats market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Fitness and Yoga Mats market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Fitness and Yoga Mats:

Company Analysis: Report covers individual Fitness and Yoga Mats manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Fitness and Yoga Mats This may involve surveys, interviews, and

analysis of consumer reviews and feedback from different by Application (Fitness Center/Gym, Household).

Technology Analysis: Report covers specific technologies relevant to Fitness and Yoga Mats. It assesses the current state, advancements, and potential future developments in Fitness and Yoga Mats areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Fitness and Yoga Mats market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Fitness and Yoga Mats market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

TPE

NBR

EVA

Natural Rubber

PVC

Others

Market segment by Application

Fitness Center/Gym

Household

Others

Major players covered

EV Group

SUSS MicroTec

Dynatex International

AML

Mitsubishi Heavy Industries

Ayumi Industries Company Limited

Tokyo Electron Limited

SMEE

U-Precision

Liforme

Manduka

Gaiam

Jade Yoga

Airex

Reebok

Nike

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 and Yoga Mats product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Fitness and Yoga Mats, with price, sales, revenue and global market share of Fitness and Yoga Mats from 2019 to 2024.

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

Chapter 4, the Fitness and Yoga Mats breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Fitness and Yoga Mats market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 and Yoga Mats.

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

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