

Global Hip Thrust Belt Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Hip Thrust Belt market size is expected to reach \$ 7.59 million by 2032, rising at a market growth of 7.8% CAGR during the forecast period (2026-2032).

In 2025, the global production of hip thrust belt is estimated to be approximately 220,000 units, with an average selling price of about \$20 per unit and a gross profit margin of approximately 40%. The single-line production capacity is approximately 5,000 units per year. The hip thrust belt is an innovative strength training device that replaces traditional barbells for hip thrusts, glute bridges, and other exercises. Its core design consists of a high-strength, wide belt connected to an independent barbell bar (or a dedicated connector) via two adjustable chains or straps. The trainee secures the belt to their hips and pushes their hips upwards against the resistance transmitted through the chains, thereby stimulating the glutes and posterior chain muscles. The upstream supply chain of barbell hip thrust belts mainly includes suppliers of raw materials such as high-strength nylon/leather, metal connectors, and cushioning foam. The midstream is the core manufacturing stage, involving the cutting and sewing of the belt, the assembly of metal buckles and chains, and finished product testing, all completed by professional fitness equipment factories. Downstream, it is ultimately sold to individual fitness enthusiasts, commercial gyms, and professional sports teams through fitness equipment distributors, e-commerce platforms, and brand websites. The demand stems from strength trainers' pursuit of the ultimate training experience and results: on the one hand, it solves the problem of severe hip pain during traditional barbell hip thrusts, which is a strong 'pain point' demand; on the other hand, driven by fitness culture and social media, the pursuit of aesthetic physique and athletes' need to improve their specific performance have jointly promoted the continuous growth of the product market.

The hip thrust belt is a specialized component of strength training equipment that has emerged along with the recent popularity of glute training. Currently, the global market is experiencing rapid growth but is highly fragmented. The competitive landscape is dominated by professional fitness equipment manufacturers, cross-border sellers, and low-price white-label brands: European and American professional strength equipment brands lead the high-priced, event-level market, emphasizing durable designs such as cowhide and chrome alloy fasteners; cost-effective origin brands focus on cross-border e-commerce independent sites and Amazon, with prices ranging from \$40 to \$70, achieving differentiation through adjustable padding and compatible deadlift functions; while a large number of Chinese factories on Alibaba International Station and 1688 supply goods to global small and medium-sized sellers in the form of white-label ODM, with factory prices as low as \$8 to \$15, being the main supply source for Amazon's third-party sellers. The current market drivers are the increase in the penetration rate of home gyms and the expansion of the female strength training population, while the pain points lie in technical details such as pad sliding, hip pressure sensation, and insufficient stability under heavy weights. Future growth points will focus on quick-release design, integrated squat/hip press multi-functional conversion, and environmentally friendly materials.

This report studies the global Hip Thrust Belt production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Hip Thrust Belt total production and demand, 2021-2032, (K Units)

Global Hip Thrust Belt total production value, 2021-2032, (USD Million)

Global Hip Thrust Belt production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Hip Thrust Belt consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Hip Thrust Belt domestic production, consumption, key domestic manufacturers and share

Global Hip Thrust Belt production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Hip Thrust Belt production by Type, production, value, CAGR, 2021-2032, (USD

Million) & (K Units)

Global Hip Thrust Belt production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Hip Thrust Belt 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 Bells of Steel, Titan Fitness, BC Strength, Inc., Bellabooty, Atlas Originals, RPM Power, Rogue Fitness, EliteFTS, LLC, American Barbell, Inc., Rebuwo GmbH, 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 Hip Thrust Belt market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K 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 Hip Thrust Belt Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Hip Thrust Belt Market, Segmentation by Type:

Chain Connection Type

Strap Connection Type

Global Hip Thrust Belt Market, Segmentation by Load Bar Type:

Specialized Short Bar Style

General Purpose Barbell Style

Global Hip Thrust Belt Market, Segmentation by Material:

Memory Foam Pad

Rubber Pad

Leather

Global Hip Thrust Belt Market, Segmentation by Application:

Residential

Commercial

Other

Companies Profiled:

Bells of Steel

Titan Fitness

BC Strength, Inc.

Bellabooty

Atlas Originals

RPM Power

Rogue Fitness

EliteFTS, LLC

American Barbell, Inc.

Rebuwo GmbH

Key Questions Answered:

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

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