

# Global Hip Thrust Belt Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Hip Thrust Belt market size was valued at US\$ 4.53 million in 2025 and is forecast to a readjusted size of US\$ 7.59 million by 2032 with a CAGR of 7.8% during review period.

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 is a detailed and comprehensive analysis for global Hip Thrust Belt 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 Hip Thrust Belt market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Hip Thrust Belt market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Hip Thrust Belt market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices

(US\$/Unit), 2021-2032

Global Hip Thrust Belt market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

### **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 Hip Thrust Belt

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Hip Thrust Belt 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 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.

### **Market Segmentation**

Hip Thrust Belt market is split by Type and by Application. For the period 2021-2032, 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

Chain Connection Type

Strap Connection Type

## Market segment by Load Bar Type

Specialized Short Bar Style

General Purpose Barbell Style

## Market segment by Material

Memory Foam Pad

Rubber Pad

Leather

## Market segment by Application

Residential

Commercial

Other

## Major players covered

Bells of Steel

Titan Fitness

BC Strength, Inc.

Bellabooty

Atlas Originals

RPM Power

Rogue Fitness

EliteFTS, LLC

American Barbell, Inc.

Rebuwo GmbH

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 Hip Thrust Belt product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Hip Thrust Belt, with price, sales quantity, revenue, and global market share of Hip Thrust Belt from 2021 to 2026.

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

Chapter 4, the Hip Thrust Belt breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021 to 2026. and Hip Thrust Belt market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Hip Thrust Belt.

Chapter 14 and 15, to describe Hip Thrust Belt sales channel, distributors, customers, research findings and conclusion.

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