

# Global Home Fitness Equipment 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 Home Fitness Equipment market size was valued at US\$ 5369 million in 2025 and is forecast to a readjusted size of US\$ 7862 million by 2032 with a CAGR of 5.7% during review period.

Home Fitness Equipment refers to fitness equipment specifically designed for home workouts, including strength training equipment, aerobic exercise equipment, core muscle training tools, and assistive fitness equipment. These products are typically compact, easy to install, and feature high safety, ease of operation, and excellent space utilization, meeting diverse home fitness needs. With the popularization of healthy living concepts and the growth of home fitness scenarios, home fitness equipment is extending from traditional gym-specific equipment to everyday life, becoming an important tool for improving physical fitness, shaping and losing weight, rehabilitation training, and long-term health management. In 2025, the global production of home fitness equipment was approximately 6.52 million units, with an average price ranging from US\$150 to US\$2,500 and a gross profit margin of approximately 30% to 45%.

In recent years, the global home fitness equipment market has continued to heat up, benefiting from increased health awareness, the popularization of exercise habits, and the integration of intelligent fitness technologies. Especially after the pandemic, consumer acceptance of home fitness solutions has significantly increased, driving the rapid penetration of categories such as treadmills, exercise bikes, and intelligent strength training equipment into home settings. Meanwhile, the rise of digital fitness content and smart interconnected devices has injected new vitality into traditional fitness equipment, with wearable devices, cloud data, and virtual courses becoming new drivers of market growth. Furthermore, the fast pace of life, rising work pressure, and

aging population trends are prompting consumers to seek convenient home workout options, thus driving sustained demand. Despite the broad prospects of the home fitness equipment market, the industry still faces challenges. On the one hand, intensified competition due to product homogenization has led to frequent price wars, putting pressure on the profits of low- and mid-range brands; on the other hand, the high technological barriers and R&D costs of high-end intelligent equipment pose entry barriers for small and medium-sized enterprises. In addition, external factors such as global supply chain fluctuations, rising raw material prices, and unstable logistics costs may also affect production costs and delivery cycles. On the user side, the lack of after-sales service, service experience, and safety standards are also potential risks hindering the healthy development of the industry. Downstream market demand is showing a multi-layered and diversified trend. Basic exercise needs such as aerobic training and strength training remain the main driving force for home fitness equipment, while products combining virtual courses, community connectivity, and smart interactive training are attracting more and more young users. Furthermore, rehabilitation training and elderly health management have become significant market segments, driving increased demand for adjustable load and assistive training equipment. While online purchasing has become a crucial channel for home fitness equipment sales amidst the rapid development of e-commerce, offline experience and professional guidance remain important factors in consumer purchasing decisions. As the concept of 'healthy living' continues to gain wider acceptance, the market potential for home fitness equipment will be further unleashed.

This report is a detailed and comprehensive analysis for global Home Fitness Equipment 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 Home Fitness Equipment market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2021-2032

Global Home Fitness Equipment market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2021-2032

Global Home Fitness Equipment market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2021-2032

Global Home Fitness Equipment market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/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 Home Fitness Equipment

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 Home Fitness Equipment 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 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.

### **Market Segmentation**

Home Fitness Equipment 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

Treadmills

Stationary Bikes

Strength Training Machines

Elliptical Trainer

Rowing Machine

Stair Climber

Yoga Equipment and Accessories

Others

#### Market segment by Exercise

Cardiovascular

Strength

Stretching

Rehabilitation

Others

#### Market segment by Channel

Direct Selling

Distribution

#### Market segment by Application

Online Retail

Specialty Store

Department Store

Direct Manufacturer

Others

#### Major players covered

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

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.

WNQ

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 Home Fitness Equipment product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Home Fitness Equipment, with price, sales quantity, revenue, and global market share of Home Fitness Equipment from 2021 to 2026.

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

Chapter 4, the Home Fitness Equipment 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 Home Fitness Equipment 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 Home Fitness Equipment.

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

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