

# Global Immersive Cardio Rowing Machine Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Immersive Cardio Rowing Machine market size is expected to reach \$ 145 million by 2032, rising at a market growth of 8.7% CAGR during the forecast period (2026-2032).

In 2025, global Immersive Cardio Rowing Machine production reached approximately 309 k units, with an average global market price of around 249 usd per unit. Gross margin is about 45%. The cost is 137 usd per unit, the production is 380 k units. Immersive cardio rowing machine is a machine used to simulate the action of watercraft rowing for the purpose of exercise or training for rowing. The rowing trainer functions like a Tank, providing a stable platform and allowing coaches to get close to the athlete and make corrections.

**Smart Fitness Equipment:** As technology advances, fitness equipment will increasingly incorporate smart technology, such as syncing with mobile apps, tracking workout progress in real-time, and providing personalized workout plans.

**Integration of Wearables with Fitness Machines:** Future fitness equipment will closely integrate with wearable devices (like smart bands and heart rate monitors) to provide more accurate training data analysis and help users optimize their workout results.

**Virtual Reality (VR) and Augmented Reality (AR) Technologies:** The introduction of VR and AR technologies will make fitness training more immersive, allowing users to train in virtual environments, enhancing the fun and engagement of workouts.

**Personalized and Customized Fitness Plans:** With the development of big data and artificial intelligence, fitness machines will be able to automatically adjust workout plans

based on users' physical conditions and training history, offering a more personalized experience.

**Widespread Adoption of Home Fitness Equipment:** With the growing trend of home-based fitness, more high-tech, compact fitness equipment will enter the home market, catering to users' different space and fitness needs.

**Green and Eco-friendly Technology:** Future fitness equipment will focus more on eco-friendly design, utilizing energy-efficient materials and recyclable technologies to reduce resource waste and carbon emissions.

This report studies the global Immersive Cardio Rowing Machine production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Immersive Cardio Rowing Machine 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 Immersive Cardio Rowing Machine that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Immersive Cardio Rowing Machine total production and demand, 2021-2032, (K Units)

Global Immersive Cardio Rowing Machine total production value, 2021-2032, (USD Million)

Global Immersive Cardio Rowing Machine production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Immersive Cardio Rowing Machine consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Immersive Cardio Rowing Machine domestic production, consumption, key domestic manufacturers and share

Global Immersive Cardio Rowing Machine production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Immersive Cardio Rowing Machine production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Immersive Cardio Rowing Machine production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Immersive Cardio Rowing Machine 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 Concept2, WaterRower, NordicTrack, ProForm, Life Fitness, Hydrow, Echelon, Stamina Products, Bowflex, Sunny Health & Fitness, 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 Immersive Cardio Rowing Machine 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 Immersive Cardio Rowing Machine Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Immersive Cardio Rowing Machine Market, Segmentation by Type:

Monorail

Dual Rail

### Global Immersive Cardio Rowing Machine Market, Segmentation by Power:

Electric

Non-electric

### Global Immersive Cardio Rowing Machine Market, Segmentation by Automatic:

Mechanical

Intelligent

### Global Immersive Cardio Rowing Machine Market, Segmentation by Application:

Household

Gym

Others

### Companies Profiled:

Concept2

WaterRower

NordicTrack

ProForm

Life Fitness

Hydrow

Echelon

Stamina Products

Bowflex

Sunny Health & Fitness

JOROTO

ALINCO

Konami Sports

Technogym

Kettler

Domyos

MERACH

Yesoul

Daesung

Xiamen K-power Sports Co., Ltd.

Zhejiang Mairuike Technology Co., Ltd.

Shuhua Sports Co., Ltd.

Impulse( Qingdao) HEALTH Tech Co., Ltd.

Key Questions Answered:

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

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