

Global Immersive Cardio Rowing Machine 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 Immersive Cardio Rowing Machine market size was valued at US\$ 79.17 million in 2025 and is forecast to a readjusted size of US\$ 145 million by 2032 with a CAGR of 8.7% during review period.

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

Global Immersive Cardio Rowing Machine 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 Immersive Cardio Rowing Machine 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 Immersive Cardio Rowing Machine 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:

Global Immersive Cardio Rowing Machine Market 2026 by Manufacturers, Regions, Type and Application, Forecast t...

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Immersive Cardio Rowing Machine

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 Immersive Cardio Rowing Machine 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 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.

Market Segmentation

Immersive Cardio Rowing Machine 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

Monorail

Dual Rail

Market segment by Power

Electric

Non-electric

Market segment by Automatic

Mechanical

Intelligent

Market segment by Application

Household

Gym

Others

Major players covered

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 Mairuiketechnology Co., Ltd.

Shuhua Sports Co., Ltd.

Impulse(Qingdao) HEALTH Tech Co., Ltd.

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 Immersive Cardio Rowing Machine product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Immersive Cardio Rowing Machine, with price, sales quantity, revenue, and global market share of Immersive Cardio Rowing Machine from 2021 to 2026.

Chapter 3, the Immersive Cardio Rowing Machine competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Immersive Cardio Rowing Machine 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 Immersive Cardio Rowing Machine 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 Immersive Cardio Rowing Machine.

Chapter 14 and 15, to describe Immersive Cardio Rowing Machine sales channel, distributors, customers, research findings and conclusion.

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