

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Yoga Mat Market 2018, Forecast to 2023

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Abstracts

Yoga mats are specially fabricated mats used as an aid during the practice of yoga to prevent hands and feet slipping during practice. They are mainly used both for home use and for yoga studios.

SCOPE OF THE REPORT:

This report focuses on the Yoga Mat in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

The consumption volume of yoga mat increases from 27106 K Pcs in 2012 to 36054 K Pcs in 2016. North America and Europe are the mainly consumption regions, which the consumption volume is 10717 K Pcs and 7915 K Pcs in 2016 respectively as more and more Americans and European focus on wellness and health-consciousness.

Yoga mat can be classified into four types: PVC yoga mats, rubber yoga mats, TPE yoga mats and other yoga mats. PVC yoga mats are the most widely used products and take 48.35% of global production in 2016. Survey results showed that in 2016 61.32% of the yoga mat market was household, 31.91% is yoga club and 6.77% divided among other industries.

Currently, yoga mat sales continued to grow, mainly due to the growing popularity of yoga in the world, in the United States there are more than twenty million yoga exercisers, while compared to United States, only half of the number in China, therefore, in the next few years, with the development of economy and the increasing living standard China will be a new yoga market.

We tend to believe this industry is an emerging industry, and the consumption increasing degree will show a rapid growth curve. For product prices, the slow

downward trend in recent years will maintain in the future as competition intensifies. Besides, prices gap between different brands will go narrowing gradually. Also, there will be fluctuation in gross margin.

The worldwide market for Yoga Mat is expected to grow at a CAGR of roughly 8.8% over the next five years, will reach 2000 million US\$ in 2023, from 1210 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Lululemon

Manduka PROlite

Jade Yoga

Hugger Mugger Para Rubber

PrAna Revolutionary

Gaiam, Easyoga

HATHAYOGA

Kharma Khare

Hosa Group

Yogabum

Aerolite

Aurora

Barefoot Yoga

Keep well

Khataland

Microcell Composite

Yogarugs

Copeactive

Yogasana, A. Kolckmann

JiangXi Lveten Plastic

Liforme

Starlight Yoga

Bean Products

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

PVC yoga mats

Rubber yoga mats

TPE yoga mats

Other yoga mats

Market Segment by Applications, can be divided into

Household

Yoga club

Others

There are 15 Chapters to deeply display the global Yoga Mat market.

Chapter 1, to describe Yoga Mat Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Yoga Mat, with sales, revenue, and price of Yoga Mat, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Yoga Mat, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Yoga Mat market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Yoga Mat sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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