

# Global Rower Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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## Abstracts

According to our (Global Info Research) latest study, the global Rower market size was valued at US\$ 264 million in 2024 and is forecast to a readjusted size of USD 349 million by 2031 with a CAGR of 4.1% during review period.

Rowers or rowing machines also known as Rowing simulators are designed to replicate the action of rowing a watercraft. These machines serve not only as effective fitness equipment but also as training tools for rowers preparing for competitive events.

Rowers can be categorized into two main types based on their rail configurations:

**Monorail Rowers:** These machines feature a single rail design, providing a straightforward and compact option for home use. Monorail models are typically lighter and easier to store, making them ideal for users with limited space.

**Dual Rail Rowers:** With two rails, these simulators offer enhanced stability and a more robust rowing experience. Dual rail designs are often preferred by serious rowers who require a more realistic simulation of water rowing.

The applications of Rowers can be broadly classified into three categories:

**Household:** The household segment represents the largest market for Rowers. Increasing health consciousness and the desire for home fitness solutions have driven demand for compact and user-friendly machines that can be easily integrated into home workouts.

**Gym:** Gyms and fitness centers utilize Rowers for group classes and individual

workouts. The versatility of rowing machines allows them to be a staple in both cardio and strength training routines.

**Others:** This category includes specialized applications such as rehabilitation centers and sports training facilities, where Rowers are used for specific training programs and physical therapy.

Several key drivers are fueling the growth of the rowing simulator market:

**Health and Fitness Awareness:** With rising awareness of health and fitness, more individuals are seeking effective ways to incorporate exercise into their daily routines. Rowers provide a full-body workout that appeals to a wide audience.

**Convenience of Home Workouts:** The growing trend of home fitness, accelerated by the COVID-19 pandemic, has led to increased demand for home exercise equipment. Rowers are a popular choice due to their space efficiency and ability to offer a comprehensive workout.

**Technological Advancements:** Innovations in rowing simulator technology, such as improved resistance mechanisms, integrated performance tracking, and virtual training options, enhance user experience and engagement, attracting more customers.

**Diverse User Base:** Rowers appeal to various demographics, including casual fitness enthusiasts, competitive rowers, and individuals seeking rehabilitation. This broad appeal contributes to steady market growth.

**Competitive Rowing Training:** With rowing as a popular sport, athletes and clubs are investing in high-quality Rowers for training purposes. This segment is expected to continue expanding as more individuals take up the sport.

Despite the positive trends, several challenges may hinder market growth:

**High Initial Cost:** While there are budget-friendly options, high-quality Rowers can be expensive, which may deter some consumers from making a purchase.

**Space Constraints:** Even though rowing machines are generally compact, users with limited space may find it challenging to accommodate them, particularly dual rail models.

**Competition from Other Fitness Equipment:** The fitness equipment market is saturated with various alternatives, such as stationary bikes, treadmills, and strength training machines, which may divert consumer attention away from Rowers.

**Maintenance Requirements:** Some Rowers require regular maintenance, particularly those with complex resistance mechanisms. This could pose a challenge for users who prefer low-maintenance fitness equipment.

**Limited Awareness:** While rowing has a dedicated following, it remains less popular than other fitness activities like cycling or running. Increased marketing and awareness efforts are needed to attract a broader audience.

As the rowing simulator market evolves, several trends are emerging:

**Integration of Smart Technology:** More manufacturers are incorporating smart technology into their rowing machines, including Bluetooth connectivity, fitness tracking apps, and virtual rowing experiences. This trend enhances user engagement and provides real-time feedback.

**Sustainability Focus:** Consumers are increasingly conscious of sustainability, prompting manufacturers to explore eco-friendly materials and production methods for their rowing machines. This focus on sustainability may become a key differentiator in the market.

**Personalization of Workouts:** Rowing machines with customizable settings, such as adjustable resistance levels and workout programs, are gaining popularity. This personalization allows users to tailor their workouts to their fitness levels and goals.

**Hybrid Training Models:** The integration of Rowers into hybrid training models that combine rowing with other forms of exercise is becoming more common. This approach enhances workout variety and keeps users engaged.

**Social and Community Features:** Many brands are developing platforms that allow users to connect, compete, and share their rowing experiences with others. Building a community around rowing workouts can enhance motivation and adherence to fitness goals.

This report is a detailed and comprehensive analysis for global Rower 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 Rower market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Rower market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Rower market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Rower market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/Unit), 2020-2025

#### 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 Rower

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 Rower 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 WaterRower Machine, Concept2, KETTLER, Stamina Products, Johnson Health Tech, SOLE Treadmills, Velocity Exercise (Cap Barbell), Bodycraft, NordicTrack, FDF Limited, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

## Market Segmentation

Rower market is split by Type and by Application. For the period 2020-2031, 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

Air Rower

Magnetic Rower

Hydraulic Rower

Water Rower

### Market segment by Application

Home Use

Commercial

### Major players covered

WaterRower Machine

Concept2

KETTLER

Stamina Products

Johnson Health Tech

SOLE Treadmills

Velocity Exercise (Cap Barbell)

Bodycraft

NordicTrack

FDF Limited

CITYROW

Aviron

Sunny Health & Fitness

Echelon

Peloton

Hydrow

JOROTO

MERACH

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 Rower product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Rower, with price, sales quantity, revenue, and global market share of Rower from 2020 to 2025.

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

Chapter 4, the Rower breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

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 2020 to 2031.

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 2020 to 2025. and Rower market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 Rower.

Chapter 14 and 15, to describe Rower sales channel, distributors, customers, research findings and conclusion.

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