

# Global Yoga Mat Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Yoga Mat market size was valued at USD 1736.9 million in 2023 and is forecast to a readjusted size of USD 3717.5 million by 2030 with a CAGR of 11.5% during review period.

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.

Global Yoga Mat key players include Lululemon, Manduka PROlite, Jade Yoga, Hugger Mugger Para Rubber, PrAna Revolutionary, Gaiam, HATHAYOGA, Karma Khare, Hosa Group, Toplus, etc. Global top ten manufacturers hold a share about 15%. North America is the largest market, with a share about 35%, followed by China, with a share about 30 percent. In terms of product, PVC Yoga Mats is the largest segment, with a share about 50%. And in terms of application, the largest application is Household, followed by Yoga Club, etc.

The Global Info Research report includes an overview of the development of the Yoga Mat industry chain, the market status of Household (PVC yoga mats, Rubber yoga mats), Yoga club (PVC yoga mats, Rubber yoga mats), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Yoga Mat.

Regionally, the report analyzes the Yoga Mat markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Yoga Mat market, with robust domestic demand, supportive policies, and a strong

manufacturing base.

### Key Features:

The report presents comprehensive understanding of the Yoga Mat market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Yoga Mat industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Pcs), revenue generated, and market share of different by Type (e.g., PVC yoga mats, Rubber yoga mats).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Yoga Mat market.

**Regional Analysis:** The report involves examining the Yoga Mat market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Yoga Mat market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Yoga Mat:

**Company Analysis:** Report covers individual Yoga Mat manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Yoga Mat This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Household, Yoga club).

**Technology Analysis:** Report covers specific technologies relevant to Yoga Mat. It assesses the current state, advancements, and potential future developments in Yoga Mat areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Yoga Mat market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

### Market Segmentation

Yoga Mat market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

#### Market segment by Type

PVC yoga mats

Rubber yoga mats

TPE yoga mats

Other yoga mats

#### Market segment by Application

Household

Yoga club

Others

#### Major players covered

Lululemon

Manduka PROlite

Jade Yoga

Hugger Mugger Para Rubber

PrAna Revolutionary

Gaiam, Easyoga

HATHAYOGA

Kharma Khare

Hosa

Yogabum

Aerolite

Aurorae

Barefoot Yoga

Keep well

Khataland

Microcell Composite

Yogarugs

Copeactive

Yogasana, A. Kolckmann

JiangXi Lveten Plastic

Liforme

Starlight Yoga

Bean Products

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 Yoga Mat product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Yoga Mat, with price, sales, revenue and global market share of Yoga Mat from 2019 to 2024.

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

Chapter 4, the Yoga Mat breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Yoga Mat market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Yoga Mat.

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

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