

Global Yoga Mat Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G2B8360029B2EN.html>

Date: December 2025

Pages: 158

Price: US\$ 4,480.00 (Single User License)

ID: G2B8360029B2EN

Abstracts

The global Yoga Mat market size is expected to reach \$ 17654 million by 2032, rising at a market growth of 11.7% CAGR during the forecast period (2026-2032).

Yoga mats are essential tools for practicing yoga, offering a comfortable and supportive surface that enhances stability, balance, and cushioning during poses. Typically made from materials like PVC, natural rubber, or TPE, yoga mats come in various thicknesses and textures to cater to different levels of comfort and grip preferences. They help practitioners maintain alignment, reduce the risk of injury, and create a personal space for focus and relaxation. Additionally, yoga mats are portable and easy to clean, making them a convenient accessory for yoga sessions at home, in studios, or outdoors. In 2024, global Yoga Mat production reached approximately 706 M Unit, with an average global market price of around US\$ 12 per Unit.

The yoga mat market is driven by steady growth in health and wellness participation?yoga, Pilates, stretching, home workouts, and physiotherapy?supported by lifestyle trends like stress management, flexibility/mobility training, and ?low-impact fitness? that appeals across age groups. Demand is amplified by the at-home fitness habit (online classes and hybrid studio/home routines), rising interest in mindfulness products, and the expansion of yoga from a niche activity into mainstream gym programs, corporate wellness, and school/community classes. On the product side, consumers upgrade for comfort, grip, and aesthetics (better traction, joint cushioning, sweat management, thicker mats, longer/wider formats, alignment markings, premium colors/patterns), while studios and instructors drive repeat demand through class volume, rentals, and replacement cycles.

The yoga mats market has seen significant growth in recent years, driven by increasing health consciousness and the rising popularity of yoga and other fitness practices. Consumers are increasingly seeking high-quality, eco-friendly, and innovative mats, leading to a surge in demand for mats made from sustainable materials such as natural

rubber, cork, and recycled materials. The market is also witnessing advancements in technology, with manufacturers developing mats that offer enhanced grip, durability, and comfort, as well as those incorporating antimicrobial properties to ensure hygiene.

Moreover, the market's expansion is supported by the growing trend of home-based workouts and digital fitness classes, which has led to higher sales of yoga mats online. The emergence of new yoga practices and the incorporation of yoga into diverse fitness routines are further fueling demand. As a result, brands are investing in marketing strategies and product innovations to capture a larger share of this dynamic market, catering to both seasoned practitioners and beginners looking for quality and value in their yoga practice. Yoga mats are a consumer goods category where gross margins are typically mid-20% to mid-40% overall

This report studies the global Yoga Mat production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Yoga Mat 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 Yoga Mat that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Yoga Mat total production and demand, 2021-2032, (K Units)

Global Yoga Mat total production value, 2021-2032, (USD Million)

Global Yoga Mat production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Yoga Mat consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Yoga Mat domestic production, consumption, key domestic manufacturers and share

Global Yoga Mat production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Yoga Mat production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Yoga Mat production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Yoga Mat 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 Lululemon, Manduka PROlite, Jade Yoga, Hugger Mugger Para Rubber, PrAna Revolutionary, Gaiam, Easyoga, HATHAYOGA, Kharma Khare, Hosa, Yogabum, 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 Yoga Mat 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 Yoga Mat Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Yoga Mat Market, Segmentation by Type:

PVC Yoga Mats

Rubber Yoga Mats

TPE Yoga Mats

Other

Global Yoga Mat Market, Segmentation by Feature:

Thickness 6~8mm

Thickness 3~6mm

Thickness 1.5~3mm

Global Yoga Mat Market, Segmentation by Channel:

Direct Selling

Distribution

Global Yoga Mat Market, Segmentation by Application:

Household

Yoga Club

Others

Companies Profiled:

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

Key Questions Answered:

1. How big is the global Yoga Mat market?
2. What is the demand of the global Yoga Mat market?
3. What is the year over year growth of the global Yoga Mat market?

4. What is the production and production value of the global Yoga Mat market?
5. Who are the key producers in the global Yoga Mat market?
6. What are the growth factors driving the market demand?

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