

Muscle Strengthening Devices Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 – 2034

<https://marketpublishers.com/r/MA8ED6E528D4EN.html>

Date: December 2024

Pages: 230

Price: US\$ 4,850.00 (Single User License)

ID: MA8ED6E528D4EN

Abstracts

The Global Muscle Strengthening Devices Market was valued at USD 2.14 billion in 2024 and is projected to experience robust growth, expanding at a CAGR of 4.8% from 2025 to 2034. As awareness of the importance of health and fitness continues to rise, more consumers are prioritizing strength training and muscle conditioning as essential components of overall wellness and rehabilitation. This surge in health-conscious living is complemented by technological advancements in fitness devices, alongside a growing focus on home-based exercise solutions, all contributing to the market's steady upward trajectory.

Among the various device types, the market is categorized into electrical muscle stimulation (EMS), vibration machines, resistance bands, and other devices. EMS devices led the market with a valuation of USD 750 million in 2024 and are forecasted to reach USD 1.22 billion by 2034. These devices are particularly popular due to their effectiveness, versatility, and ability to provide targeted muscle stimulation, making them a top choice for both fitness enthusiasts and rehabilitation programs. EMS devices work by using electrical impulses to induce muscle contractions, simulating the effects of traditional strength training exercises. Their time-saving nature, ease of use, and adaptability have positioned them as a preferred solution for users seeking efficient workout alternatives.

The market is also segmented based on distribution channels, with online and offline segments capturing significant shares. In 2024, online sales accounted for 54.49% of the market share and are expected to grow to USD 1.92 billion by 2034. The increasing preference for online shopping has played a pivotal role in this growth, offering customers unmatched convenience, the ability to compare products easily, and access

to comprehensive customer reviews. This shift towards e-commerce is a clear reflection of evolving consumer habits, providing an effortless purchasing experience and increasing product accessibility. Moreover, attractive delivery options and promotional discounts have contributed to online sales' dominance, solidifying its role as the preferred distribution channel for muscle strengthening devices.

In the United States, the muscle strengthening devices market accounted for a 57.5% share in 2024 and is anticipated to grow at a CAGR of 5.4% during the forecast period. This growth is driven by a heightened focus on fitness, body toning, and overall physical performance. The U.S. benefits from a culture that highly values health and fitness, with a strong base of athletes, fitness aficionados, and rehabilitation patients fueling demand for advanced training tools. Additionally, there is a noticeable trend among older adults increasingly adopting these devices to maintain muscle health and recovery, further reflecting the broader demographic shift toward active aging.

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