

U.S. Wellness & Fitness Products Market Size, Share & Trends Analysis Report By Product (Apparel, Footwear), By Price Range (Mass, Premium), By Distribution Channel (Online, Sporting Goods Retailers), And Segment Forecasts, 2024 - 2030

<https://marketpublishers.com/r/UD974D374A46EN.html>

Date: June 2024

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: UD974D374A46EN

Abstracts

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U.S. Wellness & Fitness Products Market Growth & Trends

The U.S. wellness & fitness products market size is expected to reach USD 42.68 billion by 2030, registering a CAGR of 6.1% from 2024 to 2030, according to a new report by Grand View Research, Inc. The demand for apparel, footwear, and accessories associated with wellness and fitness is increasing as the market introduces specialized training methods and different exercise methods to meet individual preferences. Consumers find a variety of activities to suit their interests, health goals, and personal preferences, ranging from yoga to regular gym workouts.

Focusing on mental health, mindfulness, and general wellness, holistic well-being is becoming more important for consumers. As a result, people are choosing weight training, yoga, cardio, and other forms of exercise more and more, which is driving up demand for a range of wellness and fitness products.

A trend toward more customized and varied exercise experiences has been observed in the fitness sector in recent years. This change has led to an increase in the demand for weight training gear and other home gym equipment as people look for practical and adaptable ways to reach their health goals. Furthermore, the market for cardio equipment is primarily driven by a rising emphasis on fitness and well-being as well as

increased awareness of the significance of cardiovascular health. The rising prevalence of obesity and associated health problems, together with the majority of unhealthy habits, further emphasizes the need for wellness & fitness products in the country.

Wellness & fitness equipment dominated the U.S. market in 2023. The equipment market has been significantly influenced by technological advancements. Cardio devices such as elliptical trainers, treadmills, stationary bikes, and others have integrated interactive interfaces, smart features, and connection choices that improve user experience and motivate users to work out more. These advances appeal to fitness enthusiasts because they make it easier for individuals to set objectives, monitor their progress, and engage in virtual exercises, resulting in a more dynamic and individualized training environment.

The sporting goods retailers accounted for the major share across the U.S. Sporting goods stores provide athletes and fitness enthusiasts with a wide range of specialized fitness products, such as footwear, clothing, equipment, and accessories. The employees at these stores are knowledgeable in the merchandise they offer and are capable of offering helpful recommendations and suggestions to consumers, augmenting the shopping encounter and guaranteeing that the consumers locate the appropriate products for their requirements. Owing to such factors consumers visit sporting goods retailers to purchase wellness & fitness products.

U.S. Wellness & Fitness Products Market Report Highlights

Based on product, the apparel segment is anticipated to grow at the fastest CAGR of 7.8% from 2024 to 2030. Increasing technological advancements in fabric are driving the segment's growth

Based on price, the premium segment is expected to grow at a CAGR of 6.7% from 2024 to 2030. Availability of higher-end features in products, advanced designs, and others are driving the demand for premium products

Based on distribution channel, the online segment is expected to grow at a CAGR of 7.2% from 2024 to 2030. Various factors such as convenience, competitive pricing, offers, and others drive sales through online channels in the U.S.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Product Snapshot
- 2.3. Price Range Snapshot
- 2.4. Distribution Channel Snapshot
- 2.5. Competitive Landscape Snapshot

CHAPTER 3. U.S. WELLNESS & FITNESS PRODUCTS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Regulatory Framework
- 3.5. Market Dynamics
 - 3.5.1. Market Driver Impact Analysis
 - 3.5.2. Market Restraint Impact Analysis
 - 3.5.3. Industry Opportunities
 - 3.5.4. Industry Challenges
- 3.6. Industry Analysis - Porter's Five Forces Analysis

3.7. Market Entry Strategies

CHAPTER 4. U.S. WELLNESS & FITNESS PRODUCTS MARKET: CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. U.S. WELLNESS & FITNESS PRODUCTS MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Product Movement Analysis & Market Share, 2023 & 2030
- 5.2. Apparel
 - 5.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.3. Footwear
 - 5.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.4. Equipment
 - 5.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.4.2. Cardio Equipment
 - 5.4.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.4.2.2. Stationary Bikes
 - 5.4.2.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.4.2.3. Treadmills
 - 5.4.2.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.4.2.4. Exercise Cycles/ Bikes
 - 5.4.2.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.4.2.5. Elliptical Machines
 - 5.4.2.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.4.2.6. Others
 - 5.4.2.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.4.3. Strength Training Equipment
 - 5.4.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.4.3.2. Free Weights
 - 5.4.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.4.3.3. Exercise Benches
 - 5.4.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

- 5.4.3.4. Single/ Multi Station Selectorized Machines
 - 5.4.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.4.3.5. AB Machines
 - 5.4.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.4.3.6. Others
 - 5.4.3.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.4.4. Fitness Accessories
 - 5.4.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 6. U.S. WELLNESS & FITNESS PRODUCTS MARKET: PRICE RANGE ESTIMATES & TREND ANALYSIS

- 6.1. Price Range Movement Analysis & Market Share, 2023 & 2030
- 6.2. Mass
 - 6.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 6.3. Premium
 - 6.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 7. U.S. WELLNESS & FITNESS PRODUCTS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 7.1. Distribution Channel Movement Analysis & Market Share, 2023 & 2030
- 7.2. Online
 - 7.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3. Sporting Goods Retailers
 - 7.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.4. Supermarkets & Hypermarkets
 - 7.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.5. Exclusive Brand Outlets
 - 7.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.6. Others
 - 7.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE ANALYSIS

- 8.1. Recent developments & impact analysis, by key market participants
- 8.2. Company Categorization
- 8.3. Participant's Overview
- 8.4. Financial Performance

- 8.5. Product Benchmarking
- 8.6. Company Market Share Analysis, 2023 (%)
- 8.7. Company Heat Map Analysis
- 8.8. Strategy Mapping
- 8.9. Company Profiles
 - 8.9.1. Peloton Interactive, Inc.
 - 8.9.1.1. Company Overview
 - 8.9.1.2. Financial Performance
 - 8.9.1.3. Product Portfolios
 - 8.9.1.4. Strategic Initiatives
 - 8.9.2. Performance Health
 - 8.9.2.1. Company Overview
 - 8.9.2.2. Financial Performance
 - 8.9.2.3. Product Portfolios
 - 8.9.2.4. Strategic Initiatives
 - 8.9.3. Black Mountain Products, Inc.
 - 8.9.3.1. Company Overview
 - 8.9.3.2. Financial Performance
 - 8.9.3.3. Product Portfolios
 - 8.9.3.4. Strategic Initiatives
 - 8.9.4. Sunny Health and Fitness
 - 8.9.4.1. Company Overview
 - 8.9.4.2. Financial Performance
 - 8.9.4.3. Product Portfolios
 - 8.9.4.4. Strategic Initiatives
 - 8.9.5. Life Fitness
 - 8.9.5.1. Company Overview
 - 8.9.5.2. Financial Performance
 - 8.9.5.3. Product Portfolios
 - 8.9.5.4. Strategic Initiatives
 - 8.9.6. iFIT Health & Fitness Inc.
 - 8.9.6.1. Company Overview
 - 8.9.6.2. Financial Performance
 - 8.9.6.3. Product Portfolios
 - 8.9.6.4. Strategic Initiatives
 - 8.9.7. Johnson Health Tech (Matrix)
 - 8.9.7.1. Company Overview
 - 8.9.7.2. Financial Performance
 - 8.9.7.3. Product Portfolios

8.9.7.4. Strategic Initiatives

8.9.8. Adidas

8.9.8.1. Company Overview

8.9.8.2. Financial Performance

8.9.8.3. Product Portfolios

8.9.8.4. Strategic Initiatives

8.9.9. Nike, Inc.

8.9.9.1. Company Overview

8.9.9.2. Financial Performance

8.9.9.3. Product Portfolios

8.9.9.4. Strategic Initiatives

8.9.10. lululemon athletica

8.9.10.1. Company Overview

8.9.10.2. Financial Performance

8.9.10.3. Product Portfolios

8.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 U.S. wellness & fitness products market - Key market driver analysis

Table 2 U.S. wellness & fitness products market - Key market restraint analysis

Table 3 U.S. wellness & fitness products market estimates & forecast, by product (USD Million)

Table 4 S. wellness & fitness products market estimates & forecast, by price range (USD Million)

Table 5 U.S. wellness & fitness products market estimates & forecast, by distribution channel (USD Million)

Table 6 Recent developments & impact analysis, by key market participants

Table 7 Company market share, 2023

Table 8 Company heat map analysis

List Of Figures

LIST OF FIGURES

- Fig. 1 U.S. wellness & fitness products market segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Segment snapshot
- Fig. 8 Competitive landscape Snapshot
- Fig. 9 U.S. wellness & fitness products market size, 2018 to 2030 (USD Million)
- Fig. 10 U.S. wellness & fitness products market: Value chain analysis
- Fig. 11 U.S. wellness & fitness products market: Profit-margin analysis
- Fig. 12 U.S. wellness & fitness products market: Dynamics
- Fig. 13 U.S. wellness & fitness products market: Porter's five forces analysis
- Fig. 14 Factors influencing buying decisions for wellness & fitness products
- Fig. 15 U.S. wellness & fitness products market, by product: Key takeaways
- Fig. 16 U.S. wellness & fitness products market, by product: Market share, 2023 & 2030
- Fig. 17 U.S. wellness & fitness apparel market estimates & forecasts, 2018 - 2030 (USD Million)
- Fig. 18 U.S. wellness & fitness footwear market estimates & forecasts, 2018 - 2030 (USD Million)
- Fig. 19 U.S. wellness & fitness equipment market estimates & forecasts, 2018 - 2030 (USD Million)
- Fig. 20 U.S. cardio equipment market estimates & forecasts, 2018 - 2030 (USD Million)
- Fig. 21 U.S. stationary bikes market estimates & forecasts, 2018 - 2030 (USD Million)
- Fig. 22 U.S. Treadmills market estimates & forecasts, 2018 - 2030 (USD Million)
- Fig. 23 U.S. exercise cycles/ bikes market estimates & forecasts, 2018 - 2030 (USD Million)
- Fig. 24 U.S. elliptical machines market estimates & forecasts, 2018 - 2030 (USD Million)
- Fig. 25 U.S. other cardio equipment market estimates & forecasts, 2018 - 2030 (USD Million)
- Fig. 26 U.S. strength training equipment market estimates & forecasts, 2018 - 2030 (USD Million)
- Fig. 27 U.S. free weights market estimates & forecasts, 2018 - 2030 (USD Million)
- Fig. 28 U.S. exercise benches market estimates & forecasts, 2018 - 2030 (USD Million)

Fig. 29 U.S. single/ multi station selectorized machines market estimates & forecasts, 2018 - 2030 (USD Million)

Fig. 30 U.S. AB machines market estimates & forecasts, 2018 - 2030 (USD Million)

Fig. 31 U.S. other strength training equipment market estimates & forecasts, 2018 - 2030 (USD Million)

Fig. 32 U.S. fitness accessories market estimates & forecasts, 2018 - 2030 (USD Million)

Fig. 33 U.S. wellness & fitness products market, by price range: Key takeaways

Fig. 34 U.S. wellness & fitness products market, by price range: Market share, 2023 & 2030

Fig. 35 U.S. mass wellness & fitness products market estimates & forecasts, 2018 - 2030 (USD Million)

Fig. 36 U.S. prime wellness & fitness products market estimates & forecasts, 2018 - 2030 (USD Million)

Fig. 37 U.S. wellness & fitness products market, by distribution channel: Key takeaways

Fig. 38 U.S. wellness & fitness products market, by distribution channel: Market share, 2023 & 2030

Fig. 39 U.S. wellness & fitness products market estimates & forecasts, through online channel, 2018 - 2030 (USD Million)

Fig. 40 U.S. wellness & fitness products market estimates & forecasts, through sporting goods retailers, 2018 - 2030 (USD Million)

Fig. 41 U.S. wellness & fitness products market estimates & forecasts, through supermarkets & hypermarkets, 2018 - 2030 (USD Million)

Fig. 42 U.S. wellness & fitness products market estimates & forecasts, through exclusive brand outlets, 2018 - 2030 (USD Million)

Fig. 43 U.S. wellness & fitness products market estimates & forecasts, through other channels, 2018 - 2030 (USD Million)

Fig. 44 Company market share analysis, 2023

Fig. 45 Strategic framework of U.S. wellness & fitness products market

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