

# Yoga Mat Market Size, Share & Trends Analysis Report By Material (PVC, TPE, Rubber, PE, Cotton/Jute), By End Use (Household, Yoga Fitness & Clubs), By Distribution Channel, By Region, And Segment Forecasts, 2024 - 2030

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## Abstracts

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### Yoga Mat Market Growth & Trends

The global yoga mat market size is expected to reach USD 17.46 billion by 2030, expanding at a CAGR of 3.6% from 2024 to 2030, according to a new report by Grand View Research, Inc. Supportive government initiatives to promote yoga across the world will fuel the product demand over the forecast period. Rising number of yoga studios due to growing popularity of the technique in countries including U.S., China, and Australia is also expected to boost the product demand in the coming years.

The Polyvinyl Chloride (PVC) material segment accounted for the maximum market share of 38.9% in 2023 due to high efficiency and low cost of these materials. However, manufacturers are focusing on developing products from eco-friendly and biodegradable materials, such as rubber and Thermoplastic Elastomer (TPE), owing to stringent government regulations on use of plastic. Thus, rubber material segment is anticipated to expand at the fastest CAGR of 4.8% over the forecast period. Moreover, rubber is highly UV-resistant and easy to clean, which drives the segment further.

### Yoga Mat Market Report Highlights

North America is anticipated to be the largest regional market over the forecast

period. Increasing awareness about the health benefits of yoga is expected to boost the product demand

However, Asia Pacific is projected to be the fastest-growing regional market at a CAGR of 5.0% from 2024 to 2030

Online distribution channel segment is anticipated to witness the fastest growth rate over the forecast period

Increasing usage of smartphones and internet, especially in developing countries like India and China, is expected boost product sales through online channel

The global yoga mats market is highly competitive. Some of the top companies are Ecoyoga Ltd.; Manduka EU; JadeYoga; ADIDAS AG; Aurorae, LLC.; Hugger Mugger; Khataland; Liforme Ltd.; Dragonfly; and Tomuno

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