

# **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**

This report can be delivered to the clients within 3 Business Days

### **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

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Market Definitions
- 1.3. Research Methodology
  - 1.3.1. Information Procurement
  - 1.3.2. Information or Data Analysis
  - 1.3.3. Market Formulation & Data Visualization
  - 1.3.4. Data Validation & Publishing
- 1.4. Research Scope and Assumptions
  - 1.4.1. List of Data Sources

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

### CHAPTER 3. YOGA MAT MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Introduction/Lineage Outlook
- 3.2. Market Size and Growth Prospects (USD Billion)
- 3.3. Market Dynamics
  - 3.3.1. Market Drivers Analysis
  - 3.3.2. Market Restraints Analysis
- 3.4. Yoga Mat Market Analysis Tools
  - 3.4.1. Porter's Analysis
    - 3.4.1.1. Bargaining power of the suppliers
    - 3.4.1.2. Bargaining power of the buyers
    - 3.4.1.3. Threats of substitution
    - 3.4.1.4. Threats from new entrants
    - 3.4.1.5. Competitive rivalry
  - 3.4.2. PESTEL Analysis
    - 3.4.2.1. Political landscape
    - 3.4.2.2. Economic and Social landscape
    - 3.4.2.3. Technological landscape
    - 3.4.2.4. Environmental landscape

#### 3.4.2.5. Legal landscape

### **CHAPTER 4. YOGA MAT MARKET: MATERIAL ESTIMATES & TREND ANALYSIS**

#### 4.1. Segment Dashboard

#### 4.2. Yoga Mat Market: Material Movement Analysis, 2023 & 2030 (USD Billion)

#### 4.3. PVC

##### 4.3.1. PVC Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

#### 4.4. TPE

##### 4.4.1. TPE Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

#### 4.5. Rubber

##### 4.5.1. Rubber Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

#### 4.6. PE

##### 4.6.1. PE Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

#### 4.7. Cotton/Jute

##### 4.7.1. Cotton/Jute Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

### **CHAPTER 5. YOGA MAT MARKET: END USE ESTIMATES & TREND ANALYSIS**

#### 5.1. Segment Dashboard

#### 5.2. Yoga Mat Market: End Use Movement Analysis, 2023 & 2030 (USD Billion)

#### 5.3. Household

##### 5.3.1. Household Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

#### 5.4. Yoga Fitness & Clubs

##### 5.4.1. Yoga Fitness & Clubs Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

#### 5.5. Others

##### 5.5.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

### **CHAPTER 6. YOGA MAT MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

#### 6.1. Segment Dashboard

#### 6.2. Yoga Mat Market: Distribution Channel Movement Analysis, 2023 & 2030 (USD Billion)

#### 6.3. Specialty Stores

##### 6.3.1. Specialty Store Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

#### 6.4. Departmental Stores & Hypermarkets

6.4.1. Departmental Store & Hypermarket Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

#### 6.5. Online Channels

6.5.1. Online Channels Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

### **CHAPTER 7. YOGA MAT MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

#### 7.1. Yoga Mat Market Share, By Region, 2023 & 2030, USD Billion

##### 7.2. North America

7.2.1. North America Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)

##### 7.2.2. U.S.

7.2.2.1. U.S. Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)

##### 7.2.3. Canada

7.2.3.1. Canada Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)

##### 7.2.4. Mexico

7.2.4.1. Mexico Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)

##### 7.3. Europe

7.3.1. Europe Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)

##### 7.3.2. UK

7.3.2.1. UK Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)

##### 7.3.3. Germany

7.3.3.1. Germany Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)

##### 7.3.4. France

7.3.4.1. France Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)

##### 7.3.5. Italy

7.3.5.1. Italy Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)

##### 7.3.6. Spain

7.3.6.1. Spain Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)

##### 7.4. Asia Pacific

7.4.1. Asia Pacific Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)

##### 7.4.2. China

7.4.2.1. China Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)

##### 7.4.3. Japan

- 7.4.3.1. Japan Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 7.4.4. India
  - 7.4.4.1. India Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 7.4.5. Australia
  - 7.4.5.1. Australia Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 7.4.6. South Korea
  - 7.4.6.1. South Korea Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 7.5. Latin America
  - 7.5.1. Latin America Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)
  - 7.5.2. Brazil
    - 7.5.2.1. Brazil Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 7.6. Middle East and Africa
  - 7.6.1. Middle East and Africa Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)
  - 7.6.2. South Africa
    - 7.6.2.1. South Africa Yoga Mat Market Estimates and Forecasts, 2018 - 2030 (USD Billion)

## **CHAPTER 8. COMPETITIVE LANDSCAPE**

- 8.1. Recent Developments & Impact Analysis by Key Market Participants
- 8.2. Company Categorization
- 8.3. Company Heat Map Analysis
- 8.4. Company Profiles
  - 8.4.1. Ecoyoga Ltd
    - 8.4.1.1. Participant's Overview
    - 8.4.1.2. Financial Performance
    - 8.4.1.3. Product Benchmarking
    - 8.4.1.4. Recent Developments/Strategic Initiatives
  - 8.4.2. Yaazh Naturals (Yaazh India)
    - 8.4.2.1. Participant's Overview
    - 8.4.2.2. Financial Performance
    - 8.4.2.3. Product Benchmarking
    - 8.4.2.4. Recent Developments/Strategic Initiatives
  - 8.4.3. eupromed.com.
    - 8.4.3.1. Participant's Overview

- 8.4.3.2. Financial Performance
- 8.4.3.3. Product Benchmarking
- 8.4.3.4. Recent Developments/Strategic Initiatives
- 8.4.4. lululemon athletica
  - 8.4.4.1. Participant's Overview
  - 8.4.4.2. Financial Performance
  - 8.4.4.3. Product Benchmarking
  - 8.4.4.4. Recent Developments/Strategic Initiatives
- 8.4.5. Manduka EU
  - 8.4.5.1. Participant's Overview
  - 8.4.5.2. Financial Performance
  - 8.4.5.3. Product Benchmarking
  - 8.4.5.4. Recent Developments/Strategic Initiatives
- 8.4.6. JadeYoga
  - 8.4.6.1. Participant's Overview
  - 8.4.6.2. Financial Performance
  - 8.4.6.3. Product Benchmarking
  - 8.4.6.4. Recent Developments/Strategic Initiatives
- 8.4.7. ADIDAS AG
  - 8.4.7.1. Participant's Overview
  - 8.4.7.2. Financial Performance
  - 8.4.7.3. Product Benchmarking
  - 8.4.7.4. Recent Developments/Strategic Initiatives
- 8.4.8. Aurorae, LLC.
  - 8.4.8.1. Participant's Overview
  - 8.4.8.2. Financial Performance
  - 8.4.8.3. Product Benchmarking
  - 8.4.8.4. Recent Developments/Strategic Initiatives
- 8.4.9. Hugger Mugger
  - 8.4.9.1. Participant's Overview
  - 8.4.9.2. Financial Performance
  - 8.4.9.3. Product Benchmarking
  - 8.4.9.4. Recent Developments/Strategic Initiatives
- 8.4.10. prAna
  - 8.4.10.1. Participant's Overview
  - 8.4.10.2. Financial Performance
  - 8.4.10.3. Product Benchmarking
  - 8.4.10.4. Recent Developments/Strategic Initiatives

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