

Global Yoga Mat Market Professional Survey 2019 by Manufacturers, Regions, Types and Applications, Forecast to 2024

<https://marketpublishers.com/r/G22FB05DCCCEN.html>

Date: May 2019

Pages: 153

Price: US\$ 2,600.00 (Single User License)

ID: G22FB05DCCCEN

Abstracts

In this report, we analyze the Yoga Mat industry from two aspects. One part is about its production and the other part is about its consumption. In terms of its production, we analyze the production, revenue, gross margin of its main manufacturers and the unit price that they offer in different regions from 2014 to 2019. In terms of its consumption, we analyze the consumption volume, consumption value, sale price, import and export in different regions from 2014 to 2019. We also make a prediction of its production and consumption in coming 2019-2024.

At the same time, we classify different Yoga Mat based on their definitions. Upstream raw materials, equipment and downstream consumers analysis is also carried out. What is more, the Yoga Mat industry development trends and marketing channels are analyzed.

Finally, the feasibility of new investment projects is assessed, and overall research conclusions are offered.

Key players in global Yoga Mat market include:

Lululemon

Manduka PROlite

Jade Yoga

Hugger Mugger Para Rubber

PrAna Revolutionary

Gaiam

Easyoga

HATHAYOGA

Kharma Khare

Hosa Group

Yogabum

Aerolite

Aurorae

Barefoot Yoga

Keep well

Khataland

Microcell Composite

Yogarugs

Copeactive

Yogasana

A. Kolckmann

JiangXi Lveten Plastic Industry

Liforme

Starlight

Bean Products

Market segmentation, by product types:

PVC yoga mats

Rubber yoga mats

TPE yoga mats

Other yoga mats

Market segmentation, by applications:

Household

Yoga club

Others

Market segmentation, by regions:

North America

Europe

Asia Pacific

Middle East & Africa

Latin America

The report can answer the following questions:

1. What is the global (North America, South America, Europe, Africa, Middle East, Asia,

China, Japan) production, production value, consumption, consumption value, import and export of Yoga Mat?

2. Who are the global key manufacturers of Yoga Mat industry? How are their operating situation (capacity, production, price, cost, gross and revenue)?
3. What are the types and applications of Yoga Mat? What is the market share of each type and application?
4. What are the upstream raw materials and manufacturing equipment of Yoga Mat? What is the manufacturing process of Yoga Mat?
5. Economic impact on Yoga Mat industry and development trend of Yoga Mat industry.
6. What will the Yoga Mat market size and the growth rate be in 2024?
7. What are the key factors driving the global Yoga Mat industry?
8. What are the key market trends impacting the growth of the Yoga Mat market?
9. What are the Yoga Mat market challenges to market growth?
10. What are the Yoga Mat market opportunities and threats faced by the vendors in the global Yoga Mat market?

Objective of Studies:

1. To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the global Yoga Mat market.
2. To provide insights about factors affecting the market growth. To analyze the Yoga Mat market based on various factors- price analysis, supply chain analysis, Porter five force analysis etc.
3. To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, Latin America and Rest of the World.
4. To provide country level analysis of the market with respect to the current market size and future prospective.
5. To provide country level analysis of the market for segment by application, product type and sub-segments.
6. To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.
7. To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the global Yoga Mat market.

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Figure Supply Chain Relationship Analysis of Yoga Mat

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