

# **Indian Sports and Fitness Goods Market Report by Product Type (Balls, Fitness Goods, Adventure Sports, Golf Goods, and Other Goods), Fitness Goods (Cardiovascular Training Goods, Strength Training Goods), Cardiovascular Training Goods (Treadmills, Stationary Bikes, Rowing Machines, Ellipticals, and Others), End-Use (Health Clubs/Gyms, Home Consumers, Hotels and Corporate Offices, Hospitals, Medical Centers and Public Institutions, and Others), and Region 2024-2032**

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## **Abstracts**

The Indian sports and fitness goods market size reached US\$ 2,234.9 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3,785.4 Million by 2032, exhibiting a growth rate (CAGR) of 5.8% during 2024-2032.

Sports goods refer to equipment and clothes that are required for participating in sports and preventing related injuries. On the other hand, fitness goods are a subset of sports goods, which are employed during workouts. These goods are widely utilized as they aid in maintaining overall fitness, improving flexibility, muscle strength, and cardiovascular and pulmonary health of an individual. In recent years, with the increasing focus on fitness, various institutions in India are encouraging people to actively participate in physical activities.

Due to the rising prevalence of lifestyle diseases, such as obesity, stroke, type 2 diabetes, heart disease and atherosclerosis, individuals in India have started focusing

on their wellbeing. As a result, there is a rise in the number of gyms and fitness centers, which in turn is boosting the sales of sports and fitness goods in the country. Social media is acting as another catalyst in driving the growth of the market. Through social media channels, such as Facebook, Instagram and Twitter, sports and fitness product manufacturers are directly communicating with the audience. They are also using these platforms to advertise, thereby informing the potential customers about the specifications and functionalities of their products. Furthermore, the market is increasingly being driven by innovations in manufacturing technologies and domestic as well as international brands are offering a variety of advanced equipment. Some of these products include smart tennis racquets, speed training equipment, motorized treadmills and fitness bands.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Indian sports and fitness goods market report, along with forecasts at the country and regional level from 2024-2032. Our report has categorized the market based on product type, fitness goods, cardiovascular training goods and end-use.

#### Breakup by Product Type:

- Balls
- Fitness Goods
- Adventure Sports
- Golf Goods
- Other Goods

At present, Fitness Goods represent the most popular product type, owing to the growing popularity of sports, such as squash, hockey, cricket, tennis, bowling, table tennis, football, volleyball, basketball, dodge ball and handball. In addition to this, upcoming international sports events in India, such as Men's and Women's Hockey World League, and Women's World T20, will further bolster the market growth.

#### Breakup by Fitness Goods:

- Cardiovascular Training Goods
- Strength Training Goods

Cardiovascular training goods account for the majority of the total market share as they help in increasing muscular endurance and improving the performance of the heart and

lungs. This further aids in efficiently distributing the blood and oxygen to the rest of the body.

#### Breakup by Cardiovascular Training Goods:

- Treadmills
- Stationary Bikes
- Rowing Machines
- Ellipticals
- Others

Treadmills currently exhibit a clear dominance in the market as they provide an efficient aerobic workout that can be done without expert guidance.

#### Breakup by End-Use:

- Health Clubs/Gyms
- Home Consumers
- Hotels and Corporate Offices
- Hospitals, Medical Centers and Public Institutions
- Others

Health clubs/gyms hold the leading market share, owing to the high obesity rates and rising incidences of lifestyle diseases, which have increased the health consciousness among individuals.

#### Regional Insights:

- West and Central India
- North India
- South India
- East India

On the geographical front, West and Central India represent the largest market. This can be attributed to the rapid urbanization and increasing per capita income in the region.

#### Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with

the detailed profiles of the major players operating in the industry. Some of these players are:

Cosco (India) Limited

Nivia Sports Private Limited (Freewill Sports Pvt. Ltd.)

Bhalla International – Vinex Sports

Sareen Sports Industries

Sansparelis Greenland Private Limited

### Key Questions Answered in This Report

1. What was the size of the Indian sports and fitness goods market in 2023?
2. What is the expected growth rate of the Indian sports and fitness goods market during 2024-2032?
3. What are the key factors driving the Indian sports and fitness goods market?
4. What has been the impact of COVID-19 on Indian sports and fitness goods market?
5. What is the breakup of the Indian sports and fitness goods market based on the product type?
6. What is the breakup of the Indian sports and fitness goods market based on the fitness goods?
7. What is the breakup of the Indian sports and fitness goods market based on the cardiovascular training goods?
8. What is the breakup of the Indian sports and fitness goods market based on the by end-use?
9. What are the key regions in the Indian sports and fitness goods market?
10. Who are the key companies/players of Indian sports and fitness goods market in India?

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