

Lateral Fitness Equipment Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global lateral fitness equipment market size reached US\$ 5.9 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 11.0 Billion by 2027, exhibiting a growth rate (CAGR) of 10.07% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use sectors. These insights are included in the report as a major market contributor.

Lateral fitness equipment is embedded with a smooth 3D motion that goes from a vertical elliptical stepping to an active side-to-side motion for functional exercise. It challenges the entire body for better conditioning and better results. It aids in providing functional challenges, burning more calories, achieving a faster heart rate, and strengthening and protecting the knees as compared to the traditional standing devices. Besides this, as they also target glutes, hips, and inner and outer thighs, they are widely utilized by individuals recovering from an injury or training.

Lateral Fitness Equipment Market Trends:

Due to rapid urbanization, sedentary lifestyles and the increasing consumption of fast food, there is a rise in the prevalence of arthritis, diabetes, and cardiovascular diseases across the globe. This, in confluence with the growing health consciousness among individuals, is creating a positive outlook for the market. Moreover, lateral fitness equipment helps prevent injury and adds a variety to the workout routine. This represents another primary factor bolstering the market growth. Apart from this, due to the increasing penetration of the high-speed internet and the strong influence of social media platforms, there is a significant rise in the number of people enrolling in online fitness classes worldwide. This, along with the rising sales of lateral fitness equipment

via online channels offering discounts and at-home delivery, is offering lucrative growth opportunities to market players. These players are currently focusing on introducing technologically advanced equipment and machines that are incorporated with a global positioning system (GPS), pedometer, heart rate monitor, and smartphone apps to monitor the workout. These innovations, coupled with increasing investments in advertisements, are projected to impel the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global lateral fitness equipment market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on type, body type, distribution channel and end user.

Breakup by Type:

- Treadmill
- Elliptical
- Exercise Bike
- Shoulder Press Machines
- Chest Press Machine

Breakup by Body Type:

- Upper Body
- Lower Body

Breakup by Distribution Channel:

- Online Stores
- Offline Stores

Breakup by End User:

- Gyms and Fitness Centres
- Household
- Therapeutic Hospitals
- Hotels and Corporate Offices
- Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Core Health & Fitness LLC., Cybex International Inc. (Brunswick Corporation), IFIT.com (ICON Health & Fitness), Impulse (Qingdao) Health Tech Ltd. Co., Johnson Health Tech Co. Ltd., Nautilus Inc., Technogym S.p.A, Total Fitness Equipment and True Fitness Technology Inc.

Key Questions Answered in This Report:

How has the global lateral fitness equipment market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global lateral fitness equipment market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the body type?

What is the breakup of the market based on the distribution channel?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global lateral fitness equipment market and who are the key players?

What is the degree of competition in the industry?

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