

Lateral Fitness Equipment Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global lateral fitness equipment market size reached US\$ 6.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 11.4 Billion by 2028, exhibiting a growth rate (CAGR) of 9.82% during 2022-2028.

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 2023-2028. 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

1. How big is the global lateral fitness equipment market?
2. What is the expected growth rate of the global lateral fitness equipment market during 2023-2028?
3. What are the key factors driving the global lateral fitness equipment market?
4. What has been the impact of COVID-19 on the global lateral fitness equipment market?
5. What is the breakup of the global lateral fitness equipment market based on the type?

6. What is the breakup of the global lateral fitness equipment market based on the body type?
7. What is the breakup of the global lateral fitness equipment market based on the distribution channel?
8. What is the breakup of the global lateral fitness equipment market based on the end user?
9. What are the key regions in the global lateral fitness equipment market?
10. Who are the key players/companies in the global lateral fitness equipment market?

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