

Mexico Sports and Fitness Goods Market Size, Share, Trends and Forecast by Product Type, Fitness Goods, Cardiovascular Training Goods, End Use, and Region, 2026-2034

<https://marketpublishers.com/r/M37A8766016FEN.html>

Date: June 2026

Pages: 122

Price: US\$ 2,999.00 (Single User License)

ID: M37A8766016FEN

Abstracts

The Mexico sports and fitness goods market size reached USD 1,134.1 Million in 2025 . Looking forward, IMARC Group expects the market to reach USD 1,793.6 Million by 2034 , exhibiting a growth rate (CAGR) of 5.07 % during 2026-2034 . The market is fueled by growing health awareness, urban lifestyle changes, physical activity participation, and rising influence of social media and sports influencers. Changing technology, athleisure wear fashion popularity, and better availability of fitness centers also fuel growing consumer interest and market expansion.

MEXICO SPORTS AND FITNESS GOODS MARKET TRENDS:

Increasing Health Consciousness and Lifestyle Changes

The Mexican sports and fitness goods market outlook has experienced significant change over the past few years, mainly due to increasing cultural focus on health and wellbeing. Mexicans are increasingly adopting active lifestyles, motivated by enhanced health, physical appearance, and psychological well-being. For example, recently, in September 2024, Pure Barre, the leading barre fitness brand and part of Xponential Fitness, revealed its launch in Mexico. The initial site is set to launch in the first quarter of 2025 in Mexico City, with additional sites expected afterward. This signifies Pure Barre's second international expansion beyond North America, as the brand's initial site in Japan is scheduled to open later this year. Consequently, there's an increasing need for fitness routine-supporting products like yoga mats, resistance bands, home gym gear, and sportswear. The trend is popular among the young, the adults and even the

elderly as they all enthusiastically take part in diverse physical activity. Walking, running, group exercise, and functional training fitness have become the norm. These changes in lifestyle are encouraging families and individuals to invest in products that add value to their fitness experience, resulting in growing interest in quality, durable, and even brand-name equipment. This visible interest in health has also been encouraged by online information and influencer culture, which has further pushed fitness as an aspirational lifestyle.

Fashion Meets Function in Sportswear

In the Mexican marketplace, sportswear has progressed well beyond its historical function as mere athletic apparel. Sportswear is now considered a fashion statement, mixing function with everyday fashion. The trend has spawned a boom in 'athleisure,' in which leggings, sports bras, hoodies, and sneakers are worn to the gym and also in casual, everyday environments. As consumers grow increasingly style-oriented, the visual appeal of sports and fitness wear has a key part to play in buying decisions. Brand identity, design, comfort, and fit are becoming just as relevant as the technical performance of the apparel. Consumers are also growing increasingly particular about their choices, tending to favor brands that share their values—such as those focused on sustainability or fair manufacturing. This fusion of style, functionality, and community responsibility continues to redefine the sports apparel category as a dynamic, changing segment within the larger dynamics of the Mexico sports and fitness goods market share.

Innovation and the Emergence of Smart Fitness

Technology continues to influence the attitude of Mexican consumers toward fitness, prompting new expectations for the sports and fitness goods sector. From fitness trackers and smartwatches to app-enabled exercise equipment and wearable technology, the market is witnessing a definite shift toward more connected, digital solutions. Consumers want products that will make their workout more efficient, give them feedback, and provide a customized fitness experience. These range from smart yoga mats that monitor posture, virtual personal trainers, and even gamified fitness equipment. The digitalization of fitness, particularly among young and tech-savvy professionals, is transforming the way consumers approach their health ambitions. Meanwhile, outdoor and social fitness activities like boot camps, bike groups, and park workouts are fueling interest in portable, rugged, and easy-to-use equipment. Fitness equipment innovation, coupled with the region's shifting wellness culture, keeps the market vibrant, innovative, and ripe with opportunity for brands that are prepared to

evolve, which in turn further fuels the Mexico sports and fitness goods market growth.

MEXICO SPORTS AND FITNESS GOODS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the regional level for 2026-2034. Our report has categorized the market based on product type, fitness goods, cardiovascular training goods, and end use.

Product Type Insights:

Balls

Fitness Goods

Adventure Sports

Golf Goods

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes balls, fitness goods, adventure sports, golf goods, and others.

Fitness Goods Insights:

Cardiovascular Training Goods

Strength Training Goods

The report has provided a detailed breakup and analysis of the market based on the fitness goods. This includes cardiovascular training goods and strength training goods.

Cardiovascular Training Goods Insights:

Treadmills

Stationary Bikes

Rowing Machines

Ellipticals

Others

A detailed breakup and analysis of the market based on the cardiovascular training goods have also been provided in the report. This includes treadmills, stationary bikes, rowing machines, ellipticals, and others.

End Use Insights:

Health Clubs/Gyms

Home Consumers

Hotels and Corporate Offices

Hospitals, Medical Centers and Public Institutions

Others

The report has provided a detailed breakup and analysis of the market based on the end use. This includes health clubs/gyms, home consumers, hotels and corporate offices, hospitals, medical centers and public institutions, and others.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Mexico sports and fitness goods market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico sports and fitness goods market on the basis of product type?

What is the breakup of the Mexico sports and fitness goods market on the basis of fitness goods?

What is the breakup of the Mexico sports and fitness goods market on the basis of cardiovascular training goods?

What is the breakup of the Mexico sports and fitness goods market on the basis of end use?

What is the breakup of the Mexico sports and fitness goods market on the basis of region?

What are the various stages in the value chain of the Mexico sports and fitness goods market?

What are the key driving factors and challenges in the Mexico sports and fitness goods market?

What is the structure of the Mexico sports and fitness goods market and who are the key players?

What is the degree of competition in the Mexico sports and fitness goods market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 MEXICO SPORTS AND FITNESS GOODS MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 MEXICO SPORTS AND FITNESS GOODS MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 MEXICO SPORTS AND FITNESS GOODS MARKET - BREAKUP BY PRODUCT TYPE

- 6.1 Balls
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Fitness Goods
 - 6.2.1 Overview

6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Adventure Sports

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Golf Goods

6.4.1 Overview

6.4.2 Historical and Current Market Trends (2020-2025)

6.4.3 Market Forecast (2026-2034)

6.5 Others

6.5.1 Historical and Current Market Trends (2020-2025)

6.5.2 Market Forecast (2026-2034)

7 MEXICO SPORTS AND FITNESS GOODS MARKET - BREAKUP BY FITNESS GOODS

7.1 Cardiovascular Training Goods

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Strength Training Goods

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

8 MEXICO SPORTS AND FITNESS GOODS MARKET - BREAKUP BY CARDIOVASCULAR TRAINING GOODS

8.1 Treadmills

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Stationary Bikes

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

8.3 Rowing Machines

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Forecast (2026-2034)

8.4 Ellipticals

8.4.1 Overview

8.4.2 Historical and Current Market Trends (2020-2025)

8.4.3 Market Forecast (2026-2034)

8.5 Others

8.5.1 Historical and Current Market Trends (2020-2025)

8.5.2 Market Forecast (2026-2034)

9 MEXICO SPORTS AND FITNESS GOODS MARKET - BREAKUP BY END USE

9.1 Health Clubs/Gyms

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 Home Consumers

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

9.3 Hotels and Corporate Offices

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Forecast (2026-2034)

9.4 Hospitals, Medical Centers and Public Institutions

9.4.1 Overview

9.4.2 Historical and Current Market Trends (2020-2025)

9.4.3 Market Forecast (2026-2034)

9.5 Others

9.5.1 Historical and Current Market Trends (2020-2025)

9.5.2 Market Forecast (2026-2034)

10 MEXICO SPORTS AND FITNESS GOODS MARKET – BREAKUP BY REGION

10.1 Northern Mexico

10.1.1 Overview

10.1.2 Historical and Current Market Trends (2020-2025)

10.1.3 Market Breakup by Product Type

10.1.4 Market Breakup by Fitness Goods

- 10.1.5 Market Breakup by Cardiovascular Training Goods
- 10.1.6 Market Breakup by End Use
- 10.1.7 Key Players
- 10.1.8 Market Forecast (2026-2034)
- 10.2 Central Mexico
 - 10.2.1 Overview
 - 10.2.2 Historical and Current Market Trends (2020-2025)
 - 10.2.3 Market Breakup by Product Type
 - 10.2.4 Market Breakup by Fitness Goods
 - 10.2.5 Market Breakup by Cardiovascular Training Goods
 - 10.2.6 Market Breakup by End Use
 - 10.2.7 Key Players
 - 10.2.8 Market Forecast (2026-2034)
- 10.3 Southern Mexico
 - 10.3.1 Overview
 - 10.3.2 Historical and Current Market Trends (2020-2025)
 - 10.3.3 Market Breakup by Product Type
 - 10.3.4 Market Breakup by Fitness Goods
 - 10.3.5 Market Breakup by Cardiovascular Training Goods
 - 10.3.6 Market Breakup by End Use
 - 10.3.7 Key Players
 - 10.3.8 Market Forecast (2026-2034)
- 10.4 Others
 - 10.4.1 Historical and Current Market Trends (2020-2025)
 - 10.4.2 Market Forecast (2026-2034)

11 MEXICO SPORTS AND FITNESS GOODS MARKET – COMPETITIVE LANDSCAPE

- 11.1 Overview
- 11.2 Market Structure
- 11.3 Market Player Positioning
- 11.4 Top Winning Strategies
- 11.5 Competitive Dashboard
- 11.6 Company Evaluation Quadrant

12 PROFILES OF KEY PLAYERS

- 12.1 Company A

- 12.1.1 Business Overview
- 12.1.2 Services Offered
- 12.1.3 Business Strategies
- 12.1.4 SWOT Analysis
- 12.1.5 Major News and Events
- 12.2 Company B
 - 12.2.1 Business Overview
 - 12.2.2 Services Offered
 - 12.2.3 Business Strategies
 - 12.2.4 SWOT Analysis
 - 12.2.5 Major News and Events
- 12.3 Company C
 - 12.3.1 Business Overview
 - 12.3.2 Services Offered
 - 12.3.3 Business Strategies
 - 12.3.4 SWOT Analysis
 - 12.3.5 Major News and Events
- 12.4 Company D
 - 12.4.1 Business Overview
 - 12.4.2 Services Offered
 - 12.4.3 Business Strategies
 - 12.4.4 SWOT Analysis
 - 12.4.5 Major News and Events
- 12.5 Company E
 - 12.5.1 Business Overview
 - 12.5.2 Services Offered
 - 12.5.3 Business Strategies
 - 12.5.4 SWOT Analysis
 - 12.5.5 Major News and Events

13 MEXICO SPORTS AND FITNESS GOODS MARKET - INDUSTRY ANALYSIS

- 13.1 Drivers, Restraints, and Opportunities
 - 13.1.1 Overview
 - 13.1.2 Drivers
 - 13.1.3 Restraints
 - 13.1.4 Opportunities
- 13.2 Porters Five Forces Analysis
 - 13.2.1 Overview

- 13.2.2 Bargaining Power of Buyers
- 13.2.3 Bargaining Power of Suppliers
- 13.2.4 Degree of Competition
- 13.2.5 Threat of New Entrants
- 13.2.6 Threat of Substitutes
- 13.3 Value Chain Analysis

14 APPENDIX

I would like to order

Product name: Mexico Sports and Fitness Goods Market Size, Share, Trends and Forecast by Product Type, Fitness Goods, Cardiovascular Training Goods, End Use, and Region, 2026-2034

Product link: <https://marketpublishers.com/r/M37A8766016FEN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M37A8766016FEN.html>