

Yoga Mat Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global yoga mat market size reached US\$ 13.6 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 19.0 Billion by 2027, exhibiting a growth rate (CAGR) of 5.7% 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.

Yoga mats are fabricated using Hessian, plastics, rubbers, and corks to provide a non-slip and cushioned surface while holding different yoga poses safely and comfortably. These mats are available in a vast array of prints, styles, thicknesses, compositions, grips, weight, prices, colors, patterns, and surface textures. In addition, several manufacturers are offering yoga mats in premium designs with antimicrobial, bacterial and fungal properties. They are also developing eco-friendly mats with natural materials, such as jute and organic cotton, and generating an online presence to expand their consumer base.

Yoga Mat Market Trends:

Rising participation in sports and physical training activities among individuals on account of sedentary lifestyles, hectic schedules, and the increasing prevalence of chronic diseases represents one of the key factors impelling the market growth. Moreover, yoga mats are generally made using polyvinyl chloride (PVC) that do not break down in landfills and are difficult and costly to recycle. This, along with rising environmental concerns, is positively influencing the adoption of eco-friendly yoga mats around the world. Besides this, the growing popularity of outdoor and adventure activities, in confluence with the burgeoning travel and tourism industry, is catalyzing the demand for travel mats. These mats are foldable, comfortable, and easy to carry and

can be used anywhere. The rising trend of on-the-go workout is also bolstering the market growth. Furthermore, the leading manufacturers are offering products that are ultraviolet (UV) resistant and have closed-cell construction to prevent germs from being absorbed onto the mat. Additionally, the increasing preference for the online, hassle-free shopping experience due to boosting sales of smartphones, along with the rising influence of social networking platforms, is creating a positive market outlook.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global yoga mat market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on material, end use and distribution channel.

Breakup by Material:

- PVC
- TPE
- Rubber
- Cotton and Jute
- Others

Breakup by End Use:

- Yoga and Fitness Clubs
- Household
- Others

Breakup by Distribution Channel:

- Supermarket and Hypermarket
- Specialty Stores
- Online Stores
- 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 Adidas AG, ALO LLC (Color Image Apparel Inc.), Barefoot Yoga Co, Ecoyoga Ltd, EuProMed s.r.o., Hugger Mugger, JadeYoga, Liforme Ltd., Lululemon Athletica, Manduka, prAna (Columbia Sportswear) and Yaazhtex.

Key Questions Answered in This Report:

How has the global yoga mat market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global yoga mat market?

What are the key regional markets?

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

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

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

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 yoga mat market and who are the key players?

What is the degree of competition in the industry?

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