

# **Yoga Mat Market Report by Material (PVC, TPE, Rubber, Cotton and Jute, and Others), End Use (Yoga and Fitness Clubs, Household, and Others), Distribution Channel (Supermarket, Hypermarket, Specialty Stores, Online Stores, and Others), and Region 2023-2028**

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## **Abstracts**

The global yoga mat market size reached US\$ 14.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 20.0 Billion by 2028, exhibiting a growth rate (CAGR) of 5.6% during 2022-2028. The growing prevalence of various lifestyle conditions, the increasing participation of individuals in sports, outdoor, and physical training activities, and the launch of premium yoga mats are some of the major factors propelling the market.

A yoga mat is a specialized piece of equipment designed to provide a comfortable and stable surface for practicing yoga and other fitness routines. Typically manufactured from materials, including rubber, PVC, TPE, or natural fibers, yoga mats come in various thicknesses, lengths, and textures to cater to different preferences and needs. The primary purpose of a yoga mat is to create a non-slip surface that offers cushioning for the body during yoga poses, stretches, and meditation. The mat's grip helps prevent accidental slips and injuries, allowing practitioners to focus on their practice with confidence. It serves several essential functions in a yoga practice. It provides a hygienic barrier between the practitioner and the floor, ensuring a clean and comfortable surface.

The growing prevalence of various lifestyle conditions, such as obesity, cardiovascular diseases (CVDs), and hypertension, is driving the global market. Moreover, the increasing participation of individuals in sports, outdoor, and physical training activities represents another factor supporting the market growth. Additionally, the expanding

working population, hectic schedules, and busy lifestyles have led to a rise in stress and anxiety levels among the masses. In line with this, the increasing popularity of yoga as one of the most effective ways to keep the body and mind healthy has catalyzed market growth. Besides this, the growing awareness about numerous physical and mental health benefits associated with yoga, such as aiding weight loss, promoting blood circulation, improving focus and concentration, and reducing stress levels, is another major growth-inducing factor. Furthermore, the leading manufacturers are developing yoga mats made from eco-friendly materials, such as jute and organic cotton, to expand their product portfolios and customer base. Along with this, the launch of premium yoga mats and innovative product variants with antimicrobial, antibacterial, and antifungal properties have propelled the market growth.

Yoga Mat Market Trends/Drivers:

#### Rising Health and Wellness Awareness

As societies become more health-conscious and prioritize overall well-being, yoga has emerged as a popular and holistic practice that addresses physical fitness, mental health, and stress reduction. Yoga is renowned for its flexibility-enhancing and stress-reducing benefits, making it an appealing choice for individuals seeking a balanced and healthier lifestyle. This rise in interest has led to a growing number of people incorporating yoga into their daily routines, both as a form of exercise and a means to manage the pressures of modern life. Consequently, there is a high demand for yoga mats as an essential accessory for yoga practice, providing a stable and comfortable surface. As the pursuit of wellness continues to gain momentum, the demand for yoga mats is expected to follow suit, making health and wellness awareness a significant driving force behind the yoga mat market's growth.

#### Expanding Fitness and Yoga Industry

In recent years, fitness and yoga have undergone a transformation, with yoga no longer confined to a niche activity but rather an integral part of fitness routines for people of all ages and fitness levels. Yoga studios, gyms, wellness centers, and online fitness platforms have proliferated, offering a diverse range of classes and fitness programs. These establishments provide a dedicated space for yoga practice, and yoga mats are essential equipment within these facilities. Moreover, the global fitness industry's evolution toward a more holistic approach to health, encompassing physical, mental, and emotional well-being, has fueled the demand for yoga mats as they play a pivotal role in promoting these holistic benefits. The convergence of fitness and yoga as well as the flexibility of yoga mats for use in various exercise forms have cemented the market's growth, with continued expansion of fitness and yoga services directly translating into increased sales of yoga mats.

#### Sustainability and Eco-consciousness

Presently, consumers have become increasingly aware of the environmental impact of

their choices and are seeking products that align with their values. Yoga mats, often manufactured from materials, such as PVC (Polyvinyl Chloride), have faced scrutiny due to their potential harm to the environment and human health. This has given rise to a demand for eco-friendly alternatives, such as mats made from natural rubber, cork, TPE (Thermoplastic Elastomers), and jute. These materials are considered more sustainable, as they are derived from renewable sources, biodegradable, and free from harmful chemicals. As consumers become more eco-conscious, yoga mat manufacturers are responding by introducing environmentally friendly options and promoting responsible production practices. Sustainability has become a significant selling point in the market, as consumers seek yoga mats that align with their commitment to a greener and more responsible lifestyle. Consequently, sustainability and eco-consciousness are driving forces shaping the yoga mat market's landscape and future direction.

Yoga Mat Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global yoga mat market report, along with forecasts at the global, regional and country levels from 2023-2028. Our report has categorized the market based on material, end use and distribution channel.

Breakup by Material:

PVC

TPE

Rubber

Cotton and Jute

Others

PVC dominates the market

The report has provided a detailed breakup and analysis of the market based on the material. This includes PVC, TPE, rubber, cotton and jute, and others. According to the report, PVC represented the largest segment.

PVC yoga mats are favored primarily for their affordability and durability. PVC is a synthetic plastic material that is relatively inexpensive to produce, making it an attractive option for both manufacturers and consumers. These mats are known for their long-lasting performance, capable of withstanding regular use and wear over an extended period. This durability is particularly appealing to yoga practitioners who want a mat that can withstand the rigors of various yoga poses and exercises. Moreover, the material provides a high level of traction, ensuring that users can maintain their balance and stability during yoga practice, even in more challenging poses. This feature is especially crucial for preventing slips and injuries, making PVC mats a preferred choice for beginners and experienced yogis alike. Furthermore, PVC yoga mats are known for their ease of maintenance. They are typically waterproof and easy to clean, allowing

users to wipe away sweat and dirt with minimal effort. This low-maintenance quality adds to the convenience and hygiene of using PVC mats, making them a practical choice for individuals with busy lifestyles.

Breakup by End Use:

Yoga and Fitness Clubs

Household

Others

Yoga and fitness clubs dominates the market

The report has provided a detailed breakup and analysis of the market based on the end use. This includes yoga and fitness clubs, household, and others. According to the report, yoga and fitness clubs represented the largest segment.

Yoga and fitness clubs are dedicated spaces where individuals gather to engage in various physical activities, including yoga, Pilates, and other fitness routines. As these establishments offer guided classes and group sessions, the need for high-quality yoga mats becomes essential to provide participants with a comfortable and hygienic surface. Yoga mats in such settings not only serve as personal equipment for club members but also as shared resources for use during group sessions. Consequently, yoga and fitness clubs tend to invest in a substantial number of mats to cater to their clientele, contributing significantly to the demand for yoga mats in the market. Moreover, yoga and fitness clubs prioritize the safety and well-being of their members. Yoga mats play a crucial role in preventing slips, cushioning joints, and maintaining hygiene within the facility. Their non-slip surfaces help participants maintain balance during various poses, reducing the risk of injuries. Additionally, the availability of clean and well-maintained mats is a key factor in attracting and retaining members, as it enhances the overall experience and professionalism of the club.

Breakup by Distribution Channel:

Supermarket and Hypermarket

Specialty Stores

Online Stores

Others

Specialty stores dominate the market

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarket and hypermarket, specialty stores, online stores, and others. According to the report, specialty stores industry represented the largest segment.

Specialty stores are dedicated retailers that focus exclusively on fitness, sports equipment, or yoga-related products. These stores offer a wide range of yoga mats, catering to the specific needs and preferences of yoga enthusiasts. The specialization allows them to provide expert guidance and recommendations to customers, helping

them choose the most suitable yoga mat based on factors such as material, thickness, texture, and eco-friendliness. This personalized assistance is highly valued by consumers who seek quality and tailored advice when making their purchasing decisions. Furthermore, specialty stores often stock a diverse selection of premium and niche yoga mat brands and models. This variety enables customers to explore different options, whether they are looking for high-end, eco-friendly mats, mats with specific features, such as extra cushioning or non-slip surfaces, or mats designed for particular yoga styles. The extensive product range in specialty stores ensures that consumers can find the ideal yoga mat that aligns with their unique preferences and requirements.

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

North America exhibits a clear dominance, accounting for the largest yoga mat market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe

(Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America's strong emphasis on physical well-being, coupled with a growing awareness of mental health benefits, has led to an ever-expanding yoga community. Consequently, this heightened interest has directly translated into an increased demand for yoga mats, which are essential for yoga practice. Furthermore, the region boasts a well-developed fitness industry, including yoga and fitness studios, gyms, and wellness centers, which have proliferated across cities and towns. These establishments often provide yoga mats for their clients, contributing significantly to the overall demand for yoga mats in the region. Additionally, the North American fitness market's diversity and inclusivity have led to various yoga styles and practices, each requiring specific types of mats, further augmenting sales. Moreover, the region's strong retail infrastructure, with numerous specialty stores, sporting goods outlets, and e-commerce platforms, makes yoga mats easily accessible to consumers. This accessibility, combined with a willingness to invest in quality yoga.

#### Competitive Landscape:

Numerous companies are focusing on developing yoga mats manufactured from eco-friendly and sustainable materials. This includes using natural rubber, cork, jute, and TPE (Thermoplastic Elastomers) as alternatives to Polyvinyl Chloride (PVC), which is less environmentally friendly. By offering mats that are free from harmful chemicals and more biodegradable or recyclable, companies are catering to the growing demand for sustainable products. Various companies are offering customization options for yoga mats, allowing customers to personalize their mats with designs, colors, or patterns of their choice. This appeals to consumers looking for unique and aesthetically pleasing yoga mats. Furthermore, yoga mat manufacturers are continually improving the durability of their products to withstand regular use and wear over an extended period. They are using advanced materials and manufacturing techniques to create mats that are more resistant to tearing, stretching, and deformation, ensuring a longer lifespan for the product.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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)

Yaazhtex

Recent Developments:

In September 2022, Yoga With Adriene Announces Partnership with Manduka and also aimed to release a limited-edition collection. The collection includes yoga mats, bolster, cushions, and blocks. Mishler's love for Manduka mats and her ability to connect with students were key factors in this collaboration.

In May 2022, Adidas AG India Expands Product Portfolio, Launches Yoga Collection. The new range of yoga gear is crafted to be versatile and cater to various aspects of yoga practice and different conditions. This collection draws inspiration from the natural elements, including Fire, Earth, Wind, and Water, incorporating recycled materials into its production. Our campaign highlights the significance of yoga in the lives of athletes, as well as individuals from diverse sporting, cultural, and artistic backgrounds, and how they create space for yoga.

In July 2021, Lululemon Athletica Launched the World's First Mushroom Leather Yoga Mats. It offers a sustainable alternative to traditional mats. Inspired by the brand's Take Form Mat, the woven Mylo mat contains 3D zoned alignment patterns.

Key Questions Answered in This Report

1. How big is the global yoga mat market?
2. What is the expected growth rate of the global yoga mat market during 2023-2028?
3. What are the key factors driving the global yoga mat market?
4. What has been the impact of COVID-19 on the global yoga mat market?
5. What is the breakup of the global yoga mat market based on the material?
6. What is the breakup of the global yoga mat market based on the end use?
7. What is the breakup of the global yoga mat market based on the distribution channel?
8. What are the key regions in the global yoga mat market?
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