

Global Air Rowing Machine Market Growth 2026-2032

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Abstracts

The global Air Rowing Machine market size is predicted to grow from US\$ 372 million in 2025 to US\$ 511 million in 2032; it is expected to grow at a CAGR of 4.7% from 2026 to 2032.

Air rowing machines, also known as air resistance rowers or fan rowers, are fitness equipment that generate progressive resistance through a rotating fan or flywheel. As the user pulls the handle, the impeller spins against air, creating resistance that increases exponentially with stroke speed, closely mimicking the dynamic feel of on-water rowing. Unlike magnetic or hydraulic resistance systems, air rowers offer self-adjusting resistance based on user effort without requiring manual adjustment. Common features include performance monitors displaying metrics such as stroke rate, distance, calories, heart rate, and power output, foldable frames for home storage, and Bluetooth connectivity for fitness tracking. Unlike water rowers that use liquid resistance, air rowers are generally more affordable, durable, and suitable for high-intensity interval training. From a value chain perspective, upstream includes steel and aluminum frame suppliers, fan/impeller component manufacturers, LCD/LED display suppliers, sensor and PCB producers, and seat/rail component makers; midstream involves product design, welding and frame assembly, fan wheel balancing, electronics integration, software calibration, quality assurance, packaging, and brand distribution; downstream demand spans residential/home fitness, commercial gyms, hotel fitness centers, physical therapy clinics, and institutional buyers. Air rowers are particularly popular for home use, with around 58% of market growth driven by home fitness demand. Approximately 34% of users prefer air rowers for high-intensity workouts. In 2025, the average selling price is approximately US\$580 per unit, global sales volume is about 655k units, and gross margins generally range from 20% to 35%, driven by material costs (steel, aluminum, electronics), fan wheel manufacturing precision, and brand positioning.

Dynamic Resistance and User Preference

Air rowers have become the preferred choice for home users and fitness enthusiasts seeking authentic rowing experience with automatic resistance adjustment. Unlike magnetic rowers requiring manual resistance changes, air rowers increase resistance naturally as users row harder, making them ideal for high-intensity interval training (HIIT). Approximately 34% of users prefer air rowers for high-intensity workouts, with around 29% of gyms using air rowers because they adjust resistance automatically. This self-regulating resistance mechanism eliminates the need for manual adjustments?simply row harder for more resistance and easier for less?providing an intuitive and scalable workout experience suitable for all fitness levels. About 25% of fitness enthusiasts choose air rowers for performance training and endurance building.

Home Fitness Boom as Primary Market Driver

The growing demand for home fitness equipment continues to drive the air rower market. Around 58% of overall rower market growth is driven by home fitness demand, as consumers increasingly invest in multi-functional, space-efficient workout equipment. Nearly 44% of market growth also comes from gym expansion and 36% from rising health awareness. The COVID-19 pandemic permanently shifted fitness behaviors, with a substantial portion of former gym members investing in home fitness equipment, and air rowers have benefited disproportionately from this trend.

Commercial Fitness Segment Growth

Air rowers are widely used in commercial settings including gyms, fitness clubs, and hotel fitness centers. The commercial fitness segment contributed around 44% of market growth. The equipment's durability and minimal maintenance requirements make them particularly suitable for high-traffic commercial environments where equipment reliability is critical. Air rowers can withstand continuous use without significant performance degradation, making them the go-to choice for boutique rowing studios and HIIT-focused facilities. Gym expansion is particularly pronounced in emerging markets, where new fitness facilities are being built at an accelerated pace.

LP Information, Inc. (LPI) ' newest research report, the "Air Rowing Machine Industry Forecast" looks at past sales and reviews total world Air Rowing Machine sales in 2025, providing a comprehensive analysis by region and market sector of projected Air Rowing Machine sales for 2026 through 2032. With Air Rowing Machine sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in

US\$ millions of the world Air Rowing Machine industry.

This Insight Report provides a comprehensive analysis of the global Air Rowing Machine landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Air Rowing Machine portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Air Rowing Machine market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Air Rowing Machine and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Air Rowing Machine.

This report presents a comprehensive overview, market shares, and growth opportunities of Air Rowing Machine market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Light Duty (
Standard (250-350 lbs)

Heavy Duty (> 350 lbs / 159 kg)

Segmentation by Resistance Mechanism:

Single-Fan Air Resistance

Dual-Fan Air Resistance

Hybrid (Air + Magnetic) Resistance

Segmentation by Track Length:

Short (
Standard (40-50 inches)

Long (> 50 inches / 127 cm)

Segmentation by Application:

Home

Commercial

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Concept2

WaterRower

FIRST DEGREE FITNESS

Stamina Products, Inc.

Sunny Health & Fitness

Bodycraft

ProForm (ICON Health & Fitness)

NordicTrack (ICON Health & Fitness)

LifeSpan Fitness

Johnson Health Tech

KETTLER

Velocity Exercise

DKN Technology

SOLE Treadmills

Soozier

HealthCare International

LifeCORE Fitness

Merax

JOROTO

GoPlus

Paradigm Health & Wellness

SHUA Fitness (Shuhua Sports Co., Ltd.)

Shandong Dahu Fitness Equipment Co., Ltd. (DHZ)

Ukiyo

Key Questions Addressed in this Report

What is the 10-year outlook for the global Air Rowing Machine market?

What factors are driving Air Rowing Machine market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Air Rowing Machine market opportunities vary by end market size?

How does Air Rowing Machine break out by Type, by Application?

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