

Global Center-pull Rowing Machine Market Growth 2026-2032

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Abstracts

The global Center-pull Rowing Machine market size is predicted to grow from US\$ 186 million in 2025 to US\$ 304 million in 2032; it is expected to grow at a CAGR of 7.1% from 2026 to 2032.

A center-pull rowing machine (also known as a central-resistance rower) is a fitness machine where the resistance mechanism—whether magnetic, air, or water—is positioned centrally in front of the user. Unlike traditional dual-cable rowers, this design uses a single pull point with one handle or two converging cables, creating a balanced load that eliminates torsional stress on the user's spine and engages the latissimus dorsi more effectively. Many models feature dual pivoting grips mounted on swiveling pull arm brackets to maximize muscle isolation. This design is popular in both home and commercial gym settings, often integrated with foldable frames, smart app compatibility (e.g., Kinomap), LCD performance monitors (displaying time, distance, SPM, calories, wattage), and stacked weight stacks or air/magnetic resistance systems. From a value chain perspective, upstream includes steel pipe suppliers, aluminum extrusion producers, injection-molding component manufacturers, and electronics part suppliers; midstream involves frame welding, surface treatment, assembly, quality testing, and packaging; downstream demand spans home fitness, hotel gyms, rehabilitation centers, and commercial gyms. In 2025, the average selling price is approximately US\$250 per unit, global sales volume is about 760k units, and gross margins generally range from 20% to 35%, driven by raw material costs (steel, aluminum, ABS plastics), manufacturing precision requirements, and technical specifications for commercial-grade equipment.

The center-pull rowing machine market is driven by the growing popularity of home fitness equipment, compact design innovations, and the integration of digital training

platforms.

Rise of Connected and Smart Rowing Machines

Modern center-pull rowing machines are increasingly incorporating high-tech features. Products such as the Care Fitness AIR Rower and MAG FLYER KS offer connectivity with fitness apps like Kinomap, enabling users to access scenic routes, instructor-led sessions, and performance analytics. WaterRower's recent Metallic HiRise Pro introduces a full touchscreen display, merging physical craftsmanship with digital coaching to enhance user engagement and retention. This trend of 'connected fitness' is helping rowing machines transition from simple warm-up tools to central cardio equipment on the gym floor.

Ergonomic Advantages Driving Commercial Adoption

The center-pull design is widely recognized for its rehabilitation and posture benefits. Its ability to distribute weight evenly helps prevent lower back strain and encourages proper rowing form, making it a preferred choice for medical rehabilitation centers and older adults. In commercial settings (ProClubLine, gym80), the robust construction and weight stack systems provide reliable performance for repeated heavy use.

Home Fitness and Space-Saving Design

With the post-pandemic normalization of home workouts, the demand for foldable or space-efficient rowers is rising. Center-pull models often feature magnetic or air resistance systems with foldable frames, balancing performance with home storage requirements.

Regional Market Dynamics

North America and Europe remain the largest markets for premium rowing machines, driven by high disposable income and fitness culture. The Asia-Pacific region is expected to experience higher growth due to increasing health awareness, rising middle-class populations, and the expansion of online fitness retail platforms, though price sensitivity in this region favors basic mechanical models over high-end smart versions.

LP Information, Inc. (LPI) ' newest research report, the 'Center-pull Rowing Machine Industry Forecast' looks at past sales and reviews total world Center-pull Rowing Machine sales in 2025, providing a comprehensive analysis by region and market

sector of projected Center-pull Rowing Machine sales for 2026 through 2032. With Center-pull Rowing Machine sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Center-pull Rowing Machine industry.

This Insight Report provides a comprehensive analysis of the global Center-pull 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 Center-pull Rowing Machine portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Center-pull Rowing Machine market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Center-pull 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 Center-pull Rowing Machine.

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

Segmentation by Type:

Magnetic Rowing Machine

Water Rowing Machine

Others

Segmentation by Foldability:

Non-Folding (Fixed Frame?)

Foldable (Vertical/Horizontal Storage?)

Segmentation by Max User Weight:

Light Commercial (
Heavy Commercial (120-150 kg+?)

Segmentation by Application:

Home / Residential

Commercial Gym / Fitness Club

Rehabilitation / Physical Therapy

Hotel / Corporate Fitness

Others

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.

WaterRower

Concept2

Technogym

gym80 International GmbH

Care Fitness

Lifefitness

HOIST Fitness

Matrix Fitness

Miralago

Panatta

SportsArt Fitness

Tunturi

Schwinn Fitness

Shuhua Sports Co., Ltd.

Key Questions Addressed in this Report

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

What factors are driving Center-pull Rowing Machine market growth, globally and by region?

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

How do Center-pull Rowing Machine market opportunities vary by end market size?

How does Center-pull Rowing Machine break out by Type, by Application?

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