

Global Exercise Equipment Market Growth 2026-2032

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Abstracts

The global Exercise Equipment market size is predicted to grow from US\$ 15608 million in 2025 to US\$ 22714 million in 2032; it is expected to grow at a CAGR of 5.6% from 2026 to 2032.

Exercise equipment refers to devices and apparatus used to improve physical fitness, increase muscle strength, enhance cardiorespiratory function, and promote a healthy lifestyle. It encompasses multiple product categories, including treadmills, elliptical trainers, exercise bikes, rowing machines, strength training machines, and free weights. Fitness equipment includes both commercial equipment used in professional gyms and home fitness equipment designed to meet the needs of families. With increasing health awareness, the rise of home workout trends, and the application of intelligent technology in equipment, these products have become indispensable fitness solutions in daily life globally. In 2025, global production of exercise equipment was approximately 19.94 million units, with an average price ranging from \$150 to \$2,500 and a gross profit margin of approximately 30% to 45%.

The global fitness and exercise equipment market is in a phase of steady growth, primarily driven by the increasing awareness of health and the formation of the 'home fitness' trend. With the rapid development of smart tracking, online courses, and the digital fitness ecosystem, consumer demand for high-performance, data-supported fitness equipment is constantly rising. Post-pandemic, home exercise has shifted from a short-term activity to a long-term habit, driving the wider adoption of products such as treadmills, exercise bikes, and smart strength training equipment in home settings. Furthermore, government initiatives promoting national health and fitness, along with corporate health benefit programs, are driving the continued growth of the fitness equipment market. Despite the promising market outlook, the industry still faces numerous challenges. Severe product homogenization and price wars in the low-to-mid-range market are narrowing profit margins. The R&D and manufacturing costs of high-

end smart devices are high, while user expectations are rising, placing greater demands on after-sales service, data privacy, and security. Global supply chain fluctuations, rising raw material prices, and logistical delays may also increase operating costs for businesses. Differences in regulatory standards and usage guidelines for equipment across different regions also pose challenges to international brands selling across regions. On the downstream demand side, traditional gyms and commercial fitness facilities remain important sources of equipment sales, while home fitness equipment is experiencing particularly rapid growth, especially in the areas of cardio and smart fitness equipment. In addition, digitalization and connectivity have significantly increased product stickiness among younger consumers, with virtual training courses, social interaction, and personalized data feedback becoming new purchasing drivers. Rehabilitation training and elderly health management equipment are also emerging as niche growth areas, driving demand for lightweight equipment and adjustable resistance devices.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Exercise Equipment 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 Exercise Equipment.

This report presents a comprehensive overview, market shares, and growth opportunities of Exercise Equipment market by product type, application, key

manufacturers and key regions and countries.

Segmentation by Type:

Treadmill

Exercise Bike

Elliptical

Rower

Strength Equipment

Others

Segmentation by Exercise:

Cardiovascular

Strength

Stretching

Rehabilitation

Others

Segmentation by Channel:

Direct Selling

Distribution

Segmentation by Application:

Household

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.

iFIT Inc.

Dyaco

Landice

Core Health & Fitness

SportsArt

TRUE Fitness

WaterRower

Life Fitness

Precor(Peloton)

Technogym

Johnson Health Tech

Cybex International

Schwinn Bikes

BH Fitness

Matrix Fitness

LifeSpan Fitness

Bowflex

Sunny Health & Fitness

Sole Fitness

SHUA Sports

Impulse (Qingdao) Health

Bokang Technology Co., Ltd.

Aoyi Fitness

Shenzhen Family Enterprise Co., Ltd

Aoruite Sports Industry Co., Ltd.

WNQ

Key Questions Addressed in this Report

What is the 10-year outlook for the global Exercise Equipment market?

What factors are driving Exercise Equipment market growth, globally and by region?

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

How do Exercise Equipment market opportunities vary by end market size?

How does Exercise Equipment break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global Exercise Equipment Annual Sales 2021-2032
- 2.1.2 World Current & Future Analysis for Exercise Equipment by Geographic Region, 2021, 2025 & 2032
- 2.1.3 World Current & Future Analysis for Exercise Equipment by Country/Region, 2021, 2025 & 2032

2.2 Exercise Equipment Segment by Type

- 2.2.1 Treadmill
- 2.2.2 Exercise Bike
- 2.2.3 Elliptical
- 2.2.4 Rower
- 2.2.5 Strength Equipment
- 2.2.6 Others
- 2.2.7 Exercise Equipment Sales by Type
 - 2.2.7.1 Global Exercise Equipment Sales Market Share by Type (2021-2026)
 - 2.2.7.2 Global Exercise Equipment Revenue and Market Share by Type (2021-2026)
 - 2.2.7.3 Global Exercise Equipment Sale Price by Type (2021-2026)

2.3 Exercise Equipment Segment by Exercise

- 2.3.1 Cardiovascular
- 2.3.2 Strength
- 2.3.3 Stretching
- 2.3.4 Rehabilitation
- 2.3.5 Others
- 2.3.6 Exercise Equipment Sales by Exercise

- 2.3.6.1 Global Exercise Equipment Sales Market Share by Exercise (2021-2026)
- 2.3.6.2 Global Exercise Equipment Revenue and Market Share by Exercise (2021-2026)
- 2.3.6.3 Global Exercise Equipment Sale Price by Exercise (2021-2026)
- 2.4 Exercise Equipment Segment by Channel
 - 2.4.1 Direct Selling
 - 2.4.2 Distribution
 - 2.4.3 Exercise Equipment Sales by Channel
 - 2.4.3.1 Global Exercise Equipment Sales Market Share by Channel (2021-2026)
 - 2.4.3.2 Global Exercise Equipment Revenue and Market Share by Channel (2021-2026)
 - 2.4.3.3 Global Exercise Equipment Sale Price by Channel (2021-2026)
- 2.5 Exercise Equipment Segment by Application
 - 2.5.1 Household
 - 2.5.2 Commercial
 - 2.5.3 Exercise Equipment Sales by Application
 - 2.5.3.1 Global Exercise Equipment Sale Market Share by Application (2021-2026)
 - 2.5.3.2 Global Exercise Equipment Revenue and Market Share by Application (2021-2026)
 - 2.5.3.3 Global Exercise Equipment Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

- 3.1 Global Exercise Equipment Breakdown Data by Company
 - 3.1.1 Global Exercise Equipment Annual Sales by Company (2021-2026)
 - 3.1.2 Global Exercise Equipment Sales Market Share by Company (2021-2026)
- 3.2 Global Exercise Equipment Annual Revenue by Company (2021-2026)
 - 3.2.1 Global Exercise Equipment Revenue by Company (2021-2026)
 - 3.2.2 Global Exercise Equipment Revenue Market Share by Company (2021-2026)
- 3.3 Global Exercise Equipment Sale Price by Company
- 3.4 Key Manufacturers Exercise Equipment Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers Exercise Equipment Product Location Distribution
 - 3.4.2 Players Exercise Equipment Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR EXERCISE EQUIPMENT BY GEOGRAPHIC REGION

- 4.1 World Historic Exercise Equipment Market Size by Geographic Region (2021-2026)
 - 4.1.1 Global Exercise Equipment Annual Sales by Geographic Region (2021-2026)
 - 4.1.2 Global Exercise Equipment Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Exercise Equipment Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Exercise Equipment Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Exercise Equipment Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Exercise Equipment Sales Growth
- 4.4 APAC Exercise Equipment Sales Growth
- 4.5 Europe Exercise Equipment Sales Growth
- 4.6 Middle East & Africa Exercise Equipment Sales Growth

5 AMERICAS

- 5.1 Americas Exercise Equipment Sales by Country
 - 5.1.1 Americas Exercise Equipment Sales by Country (2021-2026)
 - 5.1.2 Americas Exercise Equipment Revenue by Country (2021-2026)
- 5.2 Americas Exercise Equipment Sales by Type (2021-2026)
- 5.3 Americas Exercise Equipment Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Exercise Equipment Sales by Region
 - 6.1.1 APAC Exercise Equipment Sales by Region (2021-2026)
 - 6.1.2 APAC Exercise Equipment Revenue by Region (2021-2026)
- 6.2 APAC Exercise Equipment Sales by Type (2021-2026)
- 6.3 APAC Exercise Equipment Sales by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Exercise Equipment by Country

7.1.1 Europe Exercise Equipment Sales by Country (2021-2026)

7.1.2 Europe Exercise Equipment Revenue by Country (2021-2026)

7.2 Europe Exercise Equipment Sales by Type (2021-2026)

7.3 Europe Exercise Equipment Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Exercise Equipment by Country

8.1.1 Middle East & Africa Exercise Equipment Sales by Country (2021-2026)

8.1.2 Middle East & Africa Exercise Equipment Revenue by Country (2021-2026)

8.2 Middle East & Africa Exercise Equipment Sales by Type (2021-2026)

8.3 Middle East & Africa Exercise Equipment Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Exercise Equipment

10.3 Manufacturing Process Analysis of Exercise Equipment

10.4 Industry Chain Structure of Exercise Equipment

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Exercise Equipment Distributors

11.3 Exercise Equipment Customer

12 WORLD FORECAST REVIEW FOR EXERCISE EQUIPMENT BY GEOGRAPHIC REGION

12.1 Global Exercise Equipment Market Size Forecast by Region

12.1.1 Global Exercise Equipment Forecast by Region (2027-2032)

12.1.2 Global Exercise Equipment Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Exercise Equipment Forecast by Type (2027-2032)

12.7 Global Exercise Equipment Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 iFIT Inc.

13.1.1 iFIT Inc. Company Information

13.1.2 iFIT Inc. Exercise Equipment Product Portfolios and Specifications

13.1.3 iFIT Inc. Exercise Equipment Sales, Revenue, Price and Gross Margin
(2021-2026)

13.1.4 iFIT Inc. Main Business Overview

13.1.5 iFIT Inc. Latest Developments

13.2 Dyaco

13.2.1 Dyaco Company Information

13.2.2 Dyaco Exercise Equipment Product Portfolios and Specifications

13.2.3 Dyaco Exercise Equipment Sales, Revenue, Price and Gross Margin
(2021-2026)

13.2.4 Dyaco Main Business Overview

- 13.2.5 Dyaco Latest Developments
- 13.3 Landice
 - 13.3.1 Landice Company Information
 - 13.3.2 Landice Exercise Equipment Product Portfolios and Specifications
 - 13.3.3 Landice Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.3.4 Landice Main Business Overview
 - 13.3.5 Landice Latest Developments
- 13.4 Core Health & Fitness
 - 13.4.1 Core Health & Fitness Company Information
 - 13.4.2 Core Health & Fitness Exercise Equipment Product Portfolios and Specifications
 - 13.4.3 Core Health & Fitness Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.4.4 Core Health & Fitness Main Business Overview
 - 13.4.5 Core Health & Fitness Latest Developments
- 13.5 SportsArt
 - 13.5.1 SportsArt Company Information
 - 13.5.2 SportsArt Exercise Equipment Product Portfolios and Specifications
 - 13.5.3 SportsArt Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 SportsArt Main Business Overview
 - 13.5.5 SportsArt Latest Developments
- 13.6 TRUE Fitness
 - 13.6.1 TRUE Fitness Company Information
 - 13.6.2 TRUE Fitness Exercise Equipment Product Portfolios and Specifications
 - 13.6.3 TRUE Fitness Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.6.4 TRUE Fitness Main Business Overview
 - 13.6.5 TRUE Fitness Latest Developments
- 13.7 WaterRower
 - 13.7.1 WaterRower Company Information
 - 13.7.2 WaterRower Exercise Equipment Product Portfolios and Specifications
 - 13.7.3 WaterRower Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.7.4 WaterRower Main Business Overview
 - 13.7.5 WaterRower Latest Developments
- 13.8 Life Fitness
 - 13.8.1 Life Fitness Company Information

- 13.8.2 Life Fitness Exercise Equipment Product Portfolios and Specifications
- 13.8.3 Life Fitness Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.8.4 Life Fitness Main Business Overview
- 13.8.5 Life Fitness Latest Developments
- 13.9 Precor(Peloton)
- 13.9.1 Precor(Peloton) Company Information
- 13.9.2 Precor(Peloton) Exercise Equipment Product Portfolios and Specifications
- 13.9.3 Precor(Peloton) Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.9.4 Precor(Peloton) Main Business Overview
- 13.9.5 Precor(Peloton) Latest Developments
- 13.10 Technogym
- 13.10.1 Technogym Company Information
- 13.10.2 Technogym Exercise Equipment Product Portfolios and Specifications
- 13.10.3 Technogym Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.10.4 Technogym Main Business Overview
- 13.10.5 Technogym Latest Developments
- 13.11 Johnson Health Tech
- 13.11.1 Johnson Health Tech Company Information
- 13.11.2 Johnson Health Tech Exercise Equipment Product Portfolios and Specifications
- 13.11.3 Johnson Health Tech Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.11.4 Johnson Health Tech Main Business Overview
- 13.11.5 Johnson Health Tech Latest Developments
- 13.12 Cybex International
- 13.12.1 Cybex International Company Information
- 13.12.2 Cybex International Exercise Equipment Product Portfolios and Specifications
- 13.12.3 Cybex International Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.12.4 Cybex International Main Business Overview
- 13.12.5 Cybex International Latest Developments
- 13.13 Schwinn Bikes
- 13.13.1 Schwinn Bikes Company Information
- 13.13.2 Schwinn Bikes Exercise Equipment Product Portfolios and Specifications
- 13.13.3 Schwinn Bikes Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.13.4 Schwinn Bikes Main Business Overview
- 13.13.5 Schwinn Bikes Latest Developments
- 13.14 BH Fitness
 - 13.14.1 BH Fitness Company Information
 - 13.14.2 BH Fitness Exercise Equipment Product Portfolios and Specifications
 - 13.14.3 BH Fitness Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.14.4 BH Fitness Main Business Overview
 - 13.14.5 BH Fitness Latest Developments
- 13.15 Matrix Fitness
 - 13.15.1 Matrix Fitness Company Information
 - 13.15.2 Matrix Fitness Exercise Equipment Product Portfolios and Specifications
 - 13.15.3 Matrix Fitness Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.15.4 Matrix Fitness Main Business Overview
 - 13.15.5 Matrix Fitness Latest Developments
- 13.16 LifeSpan Fitness
 - 13.16.1 LifeSpan Fitness Company Information
 - 13.16.2 LifeSpan Fitness Exercise Equipment Product Portfolios and Specifications
 - 13.16.3 LifeSpan Fitness Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.16.4 LifeSpan Fitness Main Business Overview
 - 13.16.5 LifeSpan Fitness Latest Developments
- 13.17 Bowflex
 - 13.17.1 Bowflex Company Information
 - 13.17.2 Bowflex Exercise Equipment Product Portfolios and Specifications
 - 13.17.3 Bowflex Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.17.4 Bowflex Main Business Overview
 - 13.17.5 Bowflex Latest Developments
- 13.18 Sunny Health & Fitness
 - 13.18.1 Sunny Health & Fitness Company Information
 - 13.18.2 Sunny Health & Fitness Exercise Equipment Product Portfolios and Specifications
 - 13.18.3 Sunny Health & Fitness Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.18.4 Sunny Health & Fitness Main Business Overview
 - 13.18.5 Sunny Health & Fitness Latest Developments
- 13.19 Sole Fitness

- 13.19.1 Sole Fitness Company Information
- 13.19.2 Sole Fitness Exercise Equipment Product Portfolios and Specifications
- 13.19.3 Sole Fitness Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.19.4 Sole Fitness Main Business Overview
- 13.19.5 Sole Fitness Latest Developments
- 13.20 SHUA Sports
 - 13.20.1 SHUA Sports Company Information
 - 13.20.2 SHUA Sports Exercise Equipment Product Portfolios and Specifications
 - 13.20.3 SHUA Sports Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.20.4 SHUA Sports Main Business Overview
 - 13.20.5 SHUA Sports Latest Developments
- 13.21 Impulse (Qingdao) Health
 - 13.21.1 Impulse (Qingdao) Health Company Information
 - 13.21.2 Impulse (Qingdao) Health Exercise Equipment Product Portfolios and Specifications
 - 13.21.3 Impulse (Qingdao) Health Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.21.4 Impulse (Qingdao) Health Main Business Overview
 - 13.21.5 Impulse (Qingdao) Health Latest Developments
- 13.22 Bokang Technology Co., Ltd.
 - 13.22.1 Bokang Technology Co., Ltd. Company Information
 - 13.22.2 Bokang Technology Co., Ltd. Exercise Equipment Product Portfolios and Specifications
 - 13.22.3 Bokang Technology Co., Ltd. Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.22.4 Bokang Technology Co., Ltd. Main Business Overview
 - 13.22.5 Bokang Technology Co., Ltd. Latest Developments
- 13.23 Aoyi Fitness
 - 13.23.1 Aoyi Fitness Company Information
 - 13.23.2 Aoyi Fitness Exercise Equipment Product Portfolios and Specifications
 - 13.23.3 Aoyi Fitness Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.23.4 Aoyi Fitness Main Business Overview
 - 13.23.5 Aoyi Fitness Latest Developments
- 13.24 Shenzhen Family Enterprise Co., Ltd
 - 13.24.1 Shenzhen Family Enterprise Co., Ltd Company Information
 - 13.24.2 Shenzhen Family Enterprise Co., Ltd Exercise Equipment Product Portfolios

and Specifications

13.24.3 Shenzhen Family Enterprise Co., Ltd Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)

13.24.4 Shenzhen Family Enterprise Co., Ltd Main Business Overview

13.24.5 Shenzhen Family Enterprise Co., Ltd Latest Developments

13.25 Aoruite Sports Industry Co., Ltd.

13.25.1 Aoruite Sports Industry Co., Ltd. Company Information

13.25.2 Aoruite Sports Industry Co., Ltd. Exercise Equipment Product Portfolios and Specifications

13.25.3 Aoruite Sports Industry Co., Ltd. Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)

13.25.4 Aoruite Sports Industry Co., Ltd. Main Business Overview

13.25.5 Aoruite Sports Industry Co., Ltd. Latest Developments

13.26 WNQ

13.26.1 WNQ Company Information

13.26.2 WNQ Exercise Equipment Product Portfolios and Specifications

13.26.3 WNQ Exercise Equipment Sales, Revenue, Price and Gross Margin (2021-2026)

13.26.4 WNQ Main Business Overview

13.26.5 WNQ Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Exercise Equipment Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Table 2. Exercise Equipment Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Treadmill
- Table 4. Major Players of Exercise Bike
- Table 5. Major Players of Elliptical
- Table 6. Major Players of Rower
- Table 7. Major Players of Strength Equipment
- Table 8. Major Players of Others
- Table 9. Global Exercise Equipment Sales by Type (2021-2026) & (Units)
- Table 10. Global Exercise Equipment Sales Market Share by Type (2021-2026)
- Table 11. Global Exercise Equipment Revenue by Type (2021-2026) & (\$ million)
- Table 12. Global Exercise Equipment Revenue Market Share by Type (2021-2026)
- Table 13. Global Exercise Equipment Sale Price by Type (2021-2026) & (US\$/Unit)
- Table 14. Major Players of Cardiovascular
- Table 15. Major Players of Strength
- Table 16. Major Players of Stretching
- Table 17. Major Players of Rehabilitation
- Table 18. Major Players of Others
- Table 19. Global Exercise Equipment Sales by Exercise (2021-2026) & (Units)
- Table 20. Global Exercise Equipment Sales Market Share by Exercise (2021-2026)
- Table 21. Global Exercise Equipment Revenue by Exercise (2021-2026) & (\$ million)
- Table 22. Global Exercise Equipment Revenue Market Share by Exercise (2021-2026)
- Table 23. Global Exercise Equipment Sale Price by Exercise (2021-2026) & (US\$/Unit)
- Table 24. Major Players of Direct Selling
- Table 25. Major Players of Distribution
- Table 26. Global Exercise Equipment Sales by Channel (2021-2026) & (Units)
- Table 27. Global Exercise Equipment Sales Market Share by Channel (2021-2026)
- Table 28. Global Exercise Equipment Revenue by Channel (2021-2026) & (\$ million)
- Table 29. Global Exercise Equipment Revenue Market Share by Channel (2021-2026)
- Table 30. Global Exercise Equipment Sale Price by Channel (2021-2026) & (US\$/Unit)
- Table 31. Global Exercise Equipment Sale by Application (2021-2026) & (Units)
- Table 32. Global Exercise Equipment Sale Market Share by Application (2021-2026)
- Table 33. Global Exercise Equipment Revenue by Application (2021-2026) & (\$ million)

Table 34. Global Exercise Equipment Revenue Market Share by Application (2021-2026)
Table 35. Global Exercise Equipment Sale Price by Application (2021-2026) & (US\$/Unit)
Table 36. Global Exercise Equipment Sales by Company (2021-2026) & (Units)
Table 37. Global Exercise Equipment Sales Market Share by Company (2021-2026)
Table 38. Global Exercise Equipment Revenue by Company (2021-2026) & (\$ millions)
Table 39. Global Exercise Equipment Revenue Market Share by Company (2021-2026)
Table 40. Global Exercise Equipment Sale Price by Company (2021-2026) & (US\$/Unit)
Table 41. Key Manufacturers Exercise Equipment Producing Area Distribution and Sales Area
Table 42. Players Exercise Equipment Products Offered
Table 43. Exercise Equipment Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 44. New Products and Potential Entrants
Table 45. Market M&A Activity & Strategy
Table 46. Global Exercise Equipment Sales by Geographic Region (2021-2026) & (Units)
Table 47. Global Exercise Equipment Sales Market Share Geographic Region (2021-2026)
Table 48. Global Exercise Equipment Revenue by Geographic Region (2021-2026) & (\$ millions)
Table 49. Global Exercise Equipment Revenue Market Share by Geographic Region (2021-2026)
Table 50. Global Exercise Equipment Sales by Country/Region (2021-2026) & (Units)
Table 51. Global Exercise Equipment Sales Market Share by Country/Region (2021-2026)
Table 52. Global Exercise Equipment Revenue by Country/Region (2021-2026) & (\$ millions)
Table 53. Global Exercise Equipment Revenue Market Share by Country/Region (2021-2026)
Table 54. Americas Exercise Equipment Sales by Country (2021-2026) & (Units)
Table 55. Americas Exercise Equipment Sales Market Share by Country (2021-2026)
Table 56. Americas Exercise Equipment Revenue by Country (2021-2026) & (\$ millions)
Table 57. Americas Exercise Equipment Sales by Type (2021-2026) & (Units)
Table 58. Americas Exercise Equipment Sales by Application (2021-2026) & (Units)
Table 59. APAC Exercise Equipment Sales by Region (2021-2026) & (Units)
Table 60. APAC Exercise Equipment Sales Market Share by Region (2021-2026)
Table 61. APAC Exercise Equipment Revenue by Region (2021-2026) & (\$ millions)

Table 62. APAC Exercise Equipment Sales by Type (2021-2026) & (Units)
Table 63. APAC Exercise Equipment Sales by Application (2021-2026) & (Units)
Table 64. Europe Exercise Equipment Sales by Country (2021-2026) & (Units)
Table 65. Europe Exercise Equipment Revenue by Country (2021-2026) & (\$ millions)
Table 66. Europe Exercise Equipment Sales by Type (2021-2026) & (Units)
Table 67. Europe Exercise Equipment Sales by Application (2021-2026) & (Units)
Table 68. Middle East & Africa Exercise Equipment Sales by Country (2021-2026) & (Units)
Table 69. Middle East & Africa Exercise Equipment Revenue Market Share by Country (2021-2026)
Table 70. Middle East & Africa Exercise Equipment Sales by Type (2021-2026) & (Units)
Table 71. Middle East & Africa Exercise Equipment Sales by Application (2021-2026) & (Units)
Table 72. Key Market Drivers & Growth Opportunities of Exercise Equipment
Table 73. Key Market Challenges & Risks of Exercise Equipment
Table 74. Key Industry Trends of Exercise Equipment
Table 75. Exercise Equipment Raw Material
Table 76. Key Suppliers of Raw Materials
Table 77. Exercise Equipment Distributors List
Table 78. Exercise Equipment Customer List
Table 79. Global Exercise Equipment Sales Forecast by Region (2027-2032) & (Units)
Table 80. Global Exercise Equipment Revenue Forecast by Region (2027-2032) & (\$ millions)
Table 81. Americas Exercise Equipment Sales Forecast by Country (2027-2032) & (Units)
Table 82. Americas Exercise Equipment Annual Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 83. APAC Exercise Equipment Sales Forecast by Region (2027-2032) & (Units)
Table 84. APAC Exercise Equipment Annual Revenue Forecast by Region (2027-2032) & (\$ millions)
Table 85. Europe Exercise Equipment Sales Forecast by Country (2027-2032) & (Units)
Table 86. Europe Exercise Equipment Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 87. Middle East & Africa Exercise Equipment Sales Forecast by Country (2027-2032) & (Units)
Table 88. Middle East & Africa Exercise Equipment Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 89. Global Exercise Equipment Sales Forecast by Type (2027-2032) & (Units)

Table 90. Global Exercise Equipment Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 91. Global Exercise Equipment Sales Forecast by Application (2027-2032) & (Units)

Table 92. Global Exercise Equipment Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 93. iFIT Inc. Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 94. iFIT Inc. Exercise Equipment Product Portfolios and Specifications

Table 95. iFIT Inc. Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 96. iFIT Inc. Main Business

Table 97. iFIT Inc. Latest Developments

Table 98. Dyaco Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 99. Dyaco Exercise Equipment Product Portfolios and Specifications

Table 100. Dyaco Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 101. Dyaco Main Business

Table 102. Dyaco Latest Developments

Table 103. Landice Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 104. Landice Exercise Equipment Product Portfolios and Specifications

Table 105. Landice Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 106. Landice Main Business

Table 107. Landice Latest Developments

Table 108. Core Health & Fitness Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 109. Core Health & Fitness Exercise Equipment Product Portfolios and Specifications

Table 110. Core Health & Fitness Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 111. Core Health & Fitness Main Business

Table 112. Core Health & Fitness Latest Developments

Table 113. SportsArt Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 114. SportsArt Exercise Equipment Product Portfolios and Specifications

Table 115. SportsArt Exercise Equipment Sales (Units), Revenue (\$ Million), Price

(US\$/Unit) and Gross Margin (2021-2026)

Table 116. SportsArt Main Business

Table 117. SportsArt Latest Developments

Table 118. TRUE Fitness Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 119. TRUE Fitness Exercise Equipment Product Portfolios and Specifications

Table 120. TRUE Fitness Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 121. TRUE Fitness Main Business

Table 122. TRUE Fitness Latest Developments

Table 123. WaterRower Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 124. WaterRower Exercise Equipment Product Portfolios and Specifications

Table 125. WaterRower Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 126. WaterRower Main Business

Table 127. WaterRower Latest Developments

Table 128. Life Fitness Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 129. Life Fitness Exercise Equipment Product Portfolios and Specifications

Table 130. Life Fitness Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 131. Life Fitness Main Business

Table 132. Life Fitness Latest Developments

Table 133. Precor(Peloton) Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 134. Precor(Peloton) Exercise Equipment Product Portfolios and Specifications

Table 135. Precor(Peloton) Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 136. Precor(Peloton) Main Business

Table 137. Precor(Peloton) Latest Developments

Table 138. Technogym Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 139. Technogym Exercise Equipment Product Portfolios and Specifications

Table 140. Technogym Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 141. Technogym Main Business

Table 142. Technogym Latest Developments

Table 143. Johnson Health Tech Basic Information, Exercise Equipment Manufacturing

Base, Sales Area and Its Competitors

Table 144. Johnson Health Tech Exercise Equipment Product Portfolios and Specifications

Table 145. Johnson Health Tech Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 146. Johnson Health Tech Main Business

Table 147. Johnson Health Tech Latest Developments

Table 148. Cybex International Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 149. Cybex International Exercise Equipment Product Portfolios and Specifications

Table 150. Cybex International Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 151. Cybex International Main Business

Table 152. Cybex International Latest Developments

Table 153. Schwinn Bikes Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 154. Schwinn Bikes Exercise Equipment Product Portfolios and Specifications

Table 155. Schwinn Bikes Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 156. Schwinn Bikes Main Business

Table 157. Schwinn Bikes Latest Developments

Table 158. BH Fitness Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 159. BH Fitness Exercise Equipment Product Portfolios and Specifications

Table 160. BH Fitness Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 161. BH Fitness Main Business

Table 162. BH Fitness Latest Developments

Table 163. Matrix Fitness Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 164. Matrix Fitness Exercise Equipment Product Portfolios and Specifications

Table 165. Matrix Fitness Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 166. Matrix Fitness Main Business

Table 167. Matrix Fitness Latest Developments

Table 168. LifeSpan Fitness Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 169. LifeSpan Fitness Exercise Equipment Product Portfolios and Specifications

Table 170. LifeSpan Fitness Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 171. LifeSpan Fitness Main Business

Table 172. LifeSpan Fitness Latest Developments

Table 173. Bowflex Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 174. Bowflex Exercise Equipment Product Portfolios and Specifications

Table 175. Bowflex Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 176. Bowflex Main Business

Table 177. Bowflex Latest Developments

Table 178. Sunny Health & Fitness Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 179. Sunny Health & Fitness Exercise Equipment Product Portfolios and Specifications

Table 180. Sunny Health & Fitness Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 181. Sunny Health & Fitness Main Business

Table 182. Sunny Health & Fitness Latest Developments

Table 183. Sole Fitness Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 184. Sole Fitness Exercise Equipment Product Portfolios and Specifications

Table 185. Sole Fitness Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 186. Sole Fitness Main Business

Table 187. Sole Fitness Latest Developments

Table 188. SHUA Sports Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 189. SHUA Sports Exercise Equipment Product Portfolios and Specifications

Table 190. SHUA Sports Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 191. SHUA Sports Main Business

Table 192. SHUA Sports Latest Developments

Table 193. Impulse (Qingdao) Health Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors

Table 194. Impulse (Qingdao) Health Exercise Equipment Product Portfolios and Specifications

Table 195. Impulse (Qingdao) Health Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 196. Impulse (Qingdao) Health Main Business
Table 197. Impulse (Qingdao) Health Latest Developments
Table 198. Bokang Technology Co., Ltd. Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors
Table 199. Bokang Technology Co., Ltd. Exercise Equipment Product Portfolios and Specifications
Table 200. Bokang Technology Co., Ltd. Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 201. Bokang Technology Co., Ltd. Main Business
Table 202. Bokang Technology Co., Ltd. Latest Developments
Table 203. Aoyi Fitness Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors
Table 204. Aoyi Fitness Exercise Equipment Product Portfolios and Specifications
Table 205. Aoyi Fitness Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 206. Aoyi Fitness Main Business
Table 207. Aoyi Fitness Latest Developments
Table 208. Shenzhen Family Enterprise Co., Ltd Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors
Table 209. Shenzhen Family Enterprise Co., Ltd Exercise Equipment Product Portfolios and Specifications
Table 210. Shenzhen Family Enterprise Co., Ltd Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 211. Shenzhen Family Enterprise Co., Ltd Main Business
Table 212. Shenzhen Family Enterprise Co., Ltd Latest Developments
Table 213. Aoruite Sports Industry Co., Ltd. Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors
Table 214. Aoruite Sports Industry Co., Ltd. Exercise Equipment Product Portfolios and Specifications
Table 215. Aoruite Sports Industry Co., Ltd. Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 216. Aoruite Sports Industry Co., Ltd. Main Business
Table 217. Aoruite Sports Industry Co., Ltd. Latest Developments
Table 218. WNQ Basic Information, Exercise Equipment Manufacturing Base, Sales Area and Its Competitors
Table 219. WNQ Exercise Equipment Product Portfolios and Specifications
Table 220. WNQ Exercise Equipment Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 221. WNQ Main Business

Table 222. WNQ Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Exercise Equipment
- Figure 2. Exercise Equipment Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Exercise Equipment Sales Growth Rate 2021-2032 (Units)
- Figure 7. Global Exercise Equipment Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Exercise Equipment Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Exercise Equipment Sales Market Share by Country/Region (2025)
- Figure 10. Exercise Equipment Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Treadmill
- Figure 12. Product Picture of Exercise Bike
- Figure 13. Product Picture of Elliptical
- Figure 14. Product Picture of Rower
- Figure 15. Product Picture of Strength Equipment
- Figure 16. Product Picture of Others
- Figure 17. Global Exercise Equipment Sales Market Share by Type in 2026
- Figure 18. Global Exercise Equipment Revenue Market Share by Type (2021-2026)
- Figure 19. Product Picture of Cardiovascular
- Figure 20. Product Picture of Strength
- Figure 21. Product Picture of Stretching
- Figure 22. Product Picture of Rehabilitation
- Figure 23. Product Picture of Others
- Figure 24. Global Exercise Equipment Sales Market Share by Exercise in 2026
- Figure 25. Global Exercise Equipment Revenue Market Share by Exercise (2021-2026)
- Figure 26. Product Picture of Direct Selling
- Figure 27. Product Picture of Distribution
- Figure 28. Global Exercise Equipment Sales Market Share by Channel in 2026
- Figure 29. Global Exercise Equipment Revenue Market Share by Channel (2021-2026)
- Figure 30. Exercise Equipment Consumed in Household
- Figure 31. Global Exercise Equipment Market: Household (2021-2026) & (Units)
- Figure 32. Exercise Equipment Consumed in Commercial
- Figure 33. Global Exercise Equipment Market: Commercial (2021-2026) & (Units)

- Figure 34. Global Exercise Equipment Sale Market Share by Application (2025)
- Figure 35. Global Exercise Equipment Revenue Market Share by Application in 2025
- Figure 36. Exercise Equipment Sales by Company in 2025 (Units)
- Figure 37. Global Exercise Equipment Sales Market Share by Company in 2025
- Figure 38. Exercise Equipment Revenue by Company in 2025 (\$ millions)
- Figure 39. Global Exercise Equipment Revenue Market Share by Company in 2025
- Figure 40. Global Exercise Equipment Sales Market Share by Geographic Region (2021-2026)
- Figure 41. Global Exercise Equipment Revenue Market Share by Geographic Region in 2025
- Figure 42. Americas Exercise Equipment Sales 2021-2026 (Units)
- Figure 43. Americas Exercise Equipment Revenue 2021-2026 (\$ millions)
- Figure 44. APAC Exercise Equipment Sales 2021-2026 (Units)
- Figure 45. APAC Exercise Equipment Revenue 2021-2026 (\$ millions)
- Figure 46. Europe Exercise Equipment Sales 2021-2026 (Units)
- Figure 47. Europe Exercise Equipment Revenue 2021-2026 (\$ millions)
- Figure 48. Middle East & Africa Exercise Equipment Sales 2021-2026 (Units)
- Figure 49. Middle East & Africa Exercise Equipment Revenue 2021-2026 (\$ millions)
- Figure 50. Americas Exercise Equipment Sales Market Share by Country in 2025
- Figure 51. Americas Exercise Equipment Revenue Market Share by Country (2021-2026)
- Figure 52. Americas Exercise Equipment Sales Market Share by Type (2021-2026)
- Figure 53. Americas Exercise Equipment Sales Market Share by Application (2021-2026)
- Figure 54. United States Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 55. Canada Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 56. Mexico Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 57. Brazil Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 58. APAC Exercise Equipment Sales Market Share by Region in 2025
- Figure 59. APAC Exercise Equipment Revenue Market Share by Region (2021-2026)
- Figure 60. APAC Exercise Equipment Sales Market Share by Type (2021-2026)
- Figure 61. APAC Exercise Equipment Sales Market Share by Application (2021-2026)
- Figure 62. China Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 63. Japan Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 64. South Korea Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 65. Southeast Asia Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 66. India Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 67. Australia Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 68. China Taiwan Exercise Equipment Revenue Growth 2021-2026 (\$ millions)

- Figure 69. Europe Exercise Equipment Sales Market Share by Country in 2025
- Figure 70. Europe Exercise Equipment Revenue Market Share by Country (2021-2026)
- Figure 71. Europe Exercise Equipment Sales Market Share by Type (2021-2026)
- Figure 72. Europe Exercise Equipment Sales Market Share by Application (2021-2026)
- Figure 73. Germany Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 74. France Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 75. UK Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 76. Italy Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 77. Russia Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 78. Middle East & Africa Exercise Equipment Sales Market Share by Country (2021-2026)
- Figure 79. Middle East & Africa Exercise Equipment Sales Market Share by Type (2021-2026)
- Figure 80. Middle East & Africa Exercise Equipment Sales Market Share by Application (2021-2026)
- Figure 81. Egypt Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 82. South Africa Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 83. Israel Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 84. Turkey Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 85. GCC Countries Exercise Equipment Revenue Growth 2021-2026 (\$ millions)
- Figure 86. Manufacturing Cost Structure Analysis of Exercise Equipment in 2026
- Figure 87. Manufacturing Process Analysis of Exercise Equipment
- Figure 88. Industry Chain Structure of Exercise Equipment
- Figure 89. Channels of Distribution
- Figure 90. Global Exercise Equipment Sales Market Forecast by Region (2027-2032)
- Figure 91. Global Exercise Equipment Revenue Market Share Forecast by Region (2027-2032)
- Figure 92. Global Exercise Equipment Sales Market Share Forecast by Type (2027-2032)
- Figure 93. Global Exercise Equipment Revenue Market Share Forecast by Type (2027-2032)
- Figure 94. Global Exercise Equipment Sales Market Share Forecast by Application (2027-2032)
- Figure 95. Global Exercise Equipment Revenue Market Share Forecast by Application (2027-2032)

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