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Global Fitness Equipment ODM and OEM Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Fitness Equipment ODM and OEM market size is predicted to grow from US$ 8804 million in 2025 to US$ 12040 million in 2032; it is expected to grow at a CAGR of 4.7% from 2026 to 2032.

ODM and OEM in the fitness equipment industry refer to a business model where brand owners, distributors, or fitness service companies entrust the research and development, design, manufacturing, or both of these aspects to professional manufacturers. OEM primarily involves contract manufacturing based on product designs, technical parameters, branding, and quality standards provided by the client, with the products ultimately sold under the client's brand. ODM, on the other hand, involves the manufacturing company undertaking the research and development of the product's appearance, structure, function, electronic control system, and some hardware and software, and customizing production according to client needs. Products typically include treadmills, elliptical trainers, exercise bikes, rowing machines, strength training equipment, multi-gyms, dumbbells and other free weight equipment, as well as smart fitness equipment. Core services encompass product development, prototyping and testing, mold development, component procurement, complete machine manufacturing, quality inspection, certification support, packaging, and delivery.

The upstream of the fitness equipment ODM and OEM industry chain mainly includes suppliers of raw materials and components such as steel, aluminum alloys, plastics and rubber materials, leather and foam materials, motors, frequency converters, bearings, transmission systems, hydraulic and resistance systems, electronic displays, touch panels, sensors, control boards, chips, wiring harnesses, fasteners, and packaging materials. The midstream consists of fitness equipment ODM/OEM manufacturers, responsible for industrial design, mechanical structure design, electronic control

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development, mold and tooling development, component processing, welding, painting, assembly, software adaptation, reliability testing, and product certification. They also provide one-stop services from simple contract manufacturing to joint development of complete machines, tailored to different clients. Downstream clients mainly include international and regional fitness equipment brands, sporting goods companies, large retailers, e-commerce platforms, private label operators, and commercial gyms and fitness solution providers. The final products are used in home fitness, commercial gyms, hotels, schools, corporate fitness centers, rehabilitation training institutions, and other sports and fitness scenarios.

The fitness equipment ODM and OEM market is expected to maintain steady growth in the future, mainly driven by increased global health awareness, the continued popularity of home fitness, the upgrading of commercial fitness facilities, and the trend of asset-light operations by brand companies. As fitness equipment gradually evolves towards intelligence, connectivity, and personalization, brands will become increasingly reliant on ODM companies with capabilities in mechanical design, electronic control, IoT connectivity, exercise data collection, and collaborative hardware and software development. Industry competition will shift from traditional production costs and delivery capabilities to R&D innovation, quality systems, international certifications, supply chain integration, and rapid customization capabilities. Simultaneously, the diversification of supply chains by European and American brands, the technological upgrades of Chinese manufacturers, and the expansion of manufacturing capabilities in Southeast Asia and other regions will further restructure the global fitness equipment OEM/ODM supply chain. Leading manufacturers with large-scale production, R&D capabilities, multi-category coverage, and global customer service capabilities are expected to continue to increase their market share.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global Fitness Equipment ODM and OEM landscape and highlights key trends related to product segmentation,

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company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Fitness Equipment ODM and OEM portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Fitness Equipment ODM and OEM market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Fitness Equipment ODM and OEM and breaks down the forecast by Cooperation Model, 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 Fitness Equipment ODM and OEM.

This report presents a comprehensive overview, market shares, and growth opportunities of Fitness Equipment ODM and OEM market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Cooperation Model:

OEM

ODM

Integrated OEM & ODM Services

Segmentation by Product Categories:

Cardio Equipment

Strength Training Equipment

Free Weights

Others

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Segmentation by Customization Level:

Standardized OEM

Semi-custom OEM

Deep-custom OEM

Platform-based ODM

Fully Custom ODM

Segmentation by Application:

Home Fitness (Home Treadmills, Home Exercise Bikes, Rowing Machines, Elliptical Trainers, Multi-Gyms, Dumbbells, etc.)

Commercial Gyms (Commercial Treadmills, Commercial Strength Training Equipment, Group Training Equipment, Cardio Equipment, etc.)

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

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APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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

Zhejiang Arcana Power Sports Tech. CO., LTD

Bftfitness

JUNXIA

Shanghai Sanfei Enterprise Development Co., Ltd.

YR Fitness

REXON Industrial Corp., Ltd

Dyaco International Inc.

SRS Technology

Zhejiang Everbright Industry, Inc.

Hebei JinAo Fitness Equipment Co., Ltd

ALEC Co., Ltd

Fitboon

EGOJIN Co., Ltd.

Rogue Fitness

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