

Global Indoor Rowing Machines Market Growth 2026-2032

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Abstracts

The global Indoor Rowing Machines market size is predicted to grow from US\$ 95.66 million in 2025 to US\$ 187 million in 2032; it is expected to grow at a CAGR of 9.3% from 2026 to 2032.

In 2025, global Indoor Rowing Machine production reached approximately 369 k units, with an average global market price of around 265 usd per unit. Gross margin is about 45%. The cost is 139 usd per unit, the production is 450 k units. A Indoor Rowing Machine is a popular gym equipment used primarily for strengthening the back muscles, especially the upper back and shoulders. During the exercise, the user sits on the machine, grasps the handles, and pulls them towards the body in a rowing motion. This exercise helps build back strength, improve posture, and enhance shoulder and back flexibility. The resistance on the machine can be adjusted, making it suitable for users of all fitness levels.

Smart Fitness Equipment: As technology advances, fitness equipment will increasingly incorporate smart technology, such as syncing with mobile apps, tracking workout progress in real-time, and providing personalized workout plans.

Integration of Wearables with Fitness Machines: Future fitness equipment will closely integrate with wearable devices (like smart bands and heart rate monitors) to provide more accurate training data analysis and help users optimize their workout results.

Virtual Reality (VR) and Augmented Reality (AR) Technologies: The introduction of VR and AR technologies will make fitness training more immersive, allowing users to train in virtual environments, enhancing the fun and engagement of workouts.

Personalized and Customized Fitness Plans: With the development of big data and artificial intelligence, fitness machines will be able to automatically adjust workout plans based on users' physical conditions and training history, offering a more personalized experience.

Widespread Adoption of Home Fitness Equipment: With the growing trend of home-based fitness, more high-tech, compact fitness equipment will enter the home market, catering to users' different space and fitness needs.

Green and Eco-friendly Technology: Future fitness equipment will focus more on eco-friendly design, utilizing energy-efficient materials and recyclable technologies to reduce resource waste and carbon emissions.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Indoor Rowing Machines 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 Indoor Rowing Machines.

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

Segmentation by Type:

Solid Wood Type

Metal Type

Others

Segmentation by Power:

Electric

Non-electric

Segmentation by Automatic:

Mechanical

Intelligent

Segmentation by Application:

Commercial

Household

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

NordicTrack

ProForm

Life Fitness

Hydrow

Echelon

Stamina Products

Bowflex

Sunny Health & Fitness

JOROTO

ALINCO

Konami Sports

Technogym

Kettler

Domyos

MERACH

Yesoul

Daesung

Xiamen K-power Sports Co., Ltd.

Zhejiang Mairuike Technology Co., Ltd.

Shuhua Sports Co., Ltd.

Impulse(Qingdao) HEALTH Tech Co., Ltd.

Key Questions Addressed in this Report

What is the 10-year outlook for the global Indoor Rowing Machines market?

What factors are driving Indoor Rowing Machines market growth, globally and by region?

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

How do Indoor Rowing Machines market opportunities vary by end market size?

How does Indoor Rowing Machines break out by Type, by Application?

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