

Global Yoga and Exercise Mats Market Growth 2025-2031

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Abstracts

The global Yoga and Exercise Mats market size is predicted to grow from US\$ 13150 million in 2025 to US\$ 17430 million in 2031; it is expected to grow at a CAGR of 4.8% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

The market is largely driven by the growing culture and adoption of yoga and other fitness programs in the region. This will directly influence the sales of yoga and exercise mats in the region. Various organizations in the region conduct yoga festivals and events to promote this ancient art to make people aware of the benefits of practicing yoga. The growing awareness of yoga in the region pushes the yoga and exercise mats vendors to promote their products in the North American market. In addition, the high obesity rates in the region also trigger the need for an increase in physical activities among the population. Due to such health concerns, people are adopting various fitness regimes such as general fitness exercises, yoga, and weight trainings.

According to the report, one driver in market is growing popularity of yoga. Yoga is an ancient form of workout and meditation that originated in India. In recent years, yoga has gained significant popularity in Western countries, particularly in North America. The popularity of yoga in the US and Canada is increasing. People are increasingly opting for yoga due to the various health benefits associated with this ancient form of workout and meditation, which include stress relief, flexibility, general fitness, and the overall positive impact on one's health. Apart from the US, yoga is also becoming popular in Canada.

LP Information, Inc. (LPI) ' newest research report, the “Yoga and Exercise Mats Industry Forecast” looks at past sales and reviews total world Yoga and Exercise Mats sales in 2024, providing a comprehensive analysis by region and market sector of projected Yoga and Exercise Mats sales for 2025 through 2031. With Yoga and Exercise Mats sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Yoga and Exercise Mats industry.

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

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

This report presents a comprehensive overview, market shares, and growth opportunities of Yoga and Exercise Mats market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Exercise Mats

Yoga Mats

Segmentation by Application:

Mono Brand Stores

Department Stores

Online Retail

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.

Barefoot Yoga

Gaiam

JadeYoga

Manduka

Adidas

Body-Solid

HuggerMugger

Indiegogo

La Vie Boheme Yoga

Merrithew

Nike

prAna

TriMax Sports

YogaDirect

Key Questions Addressed in this Report

What is the 10-year outlook for the global Yoga and Exercise Mats market?

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

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

How do Yoga and Exercise Mats market opportunities vary by end market size?

How does Yoga and Exercise Mats break out by Type, by Application?

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