

# **Global Fitness Equipment Manufacturing Industry 2013-2018: Trends, Profit, and Forecast Analysis, February 2013**

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## **Abstracts**

The global fitness equipment industry is forecast to grow with a CAGR of 3.5% over the next five years (2013-2018) and reach an approximate \$10.6 billion by 2018. Rising concern and awareness for healthy living, physical benefits, and exercise are among the major drivers for fitness equipment demand around the world.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the fitness equipment manufacturing industry and presents its findings in “Global Fitness Equipment Manufacturing Industry 2013-2018: Trends, Profit, and Forecast Analysis.”

The fitness equipment manufacturing industry comprises companies that manufacture fitness equipment for commercial and consumer markets. These establishments may design, develop, assemble, and manufacture fitness equipment. Brunswick Corporation (Life Fitness) and Johnson Health Tech. Co., Ltd, are the major players in this industry. Competitive rivalry in the industry is high. The existing players continuously try to maintain their market shares and drive growth by entering new regions and introducing technologically advanced products and product innovations. As indicated by the study, several drivers are anticipated to fuel the market during the forecast period. Among these are rapid modernization of economies with increasing spending capacity, opening of new fitness centers/clubs and expansion of existing players in emerging economies; World Health Organization's physical activity recommendations, and governmental efforts to promote the benefits of exercise. The industry is expected to expand its presence India and China, as they possess good growth opportunities with expanding, new upper class populations and increasing purchasing power.

This study provides an overview of the global fitness equipment manufacturing industry and tracks industry performance across four regions. The report studies manufacturers serving this segment, providing a five-year annual trend analysis that highlights market size, profit, and cost structure for the North America, Europe, Asia Pacific, and Rest of World regions. The report also provides a forecast, addressing market opportunities for next five years for each of these regions. Data represented in this report is Lucintel's estimate based on research, analysis, and its constituents.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global fitness equipment manufacturing industry analysis. In a fast-paced everchanging world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

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