

Global Yoga Mat Market Report 2019, Competitive Landscape, Trends and Opportunities

<https://marketpublishers.com/r/G91A6E41A323EN.html>

Date: June 2019

Pages: 122

Price: US\$ 2,950.00 (Single User License)

ID: G91A6E41A323EN

Abstracts

The Yoga Mat market has witnessed growth from USD XX million to USD XX million from 2014 to 2019. With the CAGR of X.X%, this market is estimated to reach USD XX million in 2026.

The report mainly studies the size, recent trends and development status of the Yoga Mat market, as well as investment opportunities, government policy, market dynamics (drivers, restraints, opportunities), supply chain and competitive landscape.

Technological innovation and advancement will further optimize the performance of the product, making it more widely used in downstream applications. Moreover, Porter's Five Forces Analysis (potential entrants, suppliers, substitutes, buyers, industry competitors) provides crucial information for knowing the Yoga Mat market.

Major players in the global Yoga Mat market include:

Aurorae

Microcell Composite

Liforme

Jade Yoga

Copeactive

Yogabum

Bean Products

Yogasana

Gaiam

Barefoot Yoga

Easyoga

Manduka PROlite

Kharna Khare

Khataland

Aerolite
Lululemon
A. Kolckmann
JiangXi Lveten Plastic Industry
Keep well
Hugger Mugger Para Rubber
Hosa Group
PrAna Revolutionary
HATHAYOGA
Starlight
Yogarugs

On the basis of types, the Yoga Mat market is primarily split into:

PVC Yoga Mats
Rubber Yoga Mats
TPE Yoga Mats
Other Yoga Mats

On the basis of applications, the market covers:

Household
Yoga Club
Others

Geographically, the report includes the research on production, consumption, revenue, market share and growth rate, and forecast (2014-2026) of the following regions:

United States
Europe (Germany, UK, France, Italy, Spain, Russia, Poland)
China
Japan
India
Southeast Asia (Malaysia, Singapore, Philippines, Indonesia, Thailand, Vietnam)
Central and South America (Brazil, Mexico, Colombia)
Middle East and Africa (Saudi Arabia, United Arab Emirates, Turkey, Egypt, South Africa, Nigeria)
Other Regions

Chapter 1 provides an overview of Yoga Mat market, containing global revenue, global production, sales, and CAGR. The forecast and analysis of Yoga Mat market by type,

application, and region are also presented in this chapter.

Chapter 2 is about the market landscape and major players. It provides competitive situation and market concentration status along with the basic information of these players.

Chapter 3 provides a full-scale analysis of major players in Yoga Mat industry. The basic information, as well as the profiles, applications and specifications of products market performance along with Business Overview are offered.

Chapter 4 gives a worldwide view of Yoga Mat market. It includes production, market share revenue, price, and the growth rate by type.

Chapter 5 focuses on the application of Yoga Mat, by analyzing the consumption and its growth rate of each application.

Chapter 6 is about production, consumption, export, and import of Yoga Mat in each region.

Chapter 7 pays attention to the production, revenue, price and gross margin of Yoga Mat in markets of different regions. The analysis on production, revenue, price and gross margin of the global market is covered in this part.

Chapter 8 concentrates on manufacturing analysis, including key raw material analysis, cost structure analysis and process analysis, making up a comprehensive analysis of manufacturing cost.

Chapter 9 introduces the industrial chain of Yoga Mat. Industrial chain analysis, raw material sources and downstream buyers are analyzed in this chapter.

Chapter 10 provides clear insights into market dynamics.

Chapter 11 prospects the whole Yoga Mat market, including the global production and revenue forecast, regional forecast. It also foresees the Yoga Mat market by type and application.

Chapter 12 concludes the research findings and refines all the highlights of the study.

Chapter 13 introduces the research methodology and sources of research data for your

understanding.

Years considered for this report:

Historical Years: 2014-2018

Base Year: 2019

Estimated Year: 2019

Forecast Period: 2019-2026

Contents

1 YOGA MAT MARKET OVERVIEW

- 1.1 Product Overview and Scope of Yoga Mat
- 1.2 Yoga Mat Segment by Type
 - 1.2.1 Global Yoga Mat Production and CAGR (%) Comparison by Type (2014-2026)
 - 1.2.2 The Market Profile of PVC Yoga Mats
 - 1.2.3 The Market Profile of Rubber Yoga Mats
 - 1.2.4 The Market Profile of TPE Yoga Mats
 - 1.2.5 The Market Profile of Other Yoga Mats
- 1.3 Global Yoga Mat Segment by Application
 - 1.3.1 Yoga Mat Consumption (Sales) Comparison by Application (2014-2026)
 - 1.3.2 The Market Profile of Household
 - 1.3.3 The Market Profile of Yoga Club
 - 1.3.4 The Market Profile of Others
- 1.4 Global Yoga Mat Market by Region (2014-2026)
 - 1.4.1 Global Yoga Mat Market Size (Value) and CAGR (%) Comparison by Region (2014-2026)
 - 1.4.2 United States Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.3 Europe Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.3.1 Germany Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.3.2 UK Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.3.3 France Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.3.4 Italy Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.3.5 Spain Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.3.6 Russia Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.3.7 Poland Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.4 China Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.5 Japan Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.6 India Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.7 Southeast Asia Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.7.1 Malaysia Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.7.2 Singapore Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.7.3 Philippines Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.7.4 Indonesia Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.7.5 Thailand Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.7.6 Vietnam Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.8 Central and South America Yoga Mat Market Status and Prospect (2014-2026)

- 1.4.8.1 Brazil Yoga Mat Market Status and Prospect (2014-2026)
- 1.4.8.2 Mexico Yoga Mat Market Status and Prospect (2014-2026)
- 1.4.8.3 Colombia Yoga Mat Market Status and Prospect (2014-2026)
- 1.4.9 Middle East and Africa Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.9.1 Saudi Arabia Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.9.2 United Arab Emirates Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.9.3 Turkey Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.9.4 Egypt Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.9.5 South Africa Yoga Mat Market Status and Prospect (2014-2026)
 - 1.4.9.6 Nigeria Yoga Mat Market Status and Prospect (2014-2026)
- 1.5 Global Market Size (Value) of Yoga Mat (2014-2026)
 - 1.5.1 Global Yoga Mat Revenue Status and Outlook (2014-2026)
 - 1.5.2 Global Yoga Mat Production Status and Outlook (2014-2026)

2 GLOBAL YOGA MAT MARKET LANDSCAPE BY PLAYER

- 2.1 Global Yoga Mat Production and Share by Player (2014-2019)
- 2.2 Global Yoga Mat Revenue and Market Share by Player (2014-2019)
- 2.3 Global Yoga Mat Average Price by Player (2014-2019)
- 2.4 Yoga Mat Manufacturing Base Distribution, Sales Area and Product Type by Player
- 2.5 Yoga Mat Market Competitive Situation and Trends
 - 2.5.1 Yoga Mat Market Concentration Rate
 - 2.5.2 Yoga Mat Market Share of Top 3 and Top 6 Players
 - 2.5.3 Mergers & Acquisitions, Expansion

3 PLAYERS PROFILES

- 3.1 Aurorae
 - 3.1.1 Aurorae Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.1.2 Yoga Mat Product Profiles, Application and Specification
 - 3.1.3 Aurorae Yoga Mat Market Performance (2014-2019)
 - 3.1.4 Aurorae Business Overview
- 3.2 Microcell Composite
 - 3.2.1 Microcell Composite Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.2.2 Yoga Mat Product Profiles, Application and Specification
 - 3.2.3 Microcell Composite Yoga Mat Market Performance (2014-2019)
 - 3.2.4 Microcell Composite Business Overview
- 3.3 Liforme

- 3.3.1 Liforme Basic Information, Manufacturing Base, Sales Area and Competitors
- 3.3.2 Yoga Mat Product Profiles, Application and Specification
- 3.3.3 Liforme Yoga Mat Market Performance (2014-2019)
- 3.3.4 Liforme Business Overview
- 3.4 Jade Yoga
 - 3.4.1 Jade Yoga Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.4.2 Yoga Mat Product Profiles, Application and Specification
 - 3.4.3 Jade Yoga Yoga Mat Market Performance (2014-2019)
 - 3.4.4 Jade Yoga Business Overview
- 3.5 Copeactive
 - 3.5.1 Copeactive Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.5.2 Yoga Mat Product Profiles, Application and Specification
 - 3.5.3 Copeactive Yoga Mat Market Performance (2014-2019)
 - 3.5.4 Copeactive Business Overview
- 3.6 Yogabum
 - 3.6.1 Yogabum Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.6.2 Yoga Mat Product Profiles, Application and Specification
 - 3.6.3 Yogabum Yoga Mat Market Performance (2014-2019)
 - 3.6.4 Yogabum Business Overview
- 3.7 Bean Products
 - 3.7.1 Bean Products Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.7.2 Yoga Mat Product Profiles, Application and Specification
 - 3.7.3 Bean Products Yoga Mat Market Performance (2014-2019)
 - 3.7.4 Bean Products Business Overview
- 3.8 Yogasana
 - 3.8.1 Yogasana Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.8.2 Yoga Mat Product Profiles, Application and Specification
 - 3.8.3 Yogasana Yoga Mat Market Performance (2014-2019)
 - 3.8.4 Yogasana Business Overview
- 3.9 Gaiam
 - 3.9.1 Gaiam Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.9.2 Yoga Mat Product Profiles, Application and Specification
 - 3.9.3 Gaiam Yoga Mat Market Performance (2014-2019)
 - 3.9.4 Gaiam Business Overview
- 3.10 Barefoot Yoga
 - 3.10.1 Barefoot Yoga Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.10.2 Yoga Mat Product Profiles, Application and Specification

- 3.10.3 Barefoot Yoga Yoga Mat Market Performance (2014-2019)
- 3.10.4 Barefoot Yoga Business Overview
- 3.11 Easyoga
 - 3.11.1 Easyoga Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.11.2 Yoga Mat Product Profiles, Application and Specification
 - 3.11.3 Easyoga Yoga Mat Market Performance (2014-2019)
 - 3.11.4 Easyoga Business Overview
- 3.12 Manduka PROlite
 - 3.12.1 Manduka PROlite Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.12.2 Yoga Mat Product Profiles, Application and Specification
 - 3.12.3 Manduka PROlite Yoga Mat Market Performance (2014-2019)
 - 3.12.4 Manduka PROlite Business Overview
- 3.13 Kharma Khare
 - 3.13.1 Kharma Khare Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.13.2 Yoga Mat Product Profiles, Application and Specification
 - 3.13.3 Kharma Khare Yoga Mat Market Performance (2014-2019)
 - 3.13.4 Kharma Khare Business Overview
- 3.14 Khataland
 - 3.14.1 Khataland Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.14.2 Yoga Mat Product Profiles, Application and Specification
 - 3.14.3 Khataland Yoga Mat Market Performance (2014-2019)
 - 3.14.4 Khataland Business Overview
- 3.15 Aerolite
 - 3.15.1 Aerolite Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.15.2 Yoga Mat Product Profiles, Application and Specification
 - 3.15.3 Aerolite Yoga Mat Market Performance (2014-2019)
 - 3.15.4 Aerolite Business Overview
- 3.16 Lululemon
 - 3.16.1 Lululemon Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.16.2 Yoga Mat Product Profiles, Application and Specification
 - 3.16.3 Lululemon Yoga Mat Market Performance (2014-2019)
 - 3.16.4 Lululemon Business Overview
- 3.17 A. Kolckmann
 - 3.17.1 A. Kolckmann Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.17.2 Yoga Mat Product Profiles, Application and Specification
 - 3.17.3 A. Kolckmann Yoga Mat Market Performance (2014-2019)

- 3.17.4 A. Kolckmann Business Overview
- 3.18 JiangXi Lveten Plastic Industry
 - 3.18.1 JiangXi Lveten Plastic Industry Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.18.2 Yoga Mat Product Profiles, Application and Specification
 - 3.18.3 JiangXi Lveten Plastic Industry Yoga Mat Market Performance (2014-2019)
 - 3.18.4 JiangXi Lveten Plastic Industry Business Overview
- 3.19 Keep well
 - 3.19.1 Keep well Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.19.2 Yoga Mat Product Profiles, Application and Specification
 - 3.19.3 Keep well Yoga Mat Market Performance (2014-2019)
 - 3.19.4 Keep well Business Overview
- 3.20 Hugger Mugger Para Rubber
 - 3.20.1 Hugger Mugger Para Rubber Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.20.2 Yoga Mat Product Profiles, Application and Specification
 - 3.20.3 Hugger Mugger Para Rubber Yoga Mat Market Performance (2014-2019)
 - 3.20.4 Hugger Mugger Para Rubber Business Overview
- 3.21 Hosa Group
 - 3.21.1 Hosa Group Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.21.2 Yoga Mat Product Profiles, Application and Specification
 - 3.21.3 Hosa Group Yoga Mat Market Performance (2014-2019)
 - 3.21.4 Hosa Group Business Overview
- 3.22 PrAna Revolutionary
 - 3.22.1 PrAna Revolutionary Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.22.2 Yoga Mat Product Profiles, Application and Specification
 - 3.22.3 PrAna Revolutionary Yoga Mat Market Performance (2014-2019)
 - 3.22.4 PrAna Revolutionary Business Overview
- 3.23 HATHAYOGA
 - 3.23.1 HATHAYOGA Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.23.2 Yoga Mat Product Profiles, Application and Specification
 - 3.23.3 HATHAYOGA Yoga Mat Market Performance (2014-2019)
 - 3.23.4 HATHAYOGA Business Overview
- 3.24 Starlight
 - 3.24.1 Starlight Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.24.2 Yoga Mat Product Profiles, Application and Specification

3.24.3 Starlight Yoga Mat Market Performance (2014-2019)

3.24.4 Starlight Business Overview

3.25 Yogarugs

3.25.1 Yogarugs Basic Information, Manufacturing Base, Sales Area and Competitors

3.25.2 Yoga Mat Product Profiles, Application and Specification

3.25.3 Yogarugs Yoga Mat Market Performance (2014-2019)

3.25.4 Yogarugs Business Overview

4 GLOBAL YOGA MAT PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE

4.1 Global Yoga Mat Production and Market Share by Type (2014-2019)

4.2 Global Yoga Mat Revenue and Market Share by Type (2014-2019)

4.3 Global Yoga Mat Price by Type (2014-2019)

4.4 Global Yoga Mat Production Growth Rate by Type (2014-2019)

4.4.1 Global Yoga Mat Production Growth Rate of PVC Yoga Mats (2014-2019)

4.4.2 Global Yoga Mat Production Growth Rate of Rubber Yoga Mats (2014-2019)

4.4.3 Global Yoga Mat Production Growth Rate of TPE Yoga Mats (2014-2019)

4.4.4 Global Yoga Mat Production Growth Rate of Other Yoga Mats (2014-2019)

5 GLOBAL YOGA MAT MARKET ANALYSIS BY APPLICATION

5.1 Global Yoga Mat Consumption and Market Share by Application (2014-2019)

5.2 Global Yoga Mat Consumption Growth Rate by Application (2014-2019)

5.2.1 Global Yoga Mat Consumption Growth Rate of Household (2014-2019)

5.2.2 Global Yoga Mat Consumption Growth Rate of Yoga Club (2014-2019)

5.2.3 Global Yoga Mat Consumption Growth Rate of Others (2014-2019)

6 GLOBAL YOGA MAT PRODUCTION, CONSUMPTION, EXPORT, IMPORT BY REGION (2014-2019)

6.1 Global Yoga Mat Consumption by Region (2014-2019)

6.2 United States Yoga Mat Production, Consumption, Export, Import (2014-2019)

6.3 Europe Yoga Mat Production, Consumption, Export, Import (2014-2019)

6.4 China Yoga Mat Production, Consumption, Export, Import (2014-2019)

6.5 Japan Yoga Mat Production, Consumption, Export, Import (2014-2019)

6.6 India Yoga Mat Production, Consumption, Export, Import (2014-2019)

6.7 Southeast Asia Yoga Mat Production, Consumption, Export, Import (2014-2019)

6.8 Central and South America Yoga Mat Production, Consumption, Export, Import

(2014-2019)

6.9 Middle East and Africa Yoga Mat Production, Consumption, Export, Import
(2014-2019)

7 GLOBAL YOGA MAT PRODUCTION, REVENUE (VALUE) BY REGION (2014-2019)

7.1 Global Yoga Mat Production and Market Share by Region (2014-2019)

7.2 Global Yoga Mat Revenue (Value) and Market Share by Region (2014-2019)

7.3 Global Yoga Mat Production, Revenue, Price and Gross Margin (2014-2019)

7.4 United States Yoga Mat Production, Revenue, Price and Gross Margin (2014-2019)

7.5 Europe Yoga Mat Production, Revenue, Price and Gross Margin (2014-2019)

7.6 China Yoga Mat Production, Revenue, Price and Gross Margin (2014-2019)

7.7 Japan Yoga Mat Production, Revenue, Price and Gross Margin (2014-2019)

7.8 India Yoga Mat Production, Revenue, Price and Gross Margin (2014-2019)

7.9 Southeast Asia Yoga Mat Production, Revenue, Price and Gross Margin
(2014-2019)

7.10 Central and South America Yoga Mat Production, Revenue, Price and Gross
Margin (2014-2019)

7.11 Middle East and Africa Yoga Mat Production, Revenue, Price and Gross Margin
(2014-2019)

8 YOGA MAT MANUFACTURING ANALYSIS

8.1 Yoga Mat Key Raw Materials Analysis

8.1.1 Key Raw Materials Introduction

8.1.2 Price Trend of Key Raw Materials

8.1.3 Key Suppliers of Raw Materials

8.1.4 Market Concentration Rate of Raw Materials

8.2 Manufacturing Cost Analysis

8.2.1 Labor Cost Analysis

8.2.2 Manufacturing Cost Structure Analysis

8.3 Manufacturing Process Analysis of Yoga Mat

9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

9.1 Yoga Mat Industrial Chain Analysis

9.2 Raw Materials Sources of Yoga Mat Major Players in 2018

9.3 Downstream Buyers

10 MARKET DYNAMICS

10.1 Drivers

10.2 Restraints

10.3 Opportunities

10.3.1 Advances in Innovation and Technology for Yoga Mat

10.3.2 Increased Demand in Emerging Markets

10.4 Challenges

10.4.1 The Performance of Alternative Product Type is Getting Better and Better

10.4.2 Price Variance Caused by Fluctuations in Raw Material Prices

10.5 Porter's Five Forces Analysis

10.5.1 Threat of New Entrants

10.5.2 Threat of Substitutes

10.5.3 Bargaining Power of Suppliers

10.5.4 Bargaining Power of Buyers

10.5.5 Intensity of Competitive Rivalry

11 GLOBAL YOGA MAT MARKET FORECAST (2019-2026)

11.1 Global Yoga Mat Production, Revenue Forecast (2019-2026)

11.1.1 Global Yoga Mat Production and Growth Rate Forecast (2019-2026)

11.1.2 Global Yoga Mat Revenue and Growth Rate Forecast (2019-2026)

11.1.3 Global Yoga Mat Price and Trend Forecast (2019-2026)

11.2 Global Yoga Mat Production, Consumption, Export and Import Forecast by Region (2019-2026)

11.2.1 United States Yoga Mat Production, Consumption, Export and Import Forecast (2019-2026)

11.2.2 Europe Yoga Mat Production, Consumption, Export and Import Forecast (2019-2026)

11.2.3 China Yoga Mat Production, Consumption, Export and Import Forecast (2019-2026)

11.2.4 Japan Yoga Mat Production, Consumption, Export and Import Forecast (2019-2026)

11.2.5 India Yoga Mat Production, Consumption, Export and Import Forecast (2019-2026)

11.2.6 Southeast Asia Yoga Mat Production, Consumption, Export and Import Forecast (2019-2026)

11.2.7 Central and South America Yoga Mat Production, Consumption, Export and

Import Forecast (2019-2026)

11.2.8 Middle East and Africa Yoga Mat Production, Consumption, Export and Import Forecast (2019-2026)

11.3 Global Yoga Mat Production, Revenue and Price Forecast by Type (2019-2026)

11.4 Global Yoga Mat Consumption Forecast by Application (2019-2026)

12 RESEARCH FINDINGS AND CONCLUSION

13 APPENDIX

13.1 Methodology

13.2 Research Data Source

I would like to order

Product name: Global Yoga Mat Market Report 2019, Competitive Landscape, Trends and Opportunities

Product link: <https://marketpublishers.com/r/G91A6E41A323EN.html>

Price: US\$ 2,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G91A6E41A323EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970