

# Global Yoga & Pilates Mats Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

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#### **Abstracts**

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Yoga & Pilates Mats market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Yoga & Pilates Mats market are covered in Chapter 9:

**Barefoot Yoga** 

**Amber Sports** 

**HATHAYOGA** 



#### Manduka PROlite

| PrAna Revolutionary   |
|---|
| Hosa Group  |
| Khataland   |
| Keep Well   |
| Lululemon   |
| Yogabum   |
| Aerolite  |
| Easyoga   |
| Hugger Mugger Para Rubber   |
| Jade Yoga   |
| Gaiam   |
| Adidas  |
| Aurorae   |
| Kharma Khare  |
| In Chapter 5 and Chapter 7.3, based on types, the Yoga & Pilates Mats market from 2017 to 2027 is primarily split into: |
| PVC Mats  |
| Rubber Mats   |
| TPE Mats  |



#### Other

In Chapter 6 and Chapter 7.4, based on applications, the Yoga & Pilates Mats market from 2017 to 2027 covers:

Household

Yoga & Pilates Clubs

Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

**United States** 

Europe

China

Japan

India

Southeast Asia

Latin America

Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the Yoga & Pilates Mats market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we



elaborate at full length on the impact of the pandemic and the war on the Yoga & Pilates Mats Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

#### Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.



Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.



Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027



#### **Contents**

#### 1 YOGA & PILATES MATS MARKET OVERVIEW

- 1.1 Product Overview and Scope of Yoga & Pilates Mats Market
- 1.2 Yoga & Pilates Mats Market Segment by Type
- 1.2.1 Global Yoga & Pilates Mats Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global Yoga & Pilates Mats Market Segment by Application
- 1.3.1 Yoga & Pilates Mats Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global Yoga & Pilates Mats Market, Region Wise (2017-2027)
- 1.4.1 Global Yoga & Pilates Mats Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
  - 1.4.2 United States Yoga & Pilates Mats Market Status and Prospect (2017-2027)
  - 1.4.3 Europe Yoga & Pilates Mats Market Status and Prospect (2017-2027)
  - 1.4.4 China Yoga & Pilates Mats Market Status and Prospect (2017-2027)
  - 1.4.5 Japan Yoga & Pilates Mats Market Status and Prospect (2017-2027)
  - 1.4.6 India Yoga & Pilates Mats Market Status and Prospect (2017-2027)
  - 1.4.7 Southeast Asia Yoga & Pilates Mats Market Status and Prospect (2017-2027)
  - 1.4.8 Latin America Yoga & Pilates Mats Market Status and Prospect (2017-2027)
- 1.4.9 Middle East and Africa Yoga & Pilates Mats Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of Yoga & Pilates Mats (2017-2027)
  - 1.5.1 Global Yoga & Pilates Mats Market Revenue Status and Outlook (2017-2027)
- 1.5.2 Global Yoga & Pilates Mats Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the Yoga & Pilates Mats Market

#### 2 INDUSTRY OUTLOOK

- 2.1 Yoga & Pilates Mats Industry Technology Status and Trends
- 2.2 Industry Entry Barriers
  - 2.2.1 Analysis of Financial Barriers
  - 2.2.2 Analysis of Technical Barriers
  - 2.2.3 Analysis of Talent Barriers
- 2.2.4 Analysis of Brand Barrier
- 2.3 Yoga & Pilates Mats Market Drivers Analysis



- 2.4 Yoga & Pilates Mats Market Challenges Analysis
- 2.5 Emerging Market Trends
- 2.6 Consumer Preference Analysis
- 2.7 Yoga & Pilates Mats Industry Development Trends under COVID-19 Outbreak
  - 2.7.1 Global COVID-19 Status Overview
  - 2.7.2 Influence of COVID-19 Outbreak on Yoga & Pilates Mats Industry Development

#### 3 GLOBAL YOGA & PILATES MATS MARKET LANDSCAPE BY PLAYER

- 3.1 Global Yoga & Pilates Mats Sales Volume and Share by Player (2017-2022)
- 3.2 Global Yoga & Pilates Mats Revenue and Market Share by Player (2017-2022)
- 3.3 Global Yoga & Pilates Mats Average Price by Player (2017-2022)
- 3.4 Global Yoga & Pilates Mats Gross Margin by Player (2017-2022)
- 3.5 Yoga & Pilates Mats Market Competitive Situation and Trends
  - 3.5.1 Yoga & Pilates Mats Market Concentration Rate
- 3.5.2 Yoga & Pilates Mats Market Share of Top 3 and Top 6 Players
- 3.5.3 Mergers & Acquisitions, Expansion

# 4 GLOBAL YOGA & PILATES MATS SALES VOLUME AND REVENUE REGION WISE (2017-2022)

- 4.1 Global Yoga & Pilates Mats Sales Volume and Market Share, Region Wise (2017-2022)
- 4.2 Global Yoga & Pilates Mats Revenue and Market Share, Region Wise (2017-2022)
- 4.3 Global Yoga & Pilates Mats Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.4 United States Yoga & Pilates Mats Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.4.1 United States Yoga & Pilates Mats Market Under COVID-19
- 4.5 Europe Yoga & Pilates Mats Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.5.1 Europe Yoga & Pilates Mats Market Under COVID-19
- 4.6 China Yoga & Pilates Mats Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.6.1 China Yoga & Pilates Mats Market Under COVID-19
- 4.7 Japan Yoga & Pilates Mats Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.7.1 Japan Yoga & Pilates Mats Market Under COVID-19
- 4.8 India Yoga & Pilates Mats Sales Volume, Revenue, Price and Gross Margin



(2017-2022)

- 4.8.1 India Yoga & Pilates Mats Market Under COVID-19
- 4.9 Southeast Asia Yoga & Pilates Mats Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.9.1 Southeast Asia Yoga & Pilates Mats Market Under COVID-19
- 4.10 Latin America Yoga & Pilates Mats Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.10.1 Latin America Yoga & Pilates Mats Market Under COVID-19
- 4.11 Middle East and Africa Yoga & Pilates Mats Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.11.1 Middle East and Africa Yoga & Pilates Mats Market Under COVID-19

## 5 GLOBAL YOGA & PILATES MATS SALES VOLUME, REVENUE, PRICE TREND BY TYPE

- 5.1 Global Yoga & Pilates Mats Sales Volume and Market Share by Type (2017-2022)
- 5.2 Global Yoga & Pilates Mats Revenue and Market Share by Type (2017-2022)
- 5.3 Global Yoga & Pilates Mats Price by Type (2017-2022)
- 5.4 Global Yoga & Pilates Mats Sales Volume, Revenue and Growth Rate by Type (2017-2022)
- 5.4.1 Global Yoga & Pilates Mats Sales Volume, Revenue and Growth Rate of PVC Mats (2017-2022)
- 5.4.2 Global Yoga & Pilates Mats Sales Volume, Revenue and Growth Rate of Rubber Mats (2017-2022)
- 5.4.3 Global Yoga & Pilates Mats Sales Volume, Revenue and Growth Rate of TPE Mats (2017-2022)
- 5.4.4 Global Yoga & Pilates Mats Sales Volume, Revenue and Growth Rate of Other (2017-2022)

#### 6 GLOBAL YOGA & PILATES MATS MARKET ANALYSIS BY APPLICATION

- 6.1 Global Yoga & Pilates Mats Consumption and Market Share by Application (2017-2022)
- 6.2 Global Yoga & Pilates Mats Consumption Revenue and Market Share by Application (2017-2022)
- 6.3 Global Yoga & Pilates Mats Consumption and Growth Rate by Application (2017-2022)
- 6.3.1 Global Yoga & Pilates Mats Consumption and Growth Rate of Household (2017-2022)



- 6.3.2 Global Yoga & Pilates Mats Consumption and Growth Rate of Yoga & Pilates Clubs (2017-2022)
- 6.3.3 Global Yoga & Pilates Mats Consumption and Growth Rate of Others (2017-2022)

#### 7 GLOBAL YOGA & PILATES MATS MARKET FORECAST (2022-2027)

- 7.1 Global Yoga & Pilates Mats Sales Volume, Revenue Forecast (2022-2027)
- 7.1.1 Global Yoga & Pilates Mats Sales Volume and Growth Rate Forecast (2022-2027)
- 7.1.2 Global Yoga & Pilates Mats Revenue and Growth Rate Forecast (2022-2027)
- 7.1.3 Global Yoga & Pilates Mats Price and Trend Forecast (2022-2027)
- 7.2 Global Yoga & Pilates Mats Sales Volume and Revenue Forecast, Region Wise (2022-2027)
- 7.2.1 United States Yoga & Pilates Mats Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.2 Europe Yoga & Pilates Mats Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.3 China Yoga & Pilates Mats Sales Volume and Revenue Forecast (2022-2027)
- 7.2.4 Japan Yoga & Pilates Mats Sales Volume and Revenue Forecast (2022-2027)
- 7.2.5 India Yoga & Pilates Mats Sales Volume and Revenue Forecast (2022-2027)
- 7.2.6 Southeast Asia Yoga & Pilates Mats Sales Volume and Revenue Forecast (2022-2027)
- 7.2.7 Latin America Yoga & Pilates Mats Sales Volume and Revenue Forecast (2022-2027)
- 7.2.8 Middle East and Africa Yoga & Pilates Mats Sales Volume and Revenue Forecast (2022-2027)
- 7.3 Global Yoga & Pilates Mats Sales Volume, Revenue and Price Forecast by Type (2022-2027)
  - 7.3.1 Global Yoga & Pilates Mats Revenue and Growth Rate of PVC Mats (2022-2027)
- 7.3.2 Global Yoga & Pilates Mats Revenue and Growth Rate of Rubber Mats (2022-2027)
  - 7.3.3 Global Yoga & Pilates Mats Revenue and Growth Rate of TPE Mats (2022-2027)
  - 7.3.4 Global Yoga & Pilates Mats Revenue and Growth Rate of Other (2022-2027)
- 7.4 Global Yoga & Pilates Mats Consumption Forecast by Application (2022-2027)
- 7.4.1 Global Yoga & Pilates Mats Consumption Value and Growth Rate of Household(2022-2027)
- 7.4.2 Global Yoga & Pilates Mats Consumption Value and Growth Rate of Yoga & Pilates Clubs(2022-2027)
  - 7.4.3 Global Yoga & Pilates Mats Consumption Value and Growth Rate of



Others(2022-2027)

7.5 Yoga & Pilates Mats Market Forecast Under COVID-19

#### 8 YOGA & PILATES MATS MARKET UPSTREAM AND DOWNSTREAM ANALYSIS

- 8.1 Yoga & Pilates Mats Industrial Chain Analysis
- 8.2 Key Raw Materials Suppliers and Price Analysis
- 8.3 Manufacturing Cost Structure Analysis
  - 8.3.1 Labor Cost Analysis
  - 8.3.2 Energy Costs Analysis
  - 8.3.3 R&D Costs Analysis
- 8.4 Alternative Product Analysis
- 8.5 Major Distributors of Yoga & Pilates Mats Analysis
- 8.6 Major Downstream Buyers of Yoga & Pilates Mats Analysis
- 8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Yoga & Pilates Mats Industry

#### 9 PLAYERS PROFILES

- 9.1 Barefoot Yoga
- 9.1.1 Barefoot Yoga Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.1.2 Yoga & Pilates Mats Product Profiles, Application and Specification
  - 9.1.3 Barefoot Yoga Market Performance (2017-2022)
  - 9.1.4 Recent Development
  - 9.1.5 SWOT Analysis
- 9.2 Amber Sports
- 9.2.1 Amber Sports Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.2.2 Yoga & Pilates Mats Product Profiles, Application and Specification
  - 9.2.3 Amber Sports Market Performance (2017-2022)
  - 9.2.4 Recent Development
  - 9.2.5 SWOT Analysis
- 9.3 HATHAYOGA
- 9.3.1 HATHAYOGA Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.3.2 Yoga & Pilates Mats Product Profiles, Application and Specification
  - 9.3.3 HATHAYOGA Market Performance (2017-2022)
  - 9.3.4 Recent Development



- 9.3.5 SWOT Analysis
- 9.4 Manduka PROlite
- 9.4.1 Manduka PROlite Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.4.2 Yoga & Pilates Mats Product Profiles, Application and Specification
  - 9.4.3 Manduka PROlite Market Performance (2017-2022)
  - 9.4.4 Recent Development
  - 9.4.5 SWOT Analysis
- 9.5 PrAna Revolutionary
- 9.5.1 PrAna Revolutionary Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.5.2 Yoga & Pilates Mats Product Profiles, Application and Specification
- 9.5.3 PrAna Revolutionary Market Performance (2017-2022)
- 9.5.4 Recent Development
- 9.5.5 SWOT Analysis
- 9.6 Hosa Group
- 9.6.1 Hosa Group Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.6.2 Yoga & Pilates Mats Product Profiles, Application and Specification
  - 9.6.3 Hosa Group Market Performance (2017-2022)
  - 9.6.4 Recent Development
  - 9.6.5 SWOT Analysis
- 9.7 Khataland
- 9.7.1 Khataland Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.7.2 Yoga & Pilates Mats Product Profiles, Application and Specification
  - 9.7.3 Khataland Market Performance (2017-2022)
  - 9.7.4 Recent Development
  - 9.7.5 SWOT Analysis
- 9.8 Keep Well
- 9.8.1 Keep Well Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.8.2 Yoga & Pilates Mats Product Profiles, Application and Specification
- 9.8.3 Keep Well Market Performance (2017-2022)
- 9.8.4 Recent Development
- 9.8.5 SWOT Analysis
- 9.9 Lululemon
- 9.9.1 Lululemon Basic Information, Manufacturing Base, Sales Region and Competitors



- 9.9.2 Yoga & Pilates Mats Product Profiles, Application and Specification
- 9.9.3 Lululemon Market Performance (2017-2022)
- 9.9.4 Recent Development
- 9.9.5 SWOT Analysis
- 9.10 Yogabum
- 9.10.1 Yogabum Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.10.2 Yoga & Pilates Mats Product Profiles, Application and Specification
  - 9.10.3 Yogabum Market Performance (2017-2022)
  - 9.10.4 Recent Development
  - 9.10.5 SWOT Analysis
- 9.11 Aerolite
  - 9.11.1 Aerolite Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.11.2 Yoga & Pilates Mats Product Profiles, Application and Specification
  - 9.11.3 Aerolite Market Performance (2017-2022)
  - 9.11.4 Recent Development
  - 9.11.5 SWOT Analysis
- 9.12 Easyoga
- 9.12.1 Easyoga Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.12.2 Yoga & Pilates Mats Product Profiles, Application and Specification
  - 9.12.3 Easyoga Market Performance (2017-2022)
  - 9.12.4 Recent Development
  - 9.12.5 SWOT Analysis
- 9.13 Hugger Mugger Para Rubber
- 9.13.1 Hugger Mugger Para Rubber Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.13.2 Yoga & Pilates Mats Product Profiles, Application and Specification
- 9.13.3 Hugger Mugger Para Rubber Market Performance (2017-2022)
- 9.13.4 Recent Development
- 9.13.5 SWOT Analysis
- 9.14 Jade Yoga
- 9.14.1 Jade Yoga Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.14.2 Yoga & Pilates Mats Product Profiles, Application and Specification
  - 9.14.3 Jade Yoga Market Performance (2017-2022)
  - 9.14.4 Recent Development
  - 9.14.5 SWOT Analysis
- 9.15 Gaiam



- 9.15.1 Gaiam Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.15.2 Yoga & Pilates Mats Product Profiles, Application and Specification
- 9.15.3 Gaiam Market Performance (2017-2022)
- 9.15.4 Recent Development
- 9.15.5 SWOT Analysis
- 9.16 Adidas
  - 9.16.1 Adidas Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.16.2 Yoga & Pilates Mats Product Profiles, Application and Specification
  - 9.16.3 Adidas Market Performance (2017-2022)
  - 9.16.4 Recent Development
  - 9.16.5 SWOT Analysis
- 9.17 Aurorae
- 9.17.1 Aurorae Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.17.2 Yoga & Pilates Mats Product Profiles, Application and Specification
- 9.17.3 Aurorae Market Performance (2017-2022)
- 9.17.4 Recent Development
- 9.17.5 SWOT Analysis
- 9.18 Kharma Khare
- 9.18.1 Kharma Khare Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.18.2 Yoga & Pilates Mats Product Profiles, Application and Specification
  - 9.18.3 Kharma Khare Market Performance (2017-2022)
  - 9.18.4 Recent Development
  - 9.18.5 SWOT Analysis

#### 10 RESEARCH FINDINGS AND CONCLUSION

#### 11 APPENDIX

- 11.1 Methodology
- 11.2 Research Data Source



#### **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Yoga & Pilates Mats Product Picture

Table Global Yoga & Pilates Mats Market Sales Volume and CAGR (%) Comparison by Type

Table Yoga & Pilates Mats Market Consumption (Sales Volume) Comparison by Application (2017-2027)

Figure Global Yoga & Pilates Mats Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Europe Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Latin America Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate (2017-2027)



Figure Middle East and Africa Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Global Yoga & Pilates Mats Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on Yoga & Pilates Mats Industry Development

Table Global Yoga & Pilates Mats Sales Volume by Player (2017-2022)

Table Global Yoga & Pilates Mats Sales Volume Share by Player (2017-2022)

Figure Global Yoga & Pilates Mats Sales Volume Share by Player in 2021

Table Yoga & Pilates Mats Revenue (Million USD) by Player (2017-2022)

Table Yoga & Pilates Mats Revenue Market Share by Player (2017-2022)

Table Yoga & Pilates Mats Price by Player (2017-2022)

Table Yoga & Pilates Mats Gross Margin by Player (2017-2022)

Table Mergers & Acquisitions, Expansion Plans

Table Global Yoga & Pilates Mats Sales Volume, Region Wise (2017-2022)

Table Global Yoga & Pilates Mats Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Yoga & Pilates Mats Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Yoga & Pilates Mats Sales Volume Market Share, Region Wise in 2021

Table Global Yoga & Pilates Mats Revenue (Million USD), Region Wise (2017-2022)

Global Yoga & Pilates Mats Industry Research Report, Competitive Landscape, Market Size, Regional Status and P...



Table Global Yoga & Pilates Mats Revenue Market Share, Region Wise (2017-2022)

Figure Global Yoga & Pilates Mats Revenue Market Share, Region Wise (2017-2022)

Figure Global Yoga & Pilates Mats Revenue Market Share, Region Wise in 2021

Table Global Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table United States Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Europe Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table China Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Japan Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table India Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Southeast Asia Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Latin America Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Middle East and Africa Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Global Yoga & Pilates Mats Sales Volume by Type (2017-2022)

Table Global Yoga & Pilates Mats Sales Volume Market Share by Type (2017-2022)

Figure Global Yoga & Pilates Mats Sales Volume Market Share by Type in 2021



Table Global Yoga & Pilates Mats Revenue (Million USD) by Type (2017-2022)

Table Global Yoga & Pilates Mats Revenue Market Share by Type (2017-2022)

Figure Global Yoga & Pilates Mats Revenue Market Share by Type in 2021

Table Yoga & Pilates Mats Price by Type (2017-2022)

Figure Global Yoga & Pilates Mats Sales Volume and Growth Rate of PVC Mats (2017-2022)

Figure Global Yoga & Pilates Mats Revenue (Million USD) and Growth Rate of PVC Mats (2017-2022)

Figure Global Yoga & Pilates Mats Sales Volume and Growth Rate of Rubber Mats (2017-2022)

Figure Global Yoga & Pilates Mats Revenue (Million USD) and Growth Rate of Rubber Mats (2017-2022)

Figure Global Yoga & Pilates Mats Sales Volume and Growth Rate of TPE Mats (2017-2022)

Figure Global Yoga & Pilates Mats Revenue (Million USD) and Growth Rate of TPE Mats (2017-2022)

Figure Global Yoga & Pilates Mats Sales Volume and Growth Rate of Other (2017-2022)

Figure Global Yoga & Pilates Mats Revenue (Million USD) and Growth Rate of Other (2017-2022)

Table Global Yoga & Pilates Mats Consumption by Application (2017-2022)

Table Global Yoga & Pilates Mats Consumption Market Share by Application (2017-2022)

Table Global Yoga & Pilates Mats Consumption Revenue (Million USD) by Application (2017-2022)

Table Global Yoga & Pilates Mats Consumption Revenue Market Share by Application (2017-2022)

Table Global Yoga & Pilates Mats Consumption and Growth Rate of Household (2017-2022)

Table Global Yoga & Pilates Mats Consumption and Growth Rate of Yoga & Pilates



Clubs (2017-2022)

Table Global Yoga & Pilates Mats Consumption and Growth Rate of Others (2017-2022)

Figure Global Yoga & Pilates Mats Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Yoga & Pilates Mats Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global Yoga & Pilates Mats Price and Trend Forecast (2022-2027)

Figure USA Yoga & Pilates Mats Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Yoga & Pilates Mats Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China Yoga & Pilates Mats Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure China Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Yoga & Pilates Mats Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure India Yoga & Pilates Mats Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate



Forecast Analysis (2022-2027)

Figure Southeast Asia Yoga & Pilates Mats Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Yoga & Pilates Mats Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Yoga & Pilates Mats Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Yoga & Pilates Mats Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Yoga & Pilates Mats Market Sales Volume Forecast, by Type

Table Global Yoga & Pilates Mats Sales Volume Market Share Forecast, by Type

Table Global Yoga & Pilates Mats Market Revenue (Million USD) Forecast, by Type

Table Global Yoga & Pilates Mats Revenue Market Share Forecast, by Type

Table Global Yoga & Pilates Mats Price Forecast, by Type

Figure Global Yoga & Pilates Mats Revenue (Million USD) and Growth Rate of PVC Mats (2022-2027)

Figure Global Yoga & Pilates Mats Revenue (Million USD) and Growth Rate of PVC Mats (2022-2027)

Figure Global Yoga & Pilates Mats Revenue (Million USD) and Growth Rate of Rubber Mats (2022-2027)

Figure Global Yoga & Pilates Mats Revenue (Million USD) and Growth Rate of Rubber Mats (2022-2027)

Figure Global Yoga & Pilates Mats Revenue (Million USD) and Growth Rate of TPE



Mats (2022-2027)

Figure Global Yoga & Pilates Mats Revenue (Million USD) and Growth Rate of TPE Mats (2022-2027)

Figure Global Yoga & Pilates Mats Revenue (Million USD) and Growth Rate of Other (2022-2027)

Figure Global Yoga & Pilates Mats Revenue (Million USD) and Growth Rate of Other (2022-2027)

Table Global Yoga & Pilates Mats Market Consumption Forecast, by Application

Table Global Yoga & Pilates Mats Consumption Market Share Forecast, by Application

Table Global Yoga & Pilates Mats Market Revenue (Million USD) Forecast, by Application

Table Global Yoga & Pilates Mats Revenue Market Share Forecast, by Application

Figure Global Yoga & Pilates Mats Consumption Value (Million USD) and Growth Rate of Household (2022-2027)

Figure Global Yoga & Pilates Mats Consumption Value (Million USD) and Growth Rate of Yoga & Pilates Clubs (2022-2027)

Figure Global Yoga & Pilates Mats Consumption Value (Million USD) and Growth Rate of Others (2022-2027)

Figure Yoga & Pilates Mats Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

**Table Alternative Product Analysis** 

Table Downstream Distributors

Table Downstream Buyers

Table Barefoot Yoga Profile

Table Barefoot Yoga Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Barefoot Yoga Yoga & Pilates Mats Sales Volume and Growth Rate Figure Barefoot Yoga Revenue (Million USD) Market Share 2017-2022



**Table Amber Sports Profile** 

Table Amber Sports Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Amber Sports Yoga & Pilates Mats Sales Volume and Growth Rate

Figure Amber Sports Revenue (Million USD) Market Share 2017-2022

Table HATHAYOGA Profile

Table HATHAYOGA Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure HATHAYOGA Yoga & Pilates Mats Sales Volume and Growth Rate

Figure HATHAYOGA Revenue (Million USD) Market Share 2017-2022

Table Manduka PROlite Profile

Table Manduka PROlite Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Manduka PROlite Yoga & Pilates Mats Sales Volume and Growth Rate

Figure Manduka PROlite Revenue (Million USD) Market Share 2017-2022

Table PrAna Revolutionary Profile

Table PrAna Revolutionary Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure PrAna Revolutionary Yoga & Pilates Mats Sales Volume and Growth Rate

Figure PrAna Revolutionary Revenue (Million USD) Market Share 2017-2022

Table Hosa Group Profile

Table Hosa Group Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Hosa Group Yoga & Pilates Mats Sales Volume and Growth Rate

Figure Hosa Group Revenue (Million USD) Market Share 2017-2022

Table Khataland Profile

Table Khataland Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Khataland Yoga & Pilates Mats Sales Volume and Growth Rate

Figure Khataland Revenue (Million USD) Market Share 2017-2022

Table Keep Well Profile

Table Keep Well Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Keep Well Yoga & Pilates Mats Sales Volume and Growth Rate

Figure Keep Well Revenue (Million USD) Market Share 2017-2022

Table Lululemon Profile

Table Lululemon Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Lululemon Yoga & Pilates Mats Sales Volume and Growth Rate



Figure Lululemon Revenue (Million USD) Market Share 2017-2022

Table Yogabum Profile

Table Yogabum Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Yogabum Yoga & Pilates Mats Sales Volume and Growth Rate

Figure Yogabum Revenue (Million USD) Market Share 2017-2022

Table Aerolite Profile

Table Aerolite Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Aerolite Yoga & Pilates Mats Sales Volume and Growth Rate

Figure Aerolite Revenue (Million USD) Market Share 2017-2022

Table Easyoga Profile

Table Easyoga Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Easyoga Yoga & Pilates Mats Sales Volume and Growth Rate

Figure Easyoga Revenue (Million USD) Market Share 2017-2022

Table Hugger Mugger Para Rubber Profile

Table Hugger Mugger Para Rubber Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Hugger Mugger Para Rubber Yoga & Pilates Mats Sales Volume and Growth Rate

Figure Hugger Mugger Para Rubber Revenue (Million USD) Market Share 2017-2022 Table Jade Yoga Profile

Table Jade Yoga Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Jade Yoga Yoga & Pilates Mats Sales Volume and Growth Rate

Figure Jade Yoga Revenue (Million USD) Market Share 2017-2022

**Table Gaiam Profile** 

Table Gaiam Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Gaiam Yoga & Pilates Mats Sales Volume and Growth Rate

Figure Gaiam Revenue (Million USD) Market Share 2017-2022

**Table Adidas Profile** 

Table Adidas Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Adidas Yoga & Pilates Mats Sales Volume and Growth Rate

Figure Adidas Revenue (Million USD) Market Share 2017-2022

**Table Aurorae Profile** 

Table Aurorae Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and



Gross Margin (2017-2022)

Figure Aurorae Yoga & Pilates Mats Sales Volume and Growth Rate

Figure Aurorae Revenue (Million USD) Market Share 2017-2022

Table Kharma Khare Profile

Table Kharma Khare Yoga & Pilates Mats Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Kharma Khare Yoga & Pilates Mats Sales Volume and Growth Rate

Figure Kharma Khare Revenue (Million USD) Market Share 2017-2022



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