

Yoga and Exercise Mats Market by Material (Polyvinyl Chloride, Natural Rubber, Polyurethane, Thermoplastic Elastomer, Others), Distribution Channel (E-Commerce, Supermarket & Hypermarket, Specialty Store), End-Use, Region - Global Forecast to 2026

<https://marketpublishers.com/r/Y30B64B6DE6CEN.html>

Date: April 2021

Pages: 181

Price: US\$ 4,950.00 (Single User License)

ID: Y30B64B6DE6CEN

Abstracts

The global yoga and exercise mats market size is projected to grow from USD 11.7 billion in 2021 to USD 15.2 billion by 2026, at a CAGR of 5.3% during the forecast period 2021 to 2026. Rising popularity of yoga, an increase in the rate of obesity, and an increase in the prevalence of lifestyle diseases across the globe is expected to accelerate the growth of the yoga mat market.

“The health club end-use segment is projected to grow at the highest CAGR during the forecast period.”

Based on end-use, the health club segment is projected to grow at the highest CARG during the forecast period. A health club is a place that keeps exercise equipment for the purpose of physical exercises, muscle strengthening, and general physical workouts. In business terms, it is a company providing people access to controlled environmental space, along with services focused on physical fitness and health. In recent years, the number of health clubs and fitness services has risen globally due to an increase in health-conscious individuals. According to the International Health, Racquet & Sportsclub Association (IHRSA) Global Report, in 2019, the revenues in the fitness industry totaled to USD 94 billion, estimating that the health clubs may reach 230 million members by the end of 2030. The US Bureau of Labor Statistics (BLS) also predicts the number of fitness trainers and instructors will grow by 13% from 2018 to

2028. These developments suggest that the growth of the fitness industry will also lead to a rise in the number of health clubs globally.

“The specialty store distribution channel segment is projected to grow at the highest CAGR during the forecast period.”

Based on distribution channel, the specialty store segment is projected to grow at the highest CARG during the forecast period. A specialty store is a retail store that focuses on offering specific product categories rather than retailers who sell an array of consumer goods. This store focuses on providing an assortment of brands, styles, and models in a specific category of goods. For instance, Lululemon Athletica’s retail stores are typical specialty stores that focus on athletic wear and fitness products as compared to Walmart (hypermarket), which focuses on a wide category of products. Fitness products, such as yoga and exercise mats, are abundantly available in a specialty store, as this store focuses more on increasing their sales, in terms of volume, as compared to supermarkets.

“The other materials segment is projected to grow at the highest CAGR during the forecast period.”

Based on material, the others segment is projected to grow at the highest CARG during the forecast period. Other materials used for producing yoga and exercise mats include cotton and jute. These materials are plant fibers and are extracted from natural sources. Consumers are switching to use eco-friendly products in their daily lives. As a result, cotton and jute yoga and exercise mats are also being preferred over polyvinyl chloride or polyurethane mats. Cotton and jute yoga and exercise mats are breathable, durable, and can be washed easily as compared to other mats.

“North America is projected to grow the highest CAGR in the yoga and exercise mats market during the forecast period.”

North America is projected to grow at the highest CAGR in the yoga and exercise mats market from 2021 to 2026. The increasing popularity of yoga and the rising obesity rate in the region are driving the demand for yoga and exercise mats in North America. The North America region segment in this study comprises the US, Canada and Mexico. A joint study research study conducted by the University of Columbia and Harvard reported that if the current trend continues, more than 50% of the adult population in the US would be obese by 2050. The chief causes of obesity include unhealthy food intake, lack of physical activity, and sedentary lifestyles. These factors are creating a favorable

environment for the increased adoption of yoga and exercises to maintain a healthy lifestyle.

Profile break-up of primary participants for the report:

By Company Type: Tier 1 – 30%, Tier 2 – 35%, and Tier 3 – 35%

By Designation: C-level Executives – 15%, Directors – 20%, and Others – 65%

By Region: Asia Pacific – 35%, Europe – 25%, North America – 25%, Middle East - 10%, and South America – 5%

Furthermore, as a part of the qualitative analysis of the yoga and exercise mats market, the research provides a comprehensive review of drivers, restraints, opportunities, and challenges influencing the growth of the market across the globe. It also discusses competitive strategies adopted by the leading market players such as Lululemon Athletica Inc (Canada), Columbia Sportswear Company (US), Adidas AG (Germany), Sequential Brands Group Inc. (US), Airex AG (Switzerland), Jade Yoga (US), Manduka LLC (US), Hugger Mugger Yoga Products (US), Liforme Ltd. (UK), Barefoot Yoga Co. (US), Fabrication Enterprises, Inc. (US), Quanzhou Sansheng Rubber Plastic Foamed Shoes Materials Co., Ltd. (China), La Vie Boheme Yoga (US) (US), Accessory Arcade (India), Eupromed S.R.O. (Czech Republic), Ningbo Mylon Rubber & Plastic Co., Ltd. (China), Winboss International Co., Ltd (Taiwan), Xiamen Sanfan Sports Products Co, Ltd. (China), Alo Yoga (US), TEGO (India), Ecoyoga (US), Shenzhen Haifuxing Technology Co., Ltd (China), Shanghai Fitness Sourcing Inc. (China), Fitness Mats (India), and Yoga Direct LLC (US), among others.

Research Coverage:

The report defines, segments, and projects the size of the yoga and exercise mats market based on material, distribution channel, end use and region. It strategically profiles the key players and comprehensively analyzes their market share and core competencies. It also tracks and analyzes competitive developments such as acquisitions and agreements undertaken by them in the market.

Reasons to buy the Report:

The report is expected to help the market leaders/new entrants in the market by

Yoga and Exercise Mats Market by Material (Polyvinyl Chloride, Natural Rubber, Polyurethane, Thermoplastic Ela...

providing them the closest approximations of revenue numbers of the yoga and exercise mats market and its segments. This report is also expected to help stakeholders obtain an improved understanding of the competitive landscape of the market, gain insights to improve the position of their businesses, and make suitable go-to-market strategies. It also enables stakeholders to understand the pulse of the market and provide them information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY

1.2 MARKET DEFINITION

1.2.1 YOGA MATS

1.2.2 EXERCISE MATS

1.3 INCLUSIONS & EXCLUSIONS

TABLE 1 YOGA AND EXERCISE MATS MARKET, BY END USE: INCLUSIONS & EXCLUSIONS

TABLE 2 YOGA AND EXERCISE MATS MARKET, BY MATERIAL: INCLUSIONS & EXCLUSIONS

TABLE 3 YOGA MATS MARKET, BY REGION: INCLUSIONS & EXCLUSIONS

1.4 MARKET SCOPE

1.4.1 YOGA AND EXERCISE MATS MARKET SEGMENTATION

FIGURE 1 YOGA AND EXERCISE MATS MARKET: SEGMENTATION

1.4.2 YEARS CONSIDERED FOR THE STUDY

1.5 CURRENCY

1.6 VOLUME

1.7 LIMITATIONS

1.8 STAKEHOLDERS

1.9 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 YOGA AND EXERCISE MATS MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.1.1 Key data from secondary sources

2.1.2 PRIMARY DATA

2.1.2.1 Key data from primary sources

2.1.2.2 List of participating companies for primary research

2.1.2.3 Key industry insights

2.1.2.4 Breakdown of primary interviews

2.2 BASE NUMBER CALCULATION

2.2.1 DEMAND-SIDE APPROACH

2.3 MARKET ENGINEERING PROCESS

2.3.1 MARKET SIZE ESTIMATION

FIGURE 3 MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH

2.3.2 TOP-DOWN APPROACH

FIGURE 4 MARKET SIZE ESTIMATION: TOP-DOWN APPROACH

2.4 DATA TRIANGULATION

2.5 ASSUMPTIONS

2.6 RISK ASSESSMENT

3 EXECUTIVE SUMMARY

TABLE 5 YOGA AND EXERCISE MATS MARKET SNAPSHOT, 2021 & 2026

FIGURE 5 POLYVINYL CHLORIDE (PVC) MATERIAL TYPE SEGMENT ACCOUNTED FOR THE LARGEST SHARE OF YOGA AND EXERCISE MATS MARKET IN 2020

FIGURE 6 PERSONAL END-USE SEGMENT DOMINATED YOGA AND EXERCISE MATS MARKET IN 2020

FIGURE 7 E-COMMERCE DISTRIBUTION CHANNEL SEGMENT ACCOUNTED FOR THE LARGEST SHARE IN 2020

FIGURE 8 ASIA PACIFIC TO LEAD YOGA AND EXERCISE MATS MARKET FROM 2021 TO 2026

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES IN THE YOGA AND EXERCISE MATS MARKET

FIGURE 9 INCREASE IN POPULARITY OF YOGA AND OTHER FORMS OF EXERCISE DRIVING YOGA AND EXERCISE MATS MARKET

4.2 YOGA AND EXERCISE MATS MARKET, BY REGION

FIGURE 10 YOGA AND EXERCISE MATS MARKET IN NORTH AMERICA TO GROW AT HIGHEST RATE DURING FORECAST PERIOD

4.3 ASIA PACIFIC YOGA AND EXERCISE MATS MARKET, BY MATERIAL TYPE & COUNTRY

FIGURE 11 POLYVINYL CHLORIDE MATERIAL TYPE SEGMENT AND CHINA TO ACCOUNT FOR LARGEST SHARE IN 2021

4.4 YOGA AND EXERCISE MATS MARKET, BY MAJOR COUNTRIES

FIGURE 12 YOGA AND EXERCISE MATS MARKET IN THAILAND TO GROW AT HIGHEST CAGR FROM 2021 TO 2026

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 13 YOGA AND EXERCISE MATS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

5.2.1 DRIVERS

5.2.1.1 Rising popularity of yoga and other forms of exercise

5.2.1.2 Increase in the prevalence of lifestyle diseases

5.2.1.3 Growing rate of obesity

5.2.2 RESTRAINTS

5.2.2.1 Volatility in raw material prices

TABLE 6 GLOBAL OIL & GAS PRICES, USD/BBL (2016–2020)

5.2.3 OPPORTUNITIES

5.2.3.1 Innovative technological solutions to offer high-quality yoga and exercise mats

5.2.3.2 Use of eco-friendly and biodegradable materials

5.2.4 CHALLENGES

5.2.4.1 Availability of alternatives to yoga and exercise mats

5.3 PORTER'S FIVE FORCES ANALYSIS

FIGURE 14 PORTER'S FIVE FORCES ANALYSIS

TABLE 7 PORTER'S FIVE FORCES ANALYSIS: YOGA AND EXERCISE MATS MARKET

5.3.1 BARGAINING POWER OF SUPPLIERS

5.3.2 THREAT OF NEW ENTRANTS

5.3.3 THREAT OF SUBSTITUTES

5.3.4 BARGAINING POWER OF BUYERS

5.3.5 DEGREE OF COMPETITION

5.4 VALUE CHAIN ANALYSIS OF YOGA MATS

FIGURE 15 THE YOGA MATS VALUE CHAIN

5.5 CASE STUDY ANALYSIS

5.5.1 PHYSICAL THERAPY AND REHABILITATION

5.5.1.1 Airex AG provides special exercise mats intended for use in physical therapy and rehabilitation at clinics

5.5.2 PEDIATRIC ACTIVITY

5.5.2.1 Fabrication Enterprises, Inc. provides exercise mats used in pre-schools and kindergarten

5.6 TRENDS/DISRUPTIONS IMPACTING CUSTOMER'S BUSINESS

FIGURE 16 REVENUE SHIFT & NEW REVENUE POCKETS FOR YOGA AND EXERCISE MAT MANUFACTURERS

5.7 ECOSYSTEM FOR YOGA AND EXERCISE MATS MARKET

FIGURE 17 ECOSYSTEM MARKET MAP FOR YOGA AND EXERCISE MATS MARKET

5.8 PATENT ANALYSIS

5.8.1 INTRODUCTION

5.8.2 INSIGHTS

FIGURE 18 PUBLICATION TRENDS (2010-2021)

TABLE 8 TOP 10 OWNERS OF YOGA AND EXERCISE MAT PATENTS

FIGURE 19 NO. OF YOGA AND EXERCISE MAT PATENTS BY COUNTRY
(2010-2021)

5.8.3 TOP ASSIGNEES

FIGURE 20 NO. OF PATENT APPLICATIONS (2010-2021)

5.9 AVERAGE SELLING PRICE TREND

TABLE 9 AVERAGE PRICES OF YOGA MAT RAW MATERIALS, BY REGION (USD)
(2020)

5.10 TECHNOLOGY ANALYSIS

5.11 TARIFFS & REGULATORY LANDSCAPE

TABLE 10 AVERAGE TARIFFS ON IMPORT OF ARTICLES AND EQUIPMENT FOR
GENERAL PHYSICAL EXERCISE

TABLE 11 REGULATIONS ON FITNESS PRODUCTS IN THE EUROPEAN UNION

TABLE 12 REGULATIONS ON FITNESS PRODUCTS IN US

5.12 TRADE ANALYSIS

5.12.1 IMPORT ANALYSIS

FIGURE 21 IMPORT OF EQUIPMENT FOR GENERAL PHYSICAL EXERCISE, BY
KEY COUNTRY, 2016-2020 (USD MILLION)

5.12.2 EXPORT ANALYSIS

FIGURE 22 EXPORT OF EQUIPMENT FOR GENERAL PHYSICAL EXERCISE, BY
KEY COUNTRY, 2016-2020 (USD MILLION)

5.13 COVID-19 IMPACT ON YOGA AND EXERCISE MATS MARKET

5.13.1 COVID-19 HEALTH ASSESSMENT

FIGURE 23 COUNTRY-WISE SPREAD OF COVID-19

FIGURE 24 IMPACT OF COVID-19 ON DIFFERENT COUNTRIES IN 2020 (Q4)

FIGURE 25 THREE SCENARIO-BASED ANALYSIS OF COVID-19 IMPACT ON
GLOBAL ECONOMY

5.13.2 COVID-19 IMPACT ON THE YOGA AND EXERCISE MATS MARKET

6 YOGA AND EXERCISE MATS MARKET, BY MATERIAL

6.1 INTRODUCTION

FIGURE 26 YOGA AND EXERCISE MATS MARKET, BY MATERIAL,

2021 VS. 2026 (USD MILLION)

TABLE 13 YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL, 2018–2026
(THOUSAND UNIT)

TABLE 14 YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL, 2018–2026
(USD MILLION)

6.2 POLYVINYL CHLORIDE (PVC)

6.2.1 PREFERRED FOR MANUFACTURING LOW-COST MATS

6.2.2 COVID-19 IMPACT ON POLYVINYL CHLORIDE

TABLE 15 POLYVINYL CHLORIDE: YOGA AND EXERCISE MATS MARKET SIZE, BY
REGION, 2018–2026 (THOUSAND UNIT)

TABLE 16 POLYVINYL CHLORIDE: YOGA AND EXERCISE MATS MARKET SIZE, BY
REGION, 2018–2026 (USD MILLION)

6.3 POLYURETHANE (PU)

6.3.1 HIGH DEMAND FOR POLYURETHANE YOGA AND EXERCISE MATS IN
ASIA PACIFIC

6.3.2 COVID-19 IMPACT ON POLYURETHANE

TABLE 17 POLYURETHANE: YOGA AND EXERCISE MATS MARKET, BY REGION,

2018–2026 (THOUSAND UNIT)

TABLE 18 POLYURETHANE: YOGA AND EXERCISE MATS MARKET, BY REGION,

2018–2026 (USD MILLION)

6.4 THERMOPLASTIC ELASTOMER (TPE)

6.4.1 HIGH DEMAND FOR YOGA AND EXERCISE MATS MADE FROM TPE IN
NORTH AMERICA

6.4.2 COVID-19 IMPACT ON THERMOPLASTIC ELASTOMER

TABLE 19 THERMOPLASTIC ELASTOMER: YOGA AND EXERCISE MATS MARKET
SIZE, BY REGION, 2018–2026 (THOUSAND UNIT)

TABLE 20 THERMOPLASTIC ELASTOMER: YOGA AND EXERCISE MATS MARKET
SIZE, BY REGION, 2018–2026 (USD MILLION)

6.5 NATURAL RUBBER

6.5.1 NATURAL RUBBER TO RECORD FASTEST GROWTH DURING
FORECAST PERIOD

6.5.2 COVID-19 IMPACT ON NATURAL RUBBER

TABLE 21 NATURAL RUBBER: YOGA AND EXERCISE MATS MARKET SIZE, BY
REGION, 2018–2026 (THOUSAND UNIT)

TABLE 22 NATURAL RUBBER: YOGA AND EXERCISE MATS MARKET SIZE, BY
REGION, 2018–2026 (USD MILLION)

6.6 OTHERS

6.6.1 RAW MATERIALS SUCH AS COTTON AND JUTE TO WITNESS SIGNIFICANT DEMAND DUE TO ECO-FRIENDLINESS

6.6.2 COVID-19 IMPACT ON OTHER MATERIALS

TABLE 23 OTHER MATERIALS: YOGA AND EXERCISE MATS MARKET, BY REGION,

2018–2025 (THOUSAND UNIT)

TABLE 24 OTHER MATERIALS: YOGA AND EXERCISE MATS MARKET, BY REGION,

2018–2026 (USD MILLION)

7 YOGA AND EXERCISE MATS MARKET, BY END USE

7.1 INTRODUCTION

FIGURE 27 YOGA AND EXERCISE MATS MARKET, BY END USE, 2021 VS 2026, (USD MILLION)

TABLE 25 YOGA AND EXERCISE MATS MARKET SIZE, BY END USE, 2018–2026 (UNIT THOUSAND)

TABLE 26 YOGA AND EXERCISE MATS MARKET SIZE, BY END USE, 2018–2026 (USD MILLION)

7.2 HEALTH CLUB

7.2.1 HEALTH CLUBS TO WITNESS HIGH GROWTH POST-2021

7.2.2 COVID-19 IMPACT ON HEALTH CLUBS

7.3 PERSONAL

7.3.1 PERSONAL USE OF YOGA MATS TO GROW DUE TO PREFERENCE FOR IN-HOME WORKOUT SESSIONS

7.3.2 COVID-19 IMPACT ON PERSONAL USE

8 YOGA AND EXERCISE MATS MARKET, BY DISTRIBUTION CHANNEL

8.1 INTRODUCTION

FIGURE 28 YOGA AND EXERCISE MATS MARKET, BY DISTRIBUTION CHANNEL,

2021 VS. 2026 (USD MILLION)

TABLE 27 YOGA AND EXERCISE MATS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018–2026 (THOUSAND UNIT)

TABLE 28 YOGA AND EXERCISE MATS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018–2026 (USD MILLION)

8.2 SUPERMARKET & HYPERMARKET

8.2.1 SUPERMARKETS & HYPERMARKETS TO WITNESS SECOND-FASTEST GROWTH

8.2.2 COVID-19 IMPACT ON SUPERMARKETS & HYPERMARKETS

8.3 SPECIALTY STORE

8.3.1 SPECIALTY STORES SEGMENT TO RECORD FASTEST GROWTH DURING FORECAST PERIOD

8.3.2 COVID-19 IMPACT ON SPECIALTY STORE

8.4 E-COMMERCE

8.4.1 E-COMMERCE SEGMENT TO HOLD LARGEST SHARE DURING FORECAST PERIOD

8.4.2 COVID-19 IMPACT ON E-COMMERCE

9 YOGA AND EXERCISE MATS MARKET, BY REGION

9.1 INTRODUCTION

TABLE 29 YOGA AND EXERCISE MATS MARKET SIZE, BY REGION, 2018–2026 (USD MILLION)

FIGURE 29 YOGA AND EXERCISE MATS MARKET GROWTH RATE, BY KEY COUNTRIES, 2021–2026

9.2 ASIA PACIFIC

FIGURE 30 ASIA PACIFIC: YOGA AND EXERCISE MATS MARKET SNAPSHOT

TABLE 30 ASIA PACIFIC: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL, 2018–2026 (USD MILLION)

TABLE 31 ASIA PACIFIC: YOGA AND EXERCISE MATS MARKET SIZE, BY COUNTRY, 2018–2026 (USD MILLION)

9.2.1 CHINA

9.2.1.1 Health-conscious consumers to drive market growth

FIGURE 31 PERCENTAGE SPLIT OF YOGA PRACTITIONERS, BY EMPLOYMENT POSITION, 2018

9.2.1.2 COVID-19 impact on China

TABLE 32 CHINA: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,

2018–2026 (USD MILLION)

9.2.2 INDIA

9.2.2.1 India accounted for the largest share in the regional yoga and exercise mats market

9.2.2.2 COVID-19 impact on India

TABLE 33 INDIA: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,

2018–2026 (USD MILLION)

9.2.3 JAPAN

9.2.3.1 Presence of prominent yoga chains and studios to spur demand

9.2.3.2 COVID-19 impact on Japan

TABLE 34 JAPAN: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,

2018–2026 (USD MILLION)

9.2.4 SOUTH KOREA

9.2.4.1 High consumption of natural rubber-made yoga and exercise mats

9.2.4.2 COVID-19 impact on South Korea

TABLE 35 SOUTH KOREA: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL, 2018–2026 (USD MILLION)

9.2.5 MALAYSIA

9.2.5.1 Leading raw material supplier for yoga and exercise mats market

TABLE 36 MALAYSIA: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,

2018–2026 (USD MILLION)

9.2.6 THAILAND

9.2.6.1 Wellness tourism to spur demand for travel yoga mats

TABLE 37 THAILAND: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,

2018–2026 (USD MILLION)

9.2.7 AUSTRALIA

9.2.7.1 Growing need for healthy lifestyles to propel demand for yoga and exercise mats

9.2.7.2 COVID-19 impact on Australia

TABLE 38 AUSTRALIA: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,

2018–2026 (USD MILLION)

9.2.8 SINGAPORE

9.2.8.1 Presence of a multitude of yoga and fitness studios

TABLE 39 SINGAPORE: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL, 2018–2026 (USD MILLION)

9.3 NORTH AMERICA

FIGURE 32 NORTH AMERICA: YOGA AND EXERCISE MATS MARKET SNAPSHOT

TABLE 40 NORTH AMERICA: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL, 2018–2026 (USD MILLION)

TABLE 41 NORTH AMERICA: YOGA AND EXERCISE MATS MARKET SIZE, BY COUNTRY, 2018–2026 (USD MILLION)

9.3.1 US

9.3.1.1 High demand for yoga mats made from natural rubber

FIGURE 33 US: YOGA PARTICIPATION, 2012 VS. 2015 VS. 2020 (MILLION)

FIGURE 34 US: YOGA INDUSTRY REVENUE, 2012 VS. 2015 VS. 2020 (BILLION)

9.3.1.2 COVID-19 impact on US

TABLE 42 US: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL, 2018–2026 (USD MILLION)

9.3.2 CANADA

9.3.2.1 Increase in popularity of yoga to drive market growth

9.3.2.2 COVID-19 impact on Canada

TABLE 43 CANADA: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,

2018–2026 (USD MILLION)

9.3.3 MEXICO

9.3.3.1 Increased obesity rate to spur demand for fitness products

9.3.3.2 COVID-19 impact on Mexico

TABLE 44 MEXICO: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,

2018–2026 (USD MILLION)

9.4 EUROPE

FIGURE 35 EUROPE: YOGA AND EXERCISE MATS MARKET SNAPSHOT

TABLE 45 EUROPE: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,

2018–2026 (USD MILLION)

TABLE 46 EUROPE YOGA AND EXERCISE MATS MARKET SIZE, BY COUNTRY,
2018–2026 (USD MILLION)

9.4.1 GERMANY

9.4.1.1 Natural rubber material segment to grow fastest during
forecast period

9.4.1.2 COVID-19 impact on Germany

TABLE 47 GERMANY: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,
2018–2026 (USD MILLION)

9.4.2 FRANCE

9.4.2.1 Mature fitness industry creates demand for yoga and exercise mats

9.4.2.2 COVID-19 impact on France

TABLE 48 FRANCE: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,
2018–2026 (USD MILLION)

9.4.3 ITALY

9.4.3.1 Growing demand for home fitness products to drive market

9.4.3.2 COVID-19 impact on Italy

TABLE 49 ITALY: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,
2018–2026 (USD MILLION)

9.4.4 UK

9.4.4.1 Mature yoga industry boosts market growth

9.4.4.2 COVID-19 impact on the UK

TABLE 50 UK: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,
2018–2026 (USD MILLION)

9.4.5 POLAND

9.4.5.1 Emerging European yoga and exercise mats market

9.4.5.2 COVID-19 impact on Poland

TABLE 51 POLAND: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,
2018–2026 (USD MILLION)

9.5 SOUTH AMERICA

TABLE 52 SOUTH AMERICA: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL, 2018–2026 (USD MILLION)

TABLE 53 SOUTH AMERICA: YOGA AND EXERCISE MATS MARKET SIZE, BY COUNTRY, 2018–2026 (USD MILLION)

9.5.1 BRAZIL

9.5.1.1 Popularity of mats made from polyvinyl chloride

TABLE 54 BRAZIL: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,

2018–2026 (USD MILLION)

9.5.2 ARGENTINA

9.5.2.1 Increased use of in-home workouts contributing to rising demand

TABLE 55 ARGENTINA: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,

2018–2026 (USD MILLION)

9.6 MIDDLE EAST

TABLE 56 MIDDLE EAST: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL, 2018–2026 (USD MILLION)

TABLE 57 MIDDLE EAST: YOGA AND EXERCISE MATS MARKET SIZE, BY COUNTRY, 2018–2026 (USD MILLION)

9.6.1 SAUDI ARABIA

9.6.1.1 Increased demand for yoga and exercise mats due to focus on physical well-being

TABLE 58 SAUDI ARABIA: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL, 2018–2026 (USD MILLION)

9.6.2 UAE

9.6.2.1 Demand for eco-friendly yoga mats made from natural rubber

TABLE 59 UAE: YOGA AND EXERCISE MATS MARKET SIZE, BY MATERIAL,

2018–2026 (USD MILLION)

10 COMPETITIVE LANDSCAPE

10.1 OVERVIEW

FIGURE 36 COMPANIES ADOPTED INORGANIC GROWTH STRATEGIES BETWEEN JANUARY 2019 AND DECEMBER 2020

10.2 MARKET EVALUATION FRAMEWORK

FIGURE 37 MARKET EVALUATION FRAMEWORK: 2020 SAW ACQUISITIONS
LEADING THIS SPACE

10.3 MARKET SHARE ANALYSIS: YOGA AND EXERCISE MATS MARKET (2020)

10.3.1 MARKET SHARE ANALYSIS OF TOP PLAYERS IN EXERCISE AND YOGA
MATS MARKET

TABLE 60 YOGA AND EXERCISE MATS MARKET: DEGREE OF COMPETITION

10.3.2 REVENUE ANALYSIS OF TOP PLAYERS IN YOGA AND EXERCISE MATS
MARKET

FIGURE 38 TOP PLAYERS – REVENUE ANALYSIS (2017-2020)

10.4 COMPANY EVALUATION QUADRANT MATRIX DEFINITIONS AND
METHODOLOGY, 2020

10.4.1 STAR

10.4.2 EMERGING LEADERS

10.4.3 PERVASIVE

10.4.4 PARTICIPANTS

FIGURE 39 YOGA AND EXERCISE MATS MARKET: COMPETITIVE LANDSCAPE
MAPPING, 2020

10.5 COMPETITIVE BENCHMARKING

10.5.1 STRENGTH OF PRODUCT PORTFOLIO

FIGURE 40 PRODUCT PORTFOLIO ANALYSIS OF TOP PLAYERS IN YOGA AND
EXERCISE MATS MARKET

10.5.2 BUSINESS STRATEGY EXCELLENCE

FIGURE 41 BUSINESS STRATEGY EXCELLENCE OF TOP PLAYERS IN YOGA AND
EXERCISE MATS MARKET

10.6 SME MATRIX, 2020

10.6.1 PROGRESSIVE COMPANIES

10.6.2 DYNAMIC COMPANIES

10.6.3 RESPONSIVE COMPANIES

10.6.4 STARTING BLOCKS

FIGURE 42 YOGA AND EXERCISE MATS MARKET: COMPETITIVE LEADERSHIP
MAPPING OF EMERGING COMPANIES, 2020

TABLE 61 COMPANY INDUSTRY FOOTPRINT, 2020

TABLE 62 COMPANY DISTRIBUTION FOOTPRINT, 2020

TABLE 63 COMPANY REGION FOOTPRINT, 2020

TABLE 64 COMPANY OVERALL FOOTPRINT, 2020

10.7 KEY MARKET DEVELOPMENTS

TABLE 65 YOGA AND EXERCISE MATS MARKET: DEALS, JANUARY 2019 –
DECEMBER 2020

**TABLE 66 YOGA AND EXERCISE MATS MARKET: OTHERS, JANUARY 2019 –
DECEMBER 2020****11 COMPANY PROFILES****11.1 KEY PLAYERS**

(Business overview, Financial assessment, Products offered, Yoga and Exercise Mats Market: Deals, January 2019 – December 2020, COVID-19 related development, Recent Developments, Winning imperative, MNM view)*

11.1.1 LULULEMON ATHLETICA INC.**FIGURE 43 LULULEMON ATHLETICA INC.: COMPANY SNAPSHOT****TABLE 67 LULULEMON ATHLETICA INC.: COMPANY SNAPSHOT****11.1.2 COLUMBIA SPORTSWEAR COMPANY****FIGURE 44 COLUMBIA SPORTSWEAR COMPANY: COMPANY SNAPSHOT****TABLE 68 COLUMBIA SPORTSWEAR COMPANY: COMPANY SNAPSHOT****11.1.3 ADIDAS AG****FIGURE 45 ADIDAS AG: COMPANY SNAPSHOT****TABLE 69 ADIDAS AG: COMPANY SNAPSHOT****11.1.4 QUANZHOU SANSHENG RUBBER PLASTIC FOAMED SHOES****MATERIALS CO., LTD.****TABLE 70 QUANZHOU SANSHENG RUBBER PLASTIC FOAMED SHOES****MATERIALS CO., LTD.: COMPANY SNAPSHOT****11.1.5 SEQUENTIAL BRANDS GROUP, INC.****FIGURE 46 SEQUENTIAL BRANDS GROUP, INC.: COMPANY SNAPSHOT****TABLE 71 SEQUENTIAL BRANDS GROUP, INC.: COMPANY SNAPSHOT****11.1.6 UNDER ARMOUR, INC.****FIGURE 47 UNDER ARMOUR, INC.: COMPANY SNAPSHOT****TABLE 72 UNDER ARMOUR, INC.: COMPANY SNAPSHOT****11.1.7 AIREX AG****TABLE 73 AIREX AG: COMPANY SNAPSHOT****11.1.8 FABRICATION ENTERPRISES, INC.****TABLE 74 FABRICATION ENTERPRISES, INC.: COMPANY SNAPSHOT****11.1.9 HUGGER MUGGER YOGA PRODUCTS****TABLE 75 HUGGER MUGGER YOGA PRODUCTS: COMPANY SNAPSHOT****11.1.10 MANDUKA, LLC****TABLE 76 MANDUKA, LLC: COMPANY SNAPSHOT****11.2 STARTUP/ SME PLAYERS****11.2.1 BAREFOOT YOGA CO.****TABLE 77 BAREFOOT YOGA CO.: COMPANY SNAPSHOT**

11.2.2 EVERLAST WORLDWIDE, INC.

TABLE 78 EVERLAST WORLDWIDE, INC.: COMPANY SNAPSHOT

11.2.3 JADE YOGA

TABLE 79 JADE YOGA: COMPANY SNAPSHOT

11.2.4 LA VIE BOHEME YOGA

TABLE 80 LA VIE BOHEME YOGA: COMPANY SNAPSHOT

11.2.5 LIFORME LTD.

TABLE 81 LIFORME LTD.: COMPANY SNAPSHOT

*Details on Business overview, Financial assessment, Products offered, Yoga and Exercise Mats Market: Deals, January 2019 – December 2020, COVID-19 related development, Recent Developments, Winning imperative, MNM view might not be captured in case of unlisted companies.

11.3 OTHER COMPANIES

11.3.1 UWIN

11.3.2 STILELIBERO LTD.

11.3.3 ACCESSORY ARCADE

11.3.4 EUPROMED S.R.O.

11.3.5 NINGBO MYLON RUBBER & PLASTIC CO., LTD.

11.3.6 WINBOSS INDUSTRIAL CO., LTD.

11.3.7 XIAMEN SANFAN SPORTS PRODUCTS CO, LTD.

11.3.8 ALO YOGA

11.3.9 BAYA

11.3.10 ECOYOGA LTD

11.3.11 TEGO

11.3.12 SHENZHEN HAIFUXING TECHNOLOGY CO., LTD.

11.3.13 SHANGHAI FITNESS SOURCING INC.

11.3.14 FITNESS MATS INDIA

11.3.15 YOGA DIRECT, LLC

12 APPENDIX

12.1 DISCUSSION GUIDE

12.2 KNOWLEDGE STORE: MARKET SAND MARKETS' SUBSCRIPTION PORTAL

12.3 AVAILABLE CUSTOMIZATIONS

12.4 RELATED REPORTS

12.5 AUTHOR DETAILS

I would like to order

Product name: Yoga and Exercise Mats Market by Material (Polyvinyl Chloride, Natural Rubber, Polyurethane, Thermoplastic Elastomer, Others), Distribution Channel (E-Commerce, Supermarket & Hypermarket, Specialty Store), End-Use, Region - Global Forecast to 2026

Product link: <https://marketpublishers.com/r/Y30B64B6DE6CEN.html>

Price: US\$ 4,950.00 (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/Y30B64B6DE6CEN.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