

# Yoga Exercise Mats-EMEA Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/YBEA021B155EN.html>

Date: July 2019

Pages: 144

Price: US\$ 3,480.00 (Single User License)

ID: YBEA021B155EN

## Abstracts

### Report Summary

Yoga Exercise Mats-EMEA Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Yoga Exercise Mats industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole EMEA and Regional Market Size of Yoga Exercise Mats 2013-2017, and development forecast 2018-2023

Main market players of Yoga Exercise Mats in EMEA, with company and product introduction, position in the Yoga Exercise Mats market

Market status and development trend of Yoga Exercise Mats by types and applications

Cost and profit status of Yoga Exercise Mats, and marketing status

Market growth drivers and challenges

The report segments the EMEA Yoga Exercise Mats market as:

EMEA Yoga Exercise Mats Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

Europe

Middle East

Africa

EMEA Yoga Exercise Mats Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

PVC Exercise Mats  
Rubber Exercise Mats  
TPE Yoga Exercise Mats  
Other

EMEA Yoga Exercise Mats Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)  
Household  
Yoga Club  
Other

EMEA Yoga Exercise Mats Market: Players Segment Analysis (Company and Product introduction, Yoga Exercise Mats Sales Volume, Revenue, Price and Gross Margin):

Eco Yoga  
Equilibrium DFS  
EuProMed  
Airex AG  
Lululemon  
Lotus Design  
PrAna Revolutionary  
Jade Yoga  
Manduka PROlite  
Hugger Mugger Para Rubber  
Hosa Group  
Aurorae  
Gaiam  
Keep well  
Toplus  
Kharma Khare  
Under Armor  
Barefoot Yoga  
Aerolite  
HATHAYOGA  
JiangXi Lveten Plastic Industry  
Khataland  
A. Kolckmann  
Yogasana  
Bean Products  
IKU

Shenzhen Haifuxing Technology  
Microcell Composite  
Liforme  
Yogarugs

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### **CHAPTER 1 OVERVIEW OF YOGA EXERCISE MATS**

- 1.1 Definition of Yoga Exercise Mats in This Report
- 1.2 Commercial Types of Yoga Exercise Mats
  - 1.2.1 PVC Exercise Mats
  - 1.2.2 Rubber Exercise Mats
  - 1.2.3 TPE Yoga Exercise Mats
  - 1.2.4 Other
- 1.3 Downstream Application of Yoga Exercise Mats
  - 1.3.1 Household
  - 1.3.2 Yoga Club
  - 1.3.3 Other
- 1.4 Development History of Yoga Exercise Mats
- 1.5 Market Status and Trend of Yoga Exercise Mats 2013-2023
  - 1.5.1 EMEA Yoga Exercise Mats Market Status and Trend 2013-2023
  - 1.5.2 Regional Yoga Exercise Mats Market Status and Trend 2013-2023

### **CHAPTER 2 EMEA MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of Yoga Exercise Mats in EMEA 2013-2017
- 2.2 Consumption Market of Yoga Exercise Mats in EMEA by Regions
  - 2.2.1 Consumption Volume of Yoga Exercise Mats in EMEA by Regions
  - 2.2.2 Revenue of Yoga Exercise Mats in EMEA by Regions
- 2.3 Market Analysis of Yoga Exercise Mats in EMEA by Regions
  - 2.3.1 Market Analysis of Yoga Exercise Mats in Europe 2013-2017
  - 2.3.2 Market Analysis of Yoga Exercise Mats in Middle East 2013-2017
  - 2.3.3 Market Analysis of Yoga Exercise Mats in Africa 2013-2017
- 2.4 Market Development Forecast of Yoga Exercise Mats in EMEA 2018-2023
  - 2.4.1 Market Development Forecast of Yoga Exercise Mats in EMEA 2018-2023
  - 2.4.2 Market Development Forecast of Yoga Exercise Mats by Regions 2018-2023

### **CHAPTER 3 EMEA MARKET STATUS AND FORECAST BY TYPES**

- 3.1 Whole EMEA Market Status by Types
  - 3.1.1 Consumption Volume of Yoga Exercise Mats in EMEA by Types
  - 3.1.2 Revenue of Yoga Exercise Mats in EMEA by Types
- 3.2 EMEA Market Status by Types in Major Countries

- 3.2.1 Market Status by Types in Europe
- 3.2.2 Market Status by Types in Middle East
- 3.2.3 Market Status by Types in Africa
- 3.3 Market Forecast of Yoga Exercise Mats in EMEA by Types

## **CHAPTER 4 EMEA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

- 4.1 Demand Volume of Yoga Exercise Mats in EMEA by Downstream Industry
- 4.2 Demand Volume of Yoga Exercise Mats by Downstream Industry in Major Countries
  - 4.2.1 Demand Volume of Yoga Exercise Mats by Downstream Industry in Europe
  - 4.2.2 Demand Volume of Yoga Exercise Mats by Downstream Industry in Middle East
  - 4.2.3 Demand Volume of Yoga Exercise Mats by Downstream Industry in Africa
- 4.3 Market Forecast of Yoga Exercise Mats in EMEA by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF YOGA EXERCISE MATS**

- 5.1 EMEA Economy Situation and Trend Overview
- 5.2 Yoga Exercise Mats Downstream Industry Situation and Trend Overview

## **CHAPTER 6 YOGA EXERCISE MATS MARKET COMPETITION STATUS BY MAJOR PLAYERS IN EMEA**

- 6.1 Sales Volume of Yoga Exercise Mats in EMEA by Major Players
- 6.2 Revenue of Yoga Exercise Mats in EMEA by Major Players
- 6.3 Basic Information of Yoga Exercise Mats by Major Players
  - 6.3.1 Headquarters Location and Established Time of Yoga Exercise Mats Major Players
  - 6.3.2 Employees and Revenue Level of Yoga Exercise Mats Major Players
- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News
  - 6.4.3 New Product Development and Launch

## **CHAPTER 7 YOGA EXERCISE MATS MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

- 7.1 Eco Yoga
  - 7.1.1 Company profile

- 7.1.2 Representative Yoga Exercise Mats Product
- 7.1.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of Eco Yoga
- 7.2 Equilibrium DFS
  - 7.2.1 Company profile
  - 7.2.2 Representative Yoga Exercise Mats Product
  - 7.2.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of Equilibrium DFS
- 7.3 EuProMed
  - 7.3.1 Company profile
  - 7.3.2 Representative Yoga Exercise Mats Product
  - 7.3.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of EuProMed
- 7.4 Airex AG
  - 7.4.1 Company profile
  - 7.4.2 Representative Yoga Exercise Mats Product
  - 7.4.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of Airex AG
- 7.5 Lululemon
  - 7.5.1 Company profile
  - 7.5.2 Representative Yoga Exercise Mats Product
  - 7.5.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of Lululemon
- 7.6 Lotus Design
  - 7.6.1 Company profile
  - 7.6.2 Representative Yoga Exercise Mats Product
  - 7.6.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of Lotus Design
- 7.7 PrAna Revolutionary
  - 7.7.1 Company profile
  - 7.7.2 Representative Yoga Exercise Mats Product
  - 7.7.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of PrAna Revolutionary
- 7.8 Jade Yoga
  - 7.8.1 Company profile
  - 7.8.2 Representative Yoga Exercise Mats Product
  - 7.8.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of Jade Yoga
- 7.9 Manduka PROlite
  - 7.9.1 Company profile
  - 7.9.2 Representative Yoga Exercise Mats Product
  - 7.9.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of Manduka PROlite
- 7.10 Hugger Mugger Para Rubber
  - 7.10.1 Company profile
  - 7.10.2 Representative Yoga Exercise Mats Product

- 7.10.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of Hugger Muger Para Rubber
- 7.11 Hosa Group
  - 7.11.1 Company profile
  - 7.11.2 Representative Yoga Exercise Mats Product
  - 7.11.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of Hosa Group
- 7.12 Aurorae
  - 7.12.1 Company profile
  - 7.12.2 Representative Yoga Exercise Mats Product
  - 7.12.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of Aurorae
- 7.13 Gaiam
  - 7.13.1 Company profile
  - 7.13.2 Representative Yoga Exercise Mats Product
  - 7.13.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of Gaiam
- 7.14 Keep well
  - 7.14.1 Company profile
  - 7.14.2 Representative Yoga Exercise Mats Product
  - 7.14.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of Keep well
- 7.15 Toplus
  - 7.15.1 Company profile
  - 7.15.2 Representative Yoga Exercise Mats Product
  - 7.15.3 Yoga Exercise Mats Sales, Revenue, Price and Gross Margin of Toplus
- 7.16 Kharma Khare
- 7.17 Under Armor
- 7.18 Barefoot Yoga
- 7.19 Aerolite
- 7.20 HATHAYOGA
- 7.21 JiangXi Lveten Plastic Industry
- 7.22 Khataland
- 7.23 A. Kolckmann
- 7.24 Yogasana
- 7.25 Bean Products
- 7.26 IKU
- 7.27 Shenzhen Haifuxing Technology
- 7.28 Microcell Composite
- 7.29 Liforme
- 7.30 Yogarugs

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF YOGA**

## **EXERCISE MATS**

- 8.1 Industry Chain of Yoga Exercise Mats
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF YOGA EXERCISE MATS**

- 9.1 Cost Structure Analysis of Yoga Exercise Mats
- 9.2 Raw Materials Cost Analysis of Yoga Exercise Mats
- 9.3 Labor Cost Analysis of Yoga Exercise Mats
- 9.4 Manufacturing Expenses Analysis of Yoga Exercise Mats

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF YOGA EXERCISE MATS**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources
- 12.3 Reference



## I would like to order

Product name: Yoga Exercise Mats-EMEA Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/YBEA021B155EN.html>

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/YBEA021B155EN.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