

European Stationary Cycles Market by Type (Upright Stationary Cycle, Recumbent Stationary Cycle, Others), by End - User (Health Clubs, Vertical Markets, Home Fitness) - Forecast to 2019

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Abstracts

The European stationary cycle market is estimated to grow at a CAGR of 3.9% from 2014 to 2019. Though the mature markets (such as the U.S., Germany, and the U.K.) hold larger shares in the global stationary cycle market, the German segment is expected to grow at the fastest CAGR of 4.0% from 2014 to 2019. The European stationary cycle market holds high potential for growth in future, due to a number of forces that favor this market. These factors include the increasing health and fitness consciousness among consumers in Europe.

High obesity incidence and a colossal patient pool who suffer from cardiovascular diseases have also influenced the increasing awareness, eventually driving the growth of the European stationary cycle market. Government initiatives to raise funds, conducting conferences, as well as arranging community-based physical activity and healthy consumption programs have further fueled the European market. However, the paucity of research and development (R&D) facilities and deceptive marketing strategies and practices adopted by players in the fitness equipment market to attract customers obstruct the growth of this market. The shift by major health club chains towards equipment retailing and the emergence of new distribution channels in the fitness industry provide numerous growth opportunities for market players to accelerate their growth in the European stationary cycle market in the near future.

In this report, the European stationary cycle market is broadly classified on the basis of product type, pricing of the equipment, and end-users. The products segment is classified into recumbent stationary cycle and upright stationary cycle. Based on the

pricing of equipment, the European stationary cycle market has been categorized into premium equipment and budget equipment. The major end-users of the stationary cycle market are health clubs and home fitness, among others.

Geographically, the market has been analyzed in terms of major countries in the European region, namely the U.K., France, Spain, Germany, Italy, Russia, and Rest of Europe (RoE). Germany commanded the largest share of 20.0% of the European stationary cycle market in 2014, followed by France. The high obesity rate has forced people to opt for bariatric procedures for weight loss. The Hospital Episode Statistics for England, collected by the NHS Information Centre for Health and Social Care, recorded that gastric banding and bypass procedures in the U.K. have increased manifold in the recent past.

There were about 715 gastric band insertions from 2006 to 2007, which increased to about 1,316 insertions from 2011 to 2012. For gastric band removals, the numbers increased from 11 from 2006 to 2007 to 124 from 2011 to 2012. Between 2011 and 2012, 5,407 gastric bypass procedures were performed in comparison to the 858 procedures between 2006 and 2007. The demand for weight loss surgery in the NHS is higher than the supply in the country. Since the U.K. holds the largest share of obesity ratio in Europe, there is a high demand for bariatric surgeries in the country, which drives the growth of the stationary cycle market, as the patients are recommended to follow up with regular exercises post-surgery. Hence, with the increasing rate of obesity in Europe, the stationary cycle market is expected to grow further from 2014 to 2019.

The report has profiled the leading players of this market, along with their developments (new product launches, partnerships, agreements, collaborations, and joint ventures) over the past few years and strategies adopted by them to sustain and strengthen their positions in the European stationary cycle market. AGF (Taiwan), Bladez Fitness (Spain), Cybex International, Inc. (U.S.), Kettler (Germany), Nautilus, Inc. (U.S.), and Life Fitness (U.S.), among others, are among the key players that are engaged in this market.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends and PEST analysis), market share analysis of top players, supply chain analysis, and company profiles, which together provide details on the competitive landscape, usage patterns, emerging and high-growth segments of the stationary cycle market, high-growth countries & their respective

regulatory policies, government initiatives, drivers, restraints, and opportunities in the market.

The report will enrich both the established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms garner a greater market share. Firms that purchase the report could use any one or a combination of five strategies that include market penetration, product development/innovation, market development, market diversification, and competitive assessment to strengthen their market share.

The report provides insights on the following pointers:

Product Analysis and Development: Detailed insights on upcoming technologies, research & development activities and new product launches in the European stationary cycle market. Usage pattern/penetration rate (in-depth trend analysis) of products (segment-wise) and purchasing data. Comprehensive coverage of product approvals, patent analysis, pipeline products, and product recalls.

Market Development: Comprehensive information of lucrative emerging markets. The report analyzes the markets for stationary cycle across geographies, exploits new distribution channels, new clientele base, and different pricing policies.

Market Diversification: Exhaustive information of new products, untapped geographies, recent developments, and investment decisions in the stationary cycle market. Detailed description with regards to related and unrelated diversification pertaining to this market.

Competitive Assessment: Forecast of an in-depth assessment of the market shares and company share analysis of key players till 2019, along with the business strategies and manufacturing capabilities of leading market players.

Product/ Brand Perception Analysis: Comprehensive study of customers' perception and behavior through our inbuilt social connect tool (digital marketing language) that checks the virality and tonality of blogs.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SEGMENTATION & COVERAGE
- 1.3 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 INTEGRATED ECOSYSTEM OF STATIONARY CYCLE MARKET
- 2.2 ARRIVING AT THE STATIONARY CYCLE MARKET SIZE
 - 2.2.1 TOP-DOWN APPROACH
 - 2.2.2 MACRO INDICATOR- BASED APPROACH
- 2.3 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 MARKET OVERVIEW

- 4.1 INTRODUCTION
- 4.2 STATIONARY CYCLE MARKET: COMPARISON WITH PARENT MARKET
- 4.3 MARKET DRIVERS AND INHIBITORS
- 4.4 KEY MARKET DYNAMICS

5 EUROPEAN STATIONARY CYCLE MARKET, BY TYPE

- 5.1 INTRODUCTION
- 5.2 EUROPEAN STATIONARY CYCLE MARKET, TYPE COMPARISON WITH CARDIOVASCULAR TRAINING EQUIPMENT MARKET
- 5.3 EUROPEAN RECUMBENT STATIONARY CYCLE MARKET, BY COUNTRY

6 EUROPEAN STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT

- 6.1 INTRODUCTION
- 6.2 EUROPEAN STATIONARY CYCLE MARKET, PRICING OF EQUIPMENT COMPARISON WITH CARDIOVASCULAR TRAINING EQUIPMENT MARKET
- 6.3 EUROPEAN BUDGET EQUIPMENT STATIONARY CYCLE MARKET, BY COUNTRY

6.4 EUROPEAN PREMIUM EQUIPMENT STATIONARY CYCLE MARKET, BY COUNTRY

7 EUROPEAN STATIONARY CYCLE MARKET, BY END-USER

7.1 INTRODUCTION

7.2 EUROPEAN STATIONARY CYCLE IN VERTICAL MARKET SEGMENT, BY COUNTRY

7.3 EUROPEAN STATIONARY CYCLE IN HEALTH CLUB MARKET SEGMENT, BY COUNTRY

7.4 EUROPEAN STATIONARY CYCLE IN HOME FITNESS MARKET SEGMENT, BY COUNTRY

8 EUROPEAN STATIONARY CYCLE MARKET, BY COUNTRY

8.1 INTRODUCTION

8.2 GERMANY STATIONARY CYCLE MARKET

8.2.1 GERMANY STATIONARY CYCLE MARKET, BY TYPE

8.2.2 GERMANY STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT

8.2.3 GERMANY STATIONARY CYCLE MARKET, BY END-USER

8.3 FRANCE STATIONARY CYCLE MARKET

8.3.1 FRANCE STATIONARY CYCLE MARKET, BY TYPE

8.3.2 FRANCE STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT

8.3.3 FRANCE STATIONARY CYCLE MARKET, BY END-USER

8.4 U.K. STATIONARY CYCLE MARKET

8.4.1 U.K. STATIONARY CYCLE MARKET, BY TYPE

8.4.2 U.K. STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT

8.4.3 U.K. STATIONARY CYCLE MARKET, BY END-USER

8.5 ITALY STATIONARY CYCLE MARKET

8.5.1 ITALY STATIONARY CYCLE MARKET, BY TYPE

8.5.2 ITALY STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT

8.5.3 ITALY STATIONARY CYCLE MARKET, BY END-USER

8.6 SPAIN STATIONARY CYCLE MARKET

8.6.1 SPAIN STATIONARY CYCLE MARKET, BY TYPE

8.6.2 SPAIN STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT

8.6.3 SPAIN STATIONARY CYCLE MARKET, BY END-USER

8.7 RUSSIA STATIONARY CYCLE MARKET

8.7.1 RUSSIA STATIONARY CYCLE MARKET, BY TYPE

8.7.2 RUSSIA STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT

- 8.7.3 RUSSIA STATIONARY CYCLE MARKET, BY END-USER
- 8.8 REST OF EUROPE STATIONARY CYCLE MARKET
 - 8.8.1 REST OF EUROPE STATIONARY CYCLE MARKET, BY TYPE
 - 8.8.2 REST OF EUROPE STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT
 - 8.8.3 REST OF EUROPE STATIONARY CYCLE MARKET, BY END-USER

9 EUROPEAN STATIONARY CYCLE MARKET: COMPETITIVE LANDSCAPE

- 9.1 JOINT VENTURES
- 9.2 NEW PRODUCT LAUNCH
- 9.3 ALLIANCE
- 9.4 AWARDS AND RECOGNITION

10 EUROPEAN STATIONARY CYCLE MARKET, BY COMPANY

- 10.1 AFG
 - 10.1.1 OVERVIEW
 - 10.1.2 KEY FINANCIALS
 - 10.1.3 PRODUCT AND SERVICE OFFERINGS
 - 10.1.4 RELATED DEVELOPMENTS
- 10.2 BLADEZ FITNESS
 - 10.2.1 OVERVIEW
 - 10.2.2 KEY FINANCIALS
 - 10.2.3 PRODUCT AND SERVICE OFFERINGS
 - 10.2.4 RELATED DEVELOPMENTS
- 10.3 CYBEX INTERNATIONAL, INC.
 - 10.3.1 OVERVIEW
 - 10.3.2 KEY FINANCIALS
 - 10.3.3 PRODUCT AND SERVICE OFFERINGS
 - 10.3.4 RELATED DEVELOPMENTS
- 10.4 KETTLER
 - 10.4.1 OVERVIEW
 - 10.4.2 KEY FINANCIALS
 - 10.4.3 PRODUCT AND SERVICE OFFERINGS
 - 10.4.4 RELATED DEVELOPMENTS
- 10.5 NAUTILUS, INC
 - 10.5.1 OVERVIEW
 - 10.5.2 KEY FINANCIALS

10.5.3 PRODUCT AND SERVICE OFFERINGS

10.5.4 RELATED DEVELOPMENTS

10.6 LIFE FITNESS

10.6.1 OVERVIEW

10.6.2 KEY FINANCIALS

10.6.3 PRODUCT AND SERVICE OFFERINGS

10.6.4 RELATED DEVELOPMENTS

11 APPENDIX

11.1 CUSTOMIZATION OPTIONS

11.1.1 IMPACT ANALYSIS

11.2 RELATED REPORTS

11.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE

11.3.1 RT SNAPSHOTS

List Of Tables

LIST OF TABLES

Table 1 STATIONARY CYCLE PEER MARKET SIZE, 2014 (USD MN)

Table 2 EUROPEAN STATIONARY CYCLE MARKET: MACRO INDICATORS, BY COUNTRY, 2012 (%)

Table 3 STATIONARY CYCLE MARKET: COMPARISON WITH PARENT MARKET, 2013 – 2019 (USD MN)

Table 4 STATIONARY CYCLE MARKET: DRIVERS AND INHIBITORS

Table 5 STATIONARY CYCLE MARKET: MARKET OPPORTUNITIES

Table 6 EUROPEAN STATIONARY CYCLE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Table 7 EUROPEAN STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Table 8 EUROPEAN STATIONARY CYCLE MARKET, BY TYPE, 2013 - 2019 (USD MN)

Table 9 EUROPEAN STATIONARY CYCLE MARKET, BY COUNTRY, 2012 - 2018 (USD MN)

Table 10 EUROPEAN STATIONARY CYCLE MARKET, BY TYPE, 2013 - 2019 (USD MN)

Table 11 EUROPEAN STATIONARY CYCLE MARKET, TYPE COMPARISON WITH CARDIOVASCULAR TRAINING EQUIPMENT MARKET, 2013–2019 (USD MN)

Table 12 EUROPEAN UPRIGHT STATIONARY CYCLE MARKET, BY COUNTRY, 2013–2019 (USD MN)

Table 13 EUROPEAN RECUMBENT STATIONARY CYCLE MARKET, BY COUNTRY, 2013–2019 (USD MN)

Table 14 EUROPEAN STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Table 15 EUROPEAN STATIONARY CYCLE MARKET, TYPE COMPARISON WITH CARDIOVASCULAR TRAINING EQUIPMENT MARKET, 2013–2019 (USD MN)

Table 16 EUROPEAN BUDGET STATIONARY CYCLE MARKET, BY COUNTRY, 2013–2019 (USD MN)

Table 17 EUROPEAN PREMIUM EQUIPMENT STATIONARY CYCLE MARKET, BY COUNTRY, 2013–2019 (USD MN)

Table 18 EUROPEAN STATIONARY CYCLE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Table 19 EUROPEAN STATIONARY CYCLE IN VERTICAL MARKET SEGMENT, BY COUNTRY, 2012 - 2018 (USD MN)

Table 20 EUROPEAN STATIONARY CYCLE IN HEALTH CLUB MARKET SEGMENT, BY COUNTRY, 2013 - 2019 (USD MN)

Table 21 EUROPEAN STATIONARY CYCLE MARKET IN HOME FITNESS MARKET SEGMENT, BY COUNTRY, 2013 - 2019 (USD MN)

Table 22 EUROPEAN STATIONARY CYCLE MARKET, BY GEOGRAPHY, 2013 - 2019 (USD MN)

Table 23 GERMANY STATIONARY CYCLE MARKET, BY TYPE, 2013-2019 (USD MN)

Table 24 GERMANY STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Table 25 GERMANY STATIONARY CYCLE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Table 26 FRANCE STATIONARY CYCLE MARKET, BY END TYPE, 2013 - 2019 (USD MN)

Table 27 FRANCE STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Table 28 FRANCE STATIONARY CYCLE MARKET, BY END USER, 2013 - 2019 (USD MN)

Table 29 U.K. STATIONARY CYCLE MARKET, BY TYPE, 2013-2019 (USD MN)

Table 30 U.K. STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Table 31 U.K. STATIONARY CYCLE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Table 32 ITALY STATIONARY CYCLE MARKET, BY TYPE, 2013-2019 (USD MN)

Table 33 ITALY STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Table 34 ITALY STATIONARY CYCLE MARKET, BY END USER, 2013 - 2019 (USD MN)

Table 35 SPAIN STATIONARY CYCLE MARKET, BY TYPE, 2013-2019 (USD MN)

Table 36 SPAIN STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Table 37 SPAIN STATIONARY CYCLE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Table 38 RUSSIA STATIONARY CYCLE MARKET, BY TYPE, 2013-2019 (USD MN)

Table 39 RUSSIA STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Table 40 RUSSIA STATIONARY CYCLE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Table 41 REST OF EUROPE STATIONARY CYCLE MARKET, BY TYPE, 2013-2019 (USD MN)

Table 42 REST OF EUROPE STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Table 43 REST OF EUROPE STATIONARY CYCLE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Table 44 EUROPEAN STATIONARY CYCLE MARKET: COMPANY SHARE ANALYSIS, 2013 (%)

Table 45 EUROPEAN STATIONARY CYCLE MARKET: JOINT VENTURES

Table 46 EUROPEAN STATIONARY CYCLE MARKET: NEW PRODUCT LAUNCH

Table 47 EUROPEAN STATIONARY CYCLE MARKET: ALLIANCE

Table 48 EUROPEAN STATIONARY CYCLE MARKET: AWARDS AND RECOGNITION

Table 49 NAUTILUS, INC.: KEY FINANCIALS, 2009-2013 (USD MN)

List Of Figures

LIST OF FIGURES

Figure 1 EUROPEAN STATIONARY CYCLE MARKET: SEGMENTATION & COVERAGE

Figure 2 STATIONARY CYCLE MARKET: INTEGRATED ECOSYSTEM

Figure 3 TOP-DOWN APPROACH

Figure 4 MACRO INDICATOR - BASED APPROACH

Figure 5 EUROPEAN STATIONARY CYCLE MARKET SNAPSHOT

Figure 6 EUROPEAN STATIONARY CYCLE MARKET, BY COUNTRY, 2013 (USD MN)

Figure 7 EUROPEAN STATIONARY CYCLE MARKET, BY TYPE, 2013 - 2019 (USD MN)

Figure 8 EUROPEAN STATIONARY CYCLE MARKET, TYPE COMPARISON WITH CARDIOVASCULAR TRAINING EQUIPMENT MARKET, 2013–2019 (USD MN)

Figure 9 EUROPEAN UPRIGHT STATIONARY CYCLE MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

Figure 10 EUROPEAN RECUMBENT STATIONARY CYCLE MARKET, BY COUNTRY, 2013–2019 (USD MN)

Figure 11 EUROPEAN STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Figure 12 EUROPEAN STATIONARY CYCLE MARKET, PRICING OF EQUIPMENT COMPARISON WITH CARDIOVASCULAR TRAINING EQUIPMENT MARKET, 2013–2019 (USD MN)

Figure 13 EUROPEAN BUDGET EQUIPMENT STATIONARY CYCLE MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

Figure 14 EUROPEAN BUDGET EQUIPMENT STATIONARY CYCLE MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

Figure 15 EUROPEAN STATIONARY CYCLE MARKET, BY END-USER, 2014 - 2019 (USD MN)

Figure 16 EUROPEAN STATIONARY CYCLE MARKET IN VERTICAL MARKET SEGMENT, BY COUNTRY 2013 - 2019 (USD MN)

Figure 17 EUROPEAN STATIONARY CYCLE MARKET IN HEALTH CLUB MARKET SEGMENT, BY COUNTRY, 2013 - 2019 (USD MN)

Figure 18 EUROPEAN STATIONARY CYCLE MARKET IN HOME FITNESS MARKET SEGMENT, BY COUNTRY, 2013 - 2019 (USD MN)

Figure 19 EUROPEAN STATIONARY CYCLE MARKET: GROWTH ANALYSIS, BY COUNTRY, 2013-2019 (USD MN)

Figure 20 GERMANY STATIONARY CYCLE MARKET OVERVIEW, 2014 & 2019 (%)

Figure 21 GERMANY STATIONARY CYCLE MARKET, BY TYPE, 2013-2019 (USD MN)

Figure 22 GERMANY STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Figure 23 GERMANY STATIONARY CYCLE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Figure 24 FRANCE STATIONARY CYCLE MARKET OVERVIEW, 2013 & 2019 (%)

Figure 25 FRANCE STATIONARY CYCLE MARKET, BY TYPE, 2013-2019 (USD MN)

Figure 26 FRANCE STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Figure 27 FRANCE STATIONARY CYCLE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Figure 28 U.K. STATIONARY CYCLE MARKET OVERVIEW, 2014 & 2019 (%)

Figure 29 U.K. STATIONARY CYCLE MARKET, BY TYPE, 2013-2019 (USD MN)

Figure 30 U.K. STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Figure 31 U.K. STATIONARY CYCLE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Figure 32 ITALY STATIONARY CYCLE MARKET OVERVIEW, 2013 & 2019 (%)

Figure 33 ITALY STATIONARY CYCLE MARKET, BY TYPE, 2013-2019 (USD MN)

Figure 34 ITALY STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Figure 35 ITALY STATIONARY CYCLE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Figure 36 SPAIN STATIONARY CYCLE MARKET OVERVIEW, 2013 & 2019 (%)

Figure 37 SPAIN STATIONARY CYCLE MARKET, BY TYPE, 2013-2019 (USD MN)

Figure 38 SPAIN STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Figure 39 SPAIN STATIONARY CYCLE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Figure 40 RUSSIA STATIONARY CYCLE MARKET OVERVIEW, 2013 & 2019 (%)

Figure 41 RUSSIA STATIONARY CYCLE MARKET, BY TYPE, 2013-2019 (USD MN)

Figure 42 RUSSIA STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Figure 43 RUSSIA STATIONARY CYCLE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Figure 44 REST OF EUROPE STATIONARY CYCLE MARKET OVERVIEW, 2013 & 2019 (%)

Figure 45 REST OF EUROPE STATIONARY CYCLE MARKET, BY TYPE, 2013-2019 (USD MN)

Figure 46 REST OF EUROPE STATIONARY CYCLE MARKET, BY PRICING OF EQUIPMENT, 2013 - 2019 (USD MN)

Figure 47 REST OF EUROPE STATIONARY CYCLE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Figure 48 EUROPEAN STATIONARY CYCLE MARKET: COMPANY SHARE ANALYSIS, 2013 (%)

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