

# Smart Home Fitness/Gym Equipment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Smart Home Fitness/Gym Equipment Market size is estimated at USD 2.5 billion in 2024, and is expected to reach USD 3.21 billion by 2029, growing at a CAGR of 5.13% during the forecast period (2024-2029).

Smart home fitness equipment encompasses devices or machines that allow consumers to exercise at home, thus enhancing their muscle strength, endurance, and weight management. These devices offer a heightened level of engagement, featuring vast libraries of guided sessions that are led by skilled instructors and personalized workouts. These programs are tailored to individual goals and fitness levels. Essentially, they provide the experience of having a personal trainer at home, offering convenience, safety, and privacy. Treadmills, stationary bikes, stair climbers, rowing machines, and ellipticals rank among the favored smart home workout equipment options.

The home fitness equipment market has experienced significant growth in recent years, which is projected to continue. This surge can be credited to various factors, such as the convenience of having exercise tools at home and a rising understanding of the benefits of consistent physical activity. The COVID-19 pandemic increased demand for home workout gear as people shifted to remote work and avoided gyms to reduce infection risks, prompting many individuals to invest in home gym equipment to uphold their fitness and well-being objectives.

The increasing demand for features such as heart rate monitoring, workout duration tracking, distance covered measurement, and calorie expenditure monitoring provided by smart fitness watches and fitness trackers is expected to boost sales of smart fitness products. The substantial integration of Artificial Intelligence (AI) and machine learning

technology into these products significantly contributes to the overall market growth. An emerging trend suggests that AI-based personal trainers are poised to become a significant element of at-home fitness equipment. Prominent technology players, including Google and Apple, are actively developing smart wearable devices capable of guiding and supporting users by leveraging health data. These technological advancements are poised to serve as the primary driving force behind the global smart home fitness equipment market in the foreseeable future.

## Smart Home Fitness/Gym Equipment Market Trends

### Cardiovascular Training Equipment is Expected to Grow at a Faster Rate during the Forecast Period

The dominance of cardiovascular training equipment in the market is fueled by the growing awareness surrounding cardiovascular health. Cardiovascular exercise equipment elevates heart rate, promotes fat loss, and boosts endurance. Engaging in physical activity enhances metabolism and decreases stress levels. The at-home fitness equipment market is primarily led by the cardiovascular training equipment segment, driven by the escalating obesity rates. This equipment is increasingly favored by older individuals seeking to sustain their physical fitness through home-based exercise routines. The expanding elderly population has created a surge in the need for low-impact exercise equipment to help seniors maintain their physical health. Due to this demographic change, elliptical machines, recumbent bikes, upright stationary bikes, and treadmills are experiencing increased demand. According to the US Census Bureau, there are currently 52 million Americans aged 65 and older, a figure projected to reach 95 million by 2060.

### North America Holds the Largest Share in the Smart Home Fitness Equipment Market

North America is poised to claim the largest market share primarily due to a higher prevalence of obesity in the region, leading to increased utilization of fitness equipment. The region faces substantial long-term health risks associated with obesity, including cardiovascular disease, stroke, Type 2 diabetes, high blood pressure, cancer, and various bone and joint issues. Consequently, North America has a heightened demand for weight management services. Given these reports and data-driven insights, consumers in the region are increasingly prioritizing their health and taking proactive measures to improve it. Post-pandemic, many individuals transformed additional spaces

in their homes into gyms or activity areas, spurring the purchase of home exercise equipment.

## Smart Home Fitness/Gym Equipment Industry Overview

The smart home fitness/gym equipment market is fragmented with many players. Key players in the industry are implementing strategies that involve integrating technology and incorporating smart devices, such as smartphones, tablets, or smartwatches, to meet the growing market demand for smart home fitness/gym equipment. The competitive landscape shows all the strategies, such as acquisitions and mergers, done by players to have the largest market share in the United States. The key players include Tonal System Inc., iFIT Inc., Technogym, Peloton, and JTX Fitness.

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